EVUSA Region 4 Board Retreat
Day 1 - February 4, 2023

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Facilitated by Leslie Lewis

- <u>What, So What, Now What: Task Force Summaries</u>
    - Competition Committee
        - What -
            - Octoberfest was one of nation's largest competitions and most profitable for us
            - Lots of learning how to run competitions for new folks and refreshing the memories of others
            - High point awards were very well received - kids loved the stickers and pins
        - So What/Now What -
            - Need to continue to hold Reg4 sponsored events
                - Do we continue the three we've been doing?
                - Do we add more?
                - What's the best use of our resources for these?
            - We want to focus on athlete welfare also
                - Tend to get long breaks b/w competitions and then clusters of lots of competitions
                    - Can be detrimental to vaulters and horses
                    - Timing of competitions w/in our region should be considered more carefully to take this into account
                    - How do we balance the number of competitions between levels of vaulters as well
                    - Communication b/w regions regarding when competitions are held is mostly non-existent. We know the "big" ones that happen annually; but if there are other qualifying comps, or multi-region comps, we don't always know
            - Consistency in registration structure
                - Sometimes on a website, or compweb, sometimes waivers are paper
    - Education Committee
        - What -
            - TX expo and educational funfest - region sponsored so points did count toward High Point
                - Nearly 40 vaulters, and Clinicians from all around the region
                - Lots of training on running competitions
            - CO hosted the Spirit of Vaulting clinic in Nov
                - Didn't go as smoothly as we would have liked, but definitely a learning experience. Horse portion was not as well attended as anticipated (weather?)

            - Greta was invaluable providing topics to cover & ideas for clinicians to reach out to, and how to manage this kind of thing
        - NM hosted our Regional Championships and educational event in one
            - Judges, acrobats, sports psychologists, etc
            - Coaches training clinic, for newer coaches had 7 teens & young adults attend
    - So what - first time we've ever had an educational event in each of the three active states - Impact?
        - TX gained some new teams, and trained a lot of people on needed competition-related jobs
        - TX incentivized vaulters/coaches/lungers to High Points and to go out of state (for comps and clinics)-exposure
        - Collaboration between clinicians that benefits our region and others, because many clinicians aren't from our region.
        - Clinics are empowering vaulters as to what to do, or how to be involved, *after they're done competing
        - Learned about tailoring educational events to the "audience" - progression was appropriate to the attendees
        - Parents learned a lot as well - parent sessions are helpful, and encourage their participation in a *proper way
    - Now What -
        - Another TX educational event March 31- April 1, 2023
            - Horsemanship (vaulters/coaches/lungers), rulebook, funfest
            - Hope to engage local community through sponsorships, maybe offer as an "event" with ticketed attendance
        - CO will host another Spirit of Vaulting clinic
            - No horses this time
            - More gym, cross training, sports psych/mental health
        - Will work horse/lunger/coach clinics into other events, or possibly even its own separate thing
- Promotion Committee
    - What -
        - There was some promotion via Facebook vs website
        - Hyped the High Point awards and Sportsmanship
            - Incentivised showing up to competitions
        - Hyped the CO education event a lot via word of mouth & other region Facebook groups/chats
            - Even at Nationals
    - So what -
        - Increased vaulter excitement about competitions and education
        - Lots of collaboration between the committees themselves
    - Now what -
        - Would like to solicit official sponsorships
        - Would like to establish intra-club mentorships
        - Outreach for new vaulters
        - More Social Media saturation - YouTube channel?
- Sportsmanship/Horsemanship
    - Sportsmanship

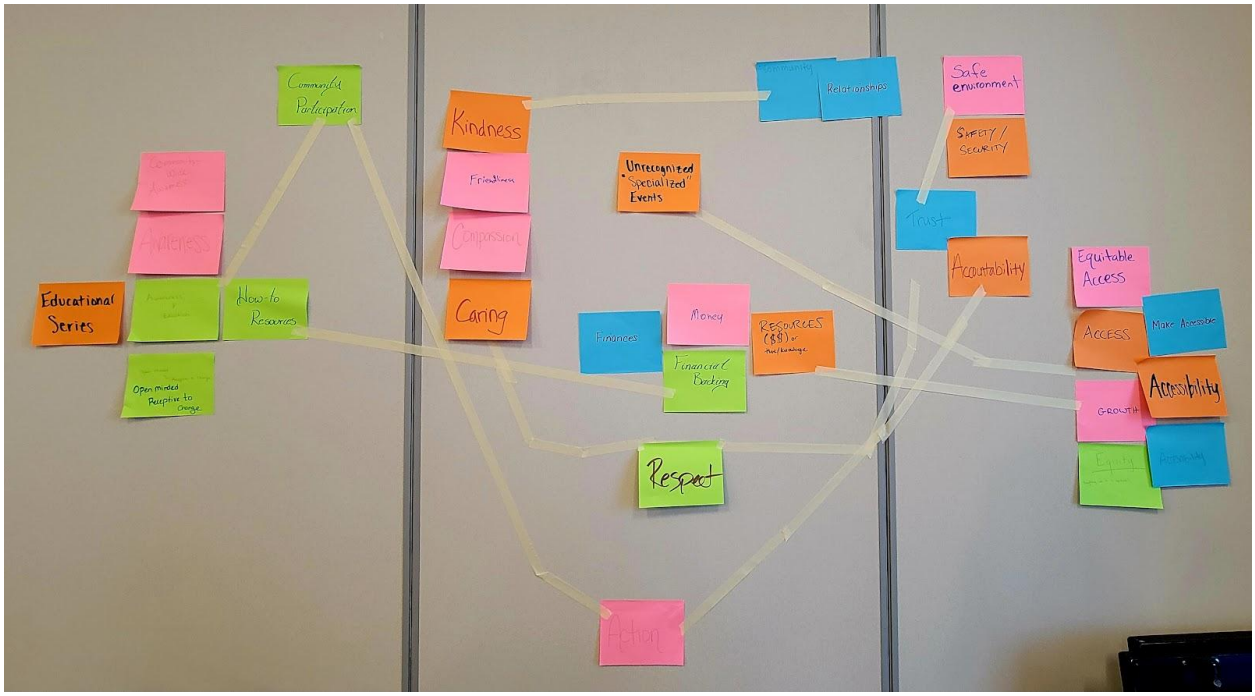
        - What -
            - TX focused on Horsemanship and began development of a program
            - High Point and Year End awards, plus per-event awards
                - Scott Donovan donated jackets - shoutout on website
                    - Can we make him a sponsor going forward?
                    - Will donate again this year
        - So what -
            - Saw some bad sportsmanship at CO edu event in Nov
            - Also saw more collaboration between vaulters/teams/coaches
        - Now what -
            - Code of conduct - how to hold vaulters accountable?
                - Pre-event assembly? Reminders by announcers?
                - How do we get parents more involved with setting expectations for vaulter behavior?
                - Also set an expectation for others attending (spectators, adult volunteers, friends of vaulter, etc)
            - Scott Donovan donated jackets - shoutout on website
                - Can we make him a sponsor going forward?
                - Will donate again this year
        - Horsemanship - not just a focus at our level - its international
        - First introduced in TX
        - Now what -
            - Huge focus on promoting horse welfare
            - Building an all around vaulter program - well rounded vaulters
                - Horsemanship, welfare, sportsmanship
                - Use already built materials/guidelines from various other organizations to help customize our own
                - Testing
            - Teaching vaulting for the horse

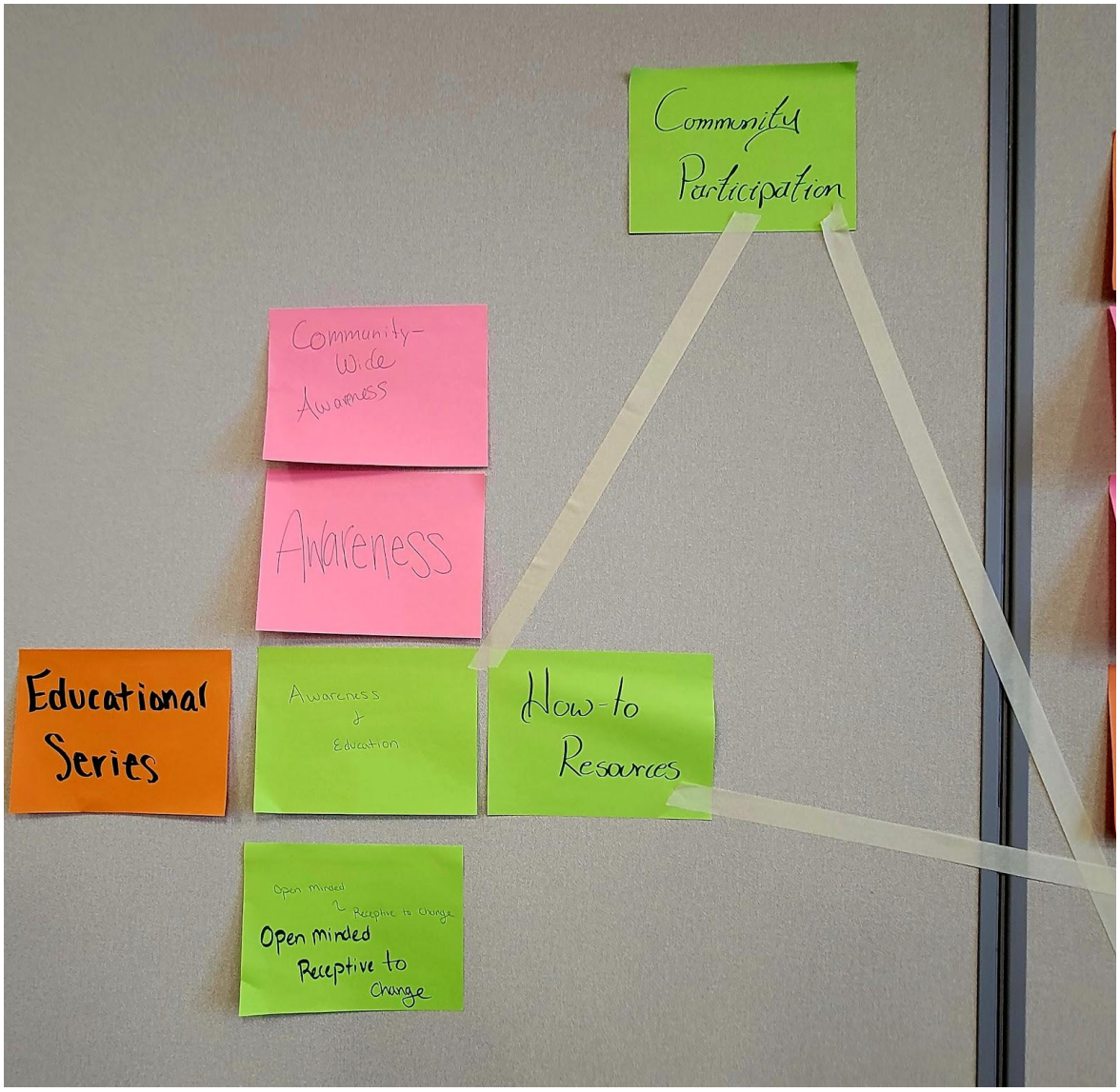
- <u>Connectivity - group activity - define:</u>
    - “Connectivity in Region 4 means…” OR “Connectivity in Region 4 is…”
    - Current mission statement: “We strive to promote the sport of vaulting, good sportsmanship, and creating an inclusive environment to all in the Region and across the United States.”
    - “Connectivity is EVUSA Region 4 is interactive communication designed to exchange resources and support within the internal and external community at all levels.”
- <u>DEI</u>
    - Is integrated into all the work, all the committees
    - Group work : How do I identify with DEI issues, and how has that changed over time?
    - What standards are needed to make our DEI visions for our region a reality?
        - Some way for new clubs/individuals to contact us & let us know what kind of support, what kind of opportunities, are needed in their specific situation

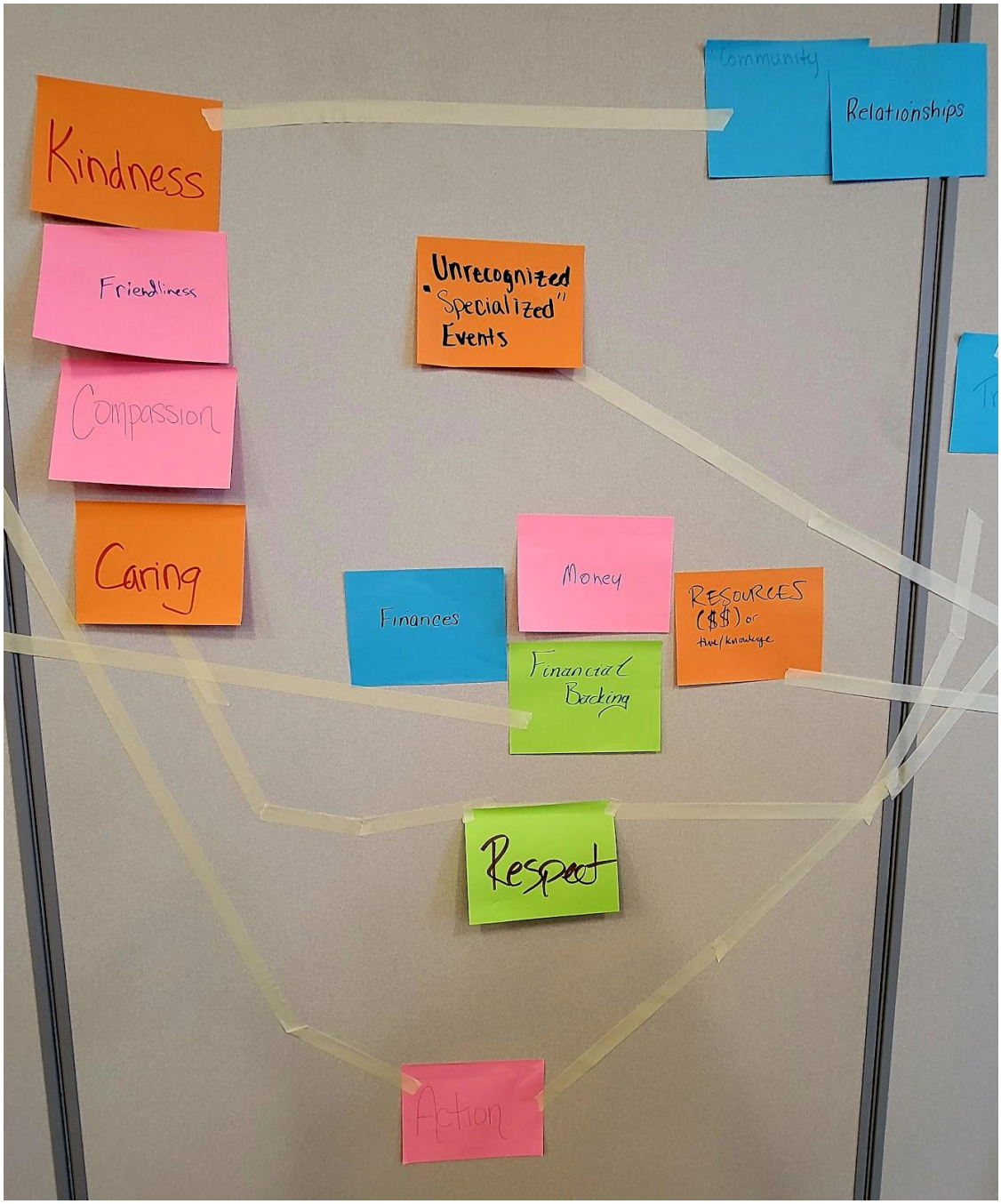
        - Needs to be a region-wide effort. The board, the current clubs, the current vaulters - all need to be on board with supporting these people, to collect resources and data and distribute it
            - How do we encourage whole region participation?
        - How do we support these initiatives financially? Underprivileged individuals still use horse time & effort, coach time & effort & so on.
            - Leveraging existing resources for education and sharing
        - Ways we can support diverse vaulters without making vaulters feel "other". Without making them stand out as underprivileged or the only boy or anything else
        - SEE BUBBLE THOUGHTS PICS ATTACHED
    - Appreciative Interviews (partner activity): think of a time you worked on a challenge related to vaulting, this past year, and you are proud of what you accomplished.
        - Listener will jot what made the teller's success possible
        - SEE APPRECIATIVE PICS ATTACHED
- Jimmy's Interview (audio attached)
- Planning Sessions (PICS ATTACHED)
    - Competitions Committee
        - Overall Goal(s)/Objective(s): to have profitable competitions
            - Discussions pending on how to structure these as far as prize lists (which can affect diversity of ebtrants as well), USEF/EVUSA recognition (judges, counting for national scores, etc), and registration deadlines
            - Discussed that there will be inflation to costs of competitions
            - How to get volunteers for events
        - Continuous planning involved with this on an ongoing basis
    - Education Committee
        - Overall Goal(s)/Objective(s):
            - Equine Education
            - Developmental Education
            - Rulebook Education
            - We achieve these various kinds of education in different ways
                - Educational events like TX in April and CO in November (way to promote these?)
                - How do we include the "inactive" states?
                - Utilizing educational videos & other media on website, Facebook & other social media
                - Breaking each educational goal into segments
    - Promotions Committee
        - Overall Goal(s)/Objective(s): Marketing outside of our membership and Mentorship
            - Marketing -
            - New sources of revenue, new sources of membership, and developing new relationships.
                - Sponsors, rec programs and pony clubs, fundraising, demo outreach, vendor booths & tradeshows, partnerships with other organizations, therapeutic programs, certain youth programs…
                - Developing connections we already have - known grant writers or PATH members, and so on

        - Selectively region sponsored grants (maybe for stabling at demos, or gas to haul a horse)
            - Allison is thinking like an online application to determine this (passing board approval)
        - Discussion of calendars further in advance may be helpful
        - Possibly adding regionally sponsored outreach events [to each of our 3 regionally sponsored comps/edu events]
    - Mentorship -
    - Having experienced clubs/vaulters mentor new, developing or prospective clubs
        - Having available resources to connect these clubs and people to one another
            - Link in website if people come looking
        - Having resources available to the mentors, a how-to manual kind of thing
            - Again via our website?
        - Equipment loan program?
        - YouTube channel?
            - Content discussion to come
            - Kim can help set up channel
    - Allison as contact person for potential mentorings
- Initial timelines for frameworks for these programs is June
- Sportsmanhip/Horsemanship
    - Sportsmanship -
    - Overall Goal(s)/Objective(s): Promote a positive environment and community for our members. Continue to drive good sportsmanship through incentivising and acknowledgement. Creating a procedure for unsportsmanlike behavior.
        - Present vaulter and non-vaultwr awards per event & annually
            - One for kids, one for adults
        - Implement a 3 strikes and you're out procedure for being unsportsmanlike
            - Iron out what this looks like exactly
                - Assembly before event, announcement from booth, part of vaulter development
            - Need a group to develop procedure
        - Awards sponsorship
            - Currently Scott Donovan has been donating some
        - Changing logo to be initials for all states vs emblems for some, and removing bun on vaulter to be more inclusive
        - Need product for April event
    - Horsemanship
    - We are a horse-first sport
    - Overall Goal(s)/Objective(s): to promote and improve horse care and appropriate use of horses in competition and at home
        - Develop criteria for expectations- time management, barn management, horse welfare/care/cleanliness
            - Utilize resources already in existence to supplement our program
        - Present club award per event based on decision by 3 member committee

        - How to determine winner of annual award?
        - Embroidered pads? Coolers?
    - Need a group to develop award criteria
        - By 3/10, so we have it for April event
- Critical Uncertainties
    - Group discussion based upon elements we cannot control, and how we would adapt around them - qualities needed to make these adaptations
- Closing


Community Participation
Kindness
Friendliness
Compassion
Caring
Relationships
Safe environment
SAFETY / SECURITY
Unrecognized "Specialized" Events
Trust
Accountability
Equitable Access
ACCESS
Make Accessible
Accessibility
GROWTH
Equity
Awareness
Educational Series
How-to Resources
Open minded Receptive to Change
Finances
Money
Financial Backing
RESOURCES
Respect
Action


Community Participation
Community-Wide Awareness
Awareness
Educational Series
Awareness & Education
How-to Resources
Open minded ~ Receptive to change
Open minded Receptive to change


Kindness
Friendliness
Compassion
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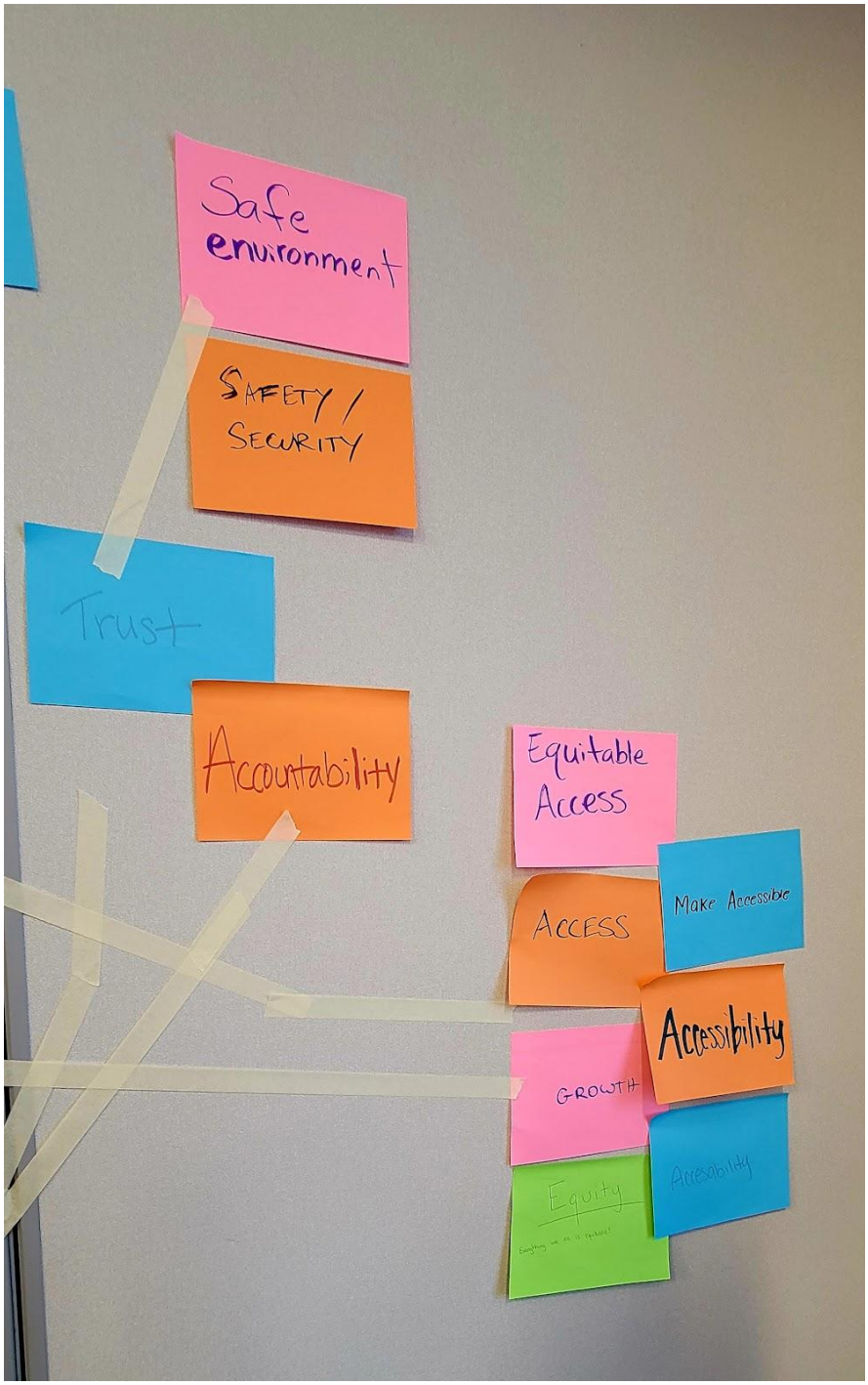
Community
Relationships
Unrecognized "Specialized" Events
Finances
Money
RESOURCES ($$) or time/knowledge
Financial Backing
Respect
Action


Safe environment
SAFETY / SECURITY
Trust
Accountability
Equitable Access
ACCESS
Make Accessible
Accessibility
GROWTH
Accessibility
Equity

Hard work
Dedication
Perserverance
Applying knowledge
Educating and Involving Others
Collaboration
Listening to self and pushing self within reason but finding balance.
Perservering
Making it work + Adapting for success
Resourcefulness
"just do it"
Consistency
putting in the time
hard work
commitment to excellence
dedication
Perserverance
Start with established business & get them behind you
let adult try it
planning
perseverance
Didn't give up
Injury didn't deter her. Not scared
Support
Outreach
Collaboration
communication
delegation
no injuries
Vulnerability

* Marketing outside of our membership

- new sources of revenue, membership, + developing new relationships
  - * Fundraising / Sponsorships
  - * Outreach
    - Demos, vendor booth, public edu. events, schools
    - DEI - therapeutic programs, community center events (ymca, PATH intl, home school programs), intercity programs
    - Utilizing connections we already have

NEED: Knowledge of grant writing, marketing + sponsorships
Known connections
TBD financial resources

Time frames may vary - discuss calendars more in advance
Would like to set goal of how many outreach events to sponsor/participate

* Mentorship

- have experienced clubs mentor new/developing clubs
  - * having avail. resources to connect potential clubs/walkers to more experienced w/in the region
    - have resources avail. for the mentors
    - equipment loan program potentially
  - * having a point person for this goal (Allison)

NEED: Website Resources tab for "Mentorship"
- explains prog + links to proper place

YouTube Channel - what to put on it? Who?

Initial framework by June (for both)

Horsemanship - Horse-First Sport

- To promote and improve horse care and [redacted] appropriate use of horse and equipment @ Comps + home
* Develop criteria for expectations such as - time management, barn management, appropriate use of + cleanliness of equipment, horse knowledge, soundness, fitness, etc.
- Develop criteria (USPC DI to start?)
- Present club award per event based on decision by a 3 member committee and annual accumulated or bd voted award

$ Trophy $10/ea Pad $30/ea Party $?

♀♂ Develop criteria + 3 member per event to decide on winners and board for annual

Criteria by 3/10 or sooner
Products by 3/20

Sportsmanship

* Continue to drive good sportsmanship through incentivizing and acknowledgement
* Creating a procedure for handling unsportsmanship like behavior
* Assembly @ start of each event.
* ★ Promote a positive environment and community for our members

Art 2/10 – Present vaulter + non-vaulter award both per event + annual.

Procedure 3/10 – Reprimand bad behavior with 3 strikes procedure - 2 warnings + disqualification

$ Award sponsorship - Scott Donovan

Create procedure + 3 member per event to decide on winner. Members Pick annual.

Equine Education

Increase knowledge, education, and expectation regarding horses.

Animal Welfare

Horsemanship program

Emphasizing harmony between horses, vaulters, and environment

Training

Using/matching vaulters to horses for training

Training Maintenance

Appropriate Horse Utilization

Profitable Competitions

Discuss audience ticketing

~~AHA~~ - EVUSA 2 judges

EU USA & USEF

Texas - Rosie
Regionals - Loree
Octoberfest - Jim

Continue same general plan until discuss tomorrow

Octoberfest 14K
Texas 3K
Regional 9K

Discuss how to get Volunteers for event

All events need to be ready 2 months before competition date

Jim to complete USEF paper work by March 1