

National Fastpitch Coaches Association
Internet Committee Minutes
Wednesday, December 2, 2015 – Atlanta Marriott Marquis

In Attendance: Boo De Oliveira, Bill Beckham, Chris Malveaux (chair), Kelsey Thompson, Emily Allard, NFCA, Brian Stanley, NFCA

Meeting called to order at 8:30 a.m.

- I. Intros
 - A. **Chris -- On committee for last few years**
 - B. **Bill – TB not on committee, just curious**
 - C. **Boo – On committee first time**
 - D. **Chris – not a lot of progress, couldn't draw traffic with old website, had to wait on new one, lots of write ups, lots of good things, biggest priority is to draw traffic to website**
- II. Familiarize people with the new website – **everyone was familiar already**
- III. Make NFCA.org the central hub
 - A. Ways to draw traffic to site
 - B. Content on site
 - i. Recruiting Central
 1. **Tournaments – able to post recruiting tournaments happening (surf city, Colorado, etc), tournament directors able to advertise on NFCA site (USSSA, PGF, USA)**
 - ii. Forum – **chat forum for members only (dealing with team issues, drills, etc.) – would certainly be hard to police.**
 - iii. Games site – **centrally located college tournaments, games, scores, etc. or live feeds at a school going through website (we should now have these capabilities, at least better than old site)**
 1. Difficult to map out: Per game? One form at the beginning of the year with all links provided? Cost?
 2. Ideally NFCA would be central hub for online streaming of games (or partnership?), would help those who are not fortunate to be exposed on ESPN/BigTenNetwork all of the time
 3. Game of the Week (or conference of the week) – FREE of charge to members or discounted
 - iv. Score updates
 - C. Other ideas
 - i. Blogs?
 - ii. Forum – **less gossip, more informative, but again difficult to monitor**

- iii. **Player portal on the website? SportsBoard – a way to draw players to the website (PGF uses? USSSA?), as database grows could be a big asset**
- iv. **Boo’s opinion: NFCA is not a recruiting service – more about the information/education – SportsBoard accumulates the information**
- v. **NFCA has ability to educate based on data collected, however, should not be source that collects – that ties into NCSA, SportsBoard, etc. NFCA education needs to remain on HOW to get recruited**

IV. Other Business

- A. **Regular articles on strength training, mental training, etc. on website –**
- B. **Monthly pass to all-access on website (trial period) – similar to online dating – more of a teaser process (internet membership versus coaches membership). Some sort of trial run for the avid fan, but might not be a coach.**
- C. **So far the internet committee is heavily idea based, there is no execution yet, no sub-committees**
- D. **Engagement on site: Scholar-Athlete of the month? Community service? Player? Coach of the month? Awards for travel ball community, high school, etc.**
- E. **Tutorials? How to upload a skills video to send a link to coaches? Tip of the week?**
- F. **Internet committee should be tech-savvy.**
- G. **It’s a grey area between serving our membership (coaches) and the internet/website (ANYTHING softball/fans/players/etc) – website is first point of contact for all involved, yet our goal is to serve the membership**
- H. **Boo: Main goal of the board meeting was for the NFCA to be a “one-stop shop” for all things softball, everything that I need is at the NFCA.**
- I. **Pro softball streaming as well, more updates on players, etc.**
- J. **WE NEED TO GET ON WEBINARS – monthly webinars (women’s alliance) – does it cut down registration numbers in person?**
 - i. **Small budgets can’t always afford convention**
- K. **PEOPLE DON’T KNOW ABOUT DVDS POST-CONV**
- L. **PERISCOPE – NEED MORE VIDEO, MORE TEASERS** – coaches clinic in January good place to test (?)
- M. **Social Media – better ALL-AROUND presence. Utilizing the different platforms for their advantages, incorporating all and having all information available (twitter handles, instagram, snapchat, etc).**

V. Adjournment

Next Meeting: Jan. 4 at 11am ET