Suggestions to improve racer starts/membership – Discussion Outline

Category 4: PR/Communications – Use our web site to educate new racers about FWM courses; also use it as on-going education for all FWM members re: reminders about basic race rules and course/inspection etiquette, reminders to be welcoming to new members and introducing themselves, etc.

Issue/Suggestions: Put course graphics on our web site as an educational tool. Identify the less intimidating races on the schedule for new racers. Add information about the race site, where it is, directions on how to get there, parking tips, link to the area's web site, how to find race registration, special things (e.g. Mt. Rose's continental breakfast)

Background: Potential new FWM racers, such as college, club, or league racers may not be familiar in general with USSA races and how they differ from club formats, including the speed events. Even if they understand the format, they may be reluctant to start off with an unknown ski area or slope unless they know more about the level of difficulty.

Benefits: These suggestions may help to encourage club, league, NASTAR, or college racers to try out one of our races by taking away the "unknown" or fear factor.

Barriers: Course graphics may not be available electronically, or may need to be developed from scratch. Time would be needed to research the electronic information, and set it up on our website. Rating our FWM race venues would probably have to be done from scratch. Template for website must be set up first.

Possible solutions:
1. Research to see if any other region is doing something like this.   (WHO?)
2. Research to see if USSA has any electronic graphics available re: courses.
3. Develop web site template for race course and area information   (Deb)
4. Develop a summary and rating of courses raced in past few years. (WHO?)
5. Develop a summary (for template) of each area, race course info.   (WHO?)

Discussion/Recommendation: Insititue now? More information needed? Who?

Which of these can be instituted easily?

What other information is needed?

Who to take lead getting information or making contacts, if lead person is needed?