

## RRCA National Convention 2015 – Hans Wong

RRCA Convention 2015 Guide: <http://www.rrca.org/convention/>

April 23<sup>rd</sup> 2015, Thursday 04:00pm to 05:00pm

Round Table Session: Social Media 101

By @DrRachelRuns

Posting for club or event:

- Recommended to have an official hashtag for club and event – so, it's easy for members/friends to search and repost. E.g. #houstonthalf2015 @houstonstriders
- Use of QR Code – added to event material
- When posting, recommended to use less words – more hashtag / handle/ pics
- Reposting method – Instagram, Tweeter, FB, Pinterest etc.
  - o Recommended - one twitter, one Instagram, multiple FB event specific
  - o Twitter
    - Prefer for real-time posting
    - As an event organizer, example on how to write on social media, E.g. Post on twitter: "The best event #houstonthalf2015 @eventsponsors @myfriends" – Post with picture – this will allow search for #houstonthalf2015 and also event sponsors or any friends that been tagged can retweet/share.
  - o FB
    - Prefer for schedule posting
    - Make event photo public – Make it free for everyone to tag themselves and share – attract publicity – 10-15 photos of events – not recommended to overload the page
    - Event waver need to be updated and posted – all photo is to be used for the event
  - o Pinterest / Instagram
    - If needed
    - Prefer for quote once a month
- Do not become service providers – can share sister club event in very rare occasion
  - o If someone willing to sponsor – if paid – post in scheduled – product/object can be used strategically in the posting
- Newsletters – is it needed? One way to find out is to track on how long people spend read or open the newsletters
- Help to promote club? Club to provide a volunteer time pacer for any events – even for 5K events – fast or slow

April 24<sup>th</sup> 2015, Friday 09:00am to 10:15am

Insurance & Risk Management

Refer to Chad Notes

April 24<sup>th</sup> 2015, Friday 10:45am to 11:45am

Regional Meetings

Tips from the meeting on how to be an active club:

- Engage younger member to join – get a younger people to join the board
- Email for event + fun
- Young mum event – target group for running
- Event – has a kid race – incorporating younger family
- Weekday social – beer or something else, flexible time to appeal to different group of people – E.g. 7pm Monday / 5pm Weds
- Always have pics taken for an event and posted in the media (FB, tweet)
- Meetup place or social run at various location to appeal to different group of people or geo-location.
- Ask young member what they want
- Lower price point for youth to joint event/club
- Family/Friend based target drive – e.g. buy 2 get 2 free
- Free beginner program – lowest success rate compare to paid beginner program
- Club appearance on the big event – E.g. tent to be more attractive to attract other runners– white board to show next event, some free snacks, club own toilet?
- Branding – everyone to wear the same shirt during any events – fast and slow runner

April 24<sup>th</sup> 2015, Friday 01:45pm to 03:00pm

Informing Runners Starts with a Great Website

By Sarah Lefeber & Jacob Heflin (<http://www.mittera.com/>)

Talena Bray ([talena.bray@colorfx.net](mailto:talena.bray@colorfx.net)) 515.402.6000

Eventbrite Endurance Sports Survey: <http://www.eventbrite.com/academy/2014-endurance-sports-participant-study/>

Example of good website:

- Event: The IMT Des Moines Marathon (<http://www.desmoinesmarathon.com/>)
- Running Club: RRCA website (<http://www.rrca.org/>)

Best practices:

- Focal point is user – center everything around the user
- Work smart – managing website and media can be too much. The purposes should not be ‘mixed up’.
  - o Website is the focal action (core experience) and staging ground for everything.
  - o Social media (FB, Twitter etc.) and third part helpers (Eventbrite etc.) are the supporting experience
  - o If website is like the trunk of the tree, social media/third party helpers are like the branches of the tree
- Website:
  - o should be mobile – business goals + user goals = success
  - o Methods of creation – prefer is Squarespace / WordPress – budget minded / effective, open source and mobile capability
  - o Information Architecture
    - A basic structure that serve the purpose – less clicking or navigating to find information
    - E.g. It’s a like a room in the house - open concept is better – less room better
    - E.g. Consider body – when picking item from the floor – hands are more optimal than feet
  - o Dollar & sense
    - Small budget
    - Flexible budget
    - Please note, budget is not just the dollar sign. Consider time as your main currency and positive buzz as the greatest investment.
- Social media:
  - o Use to get the word out
  - o Key player – FB, Twitter, Youtube, Pinterest, Instagram
  - o Should have a reason to use it, communicate through it and stick to it
  - o FB is important – noted, younger falling into more anonymous platform – Snapchat etc.
  - o Pinterest – woman 20-40 target
  - o Instagram – sharing photo
- Selling product – if just post the product, the the engagement could be low – if quote/use it – engagement could be higher

- Before the event:
  - o Recruit interns – create contents and communicate, generate excitement – pics/hashtag during the event
  - o Twitter – back and forth event/info – since can be buried easily
  - o Facebook – long form of content – simple and very informative that people want to see – twice a day or daily
- Race day:
  - o FB maybe not
  - o Twitter / Instagram – more for real-time posting for event with higher frequency
  - o Not a good choice to post on both FB and twitter
- Important tactics – can tell if user frustrated, not using it, close the feedback loophole
  - o Google analytics
    - This is free and can be added to website from WordPress
    - Visitor location – where the traffic coming from
    - Tech used – phone? Desktop? Android?
    - Visitor behavior – page, content, time spent and task completed – E.g. If you spend 2 min on an article but user spend 30 sec, maybe they not read it. If you spend 2 min to fill up a form but user spend 40 min, maybe something wrong with the form?
  - o Facebook insights
    - Reach – want to know how far it reach & when – post on Monday, Tues, Sat? morning or evening? – which one can reach better?
- Mobile app – do you have any captive audience? Any reason to build app for event?
  - o Statistical 80% app not been downloaded
  - o If using hardware, custom functionality (E.g. chat, push / disruptive notification), maybe need app
  - o Consider to engage outside of the event, otherwise useless?
- Search Engine Optimization
  - o Start with google search
  - o Google and mogleddon – mobile friendly ranking algorithm
  - o URL – should be short
    - E.g. Good = <https://web.com/about>
    - E.g. Bad: <https://web.com/testtetstestees/.../about> (very long)
  - o Houston Striders – example of bad URL:  
[https://thedriver.net/cs/houstonstriders/page.detail?page\\_id=1](https://thedriver.net/cs/houstonstriders/page.detail?page_id=1)
- Messaging tactics
  - o Best practices per platform – differences between the website and each social media (E.g. avoid duplicate post or over post etc.)
  - o Require thought leadership – aggregate and repost
  - o Critical news or updates
    - If there is very 'serious' information – use text posting
    - If nothing serious – use visual posting (E.g. quote etc.)
- Email marketing
  - o Mobile email –one and read increase in Q4 2014
  - o 66% of all email in the US now is open/read on mobile or tables – 34% desktop
  - o Highest open rates on PC are mond-weds
  - o Consider when time when send?

- Search google
  - I run for .....
  - Advertised based on keywords – bidding on what user types – you might show on the top of the list  
E.g. If search for ‘running club in Houston’ – nowhere to find Houston Striders club even after several pages
  - SEOMOZ – freetool – search marketing engine to engage - <https://moz.com/tools>

April 25<sup>th</sup> 2015, Saturday 09:00am to 10:15am

## Natural Stride Running

By Cari Setzler

- Understand the basics of running mechanics
- Running form, why do we care?
  - o Recommended books:
    - Born to Run
    - Natural Running
    - Anatomy for Runners
  - o Improve running form – less injuries and get faster
    - Incident rates for running injuries varies between 37-56% (competitive to recreational runners, male or female)
    - The incident varies from 2.5 to 12.1 injuries per 1000 hours of running
    - Each mile, a runner takes between 1300 to 1600 steps.
- Should you play with foot strike? Will your athlete get injured less and more efficient?
  - o Of the 52 runner studies, 36 participants primarily used a rear foot strike and 16 primarily used a forefoot strike. Approximately 74% of runner experience injuries every year, but, those who habitually rear foot strike had twice the rate of repetitive stress injuries than individuals who habitually forefoot strike.
  - o Link to study: <http://ncbi.nlm.nih.gov/pubmed/22217561>
  - o However, a study published in journal of Applied Physiology found no difference in running economy between natural heel strikes and forefeet runners
- Running form is not all about foot strike:
  - o 2012 experiments looked at the effect of improving running form
  - o 32 participants involved – 12 weeks – posture, functional running strength, stride frequency, and arm carriage were addressed
  - o At the end of the class, 26 switched from heel to mid foot strike
- What can be addressed as a running coach? **CPR (Cadence, Posture, Reload)**
- Cadence
  - o Running 7 mph at 160 steps per minute, a typical western runner
  - o Uses 1371 steps per mile
  - o Move 6 inches vertically per steps
  - o Lift their body 9.257 vertical inches = 771 feet per mile
  - o Over a marathon, this is 20200 feet = 3.8 miles of climbing
  - o Highly efficient runners running at 7 mph have 180 steps per minutes
  - o Uses 1543 steps per mile
  - o Move 2 inches vertically step
  - o Lift their body 3.086 vertically inches = 257 feet per mile
  - o Over a marathon, this is 6733 feet = 1.3 miles of climbing
  - o Save 2.5 miles of vertical climbing effort
    - This is vertical oscillation
  - o Should shorten strikes
  - o A 5% change in stride correlate to a 10% braking impulse
- Posture
  - o Understand the impact of pelvic tilt
  - o See [www.builtlean.com](http://www.builtlean.com)

- Common posture problems:
  - Bending at the waist
  - Rounded shoulders
  - Leaning back
  - Twisting with the upper body
  - Excessive arm motion
  - Lack of elbow drive
- forward lean from the ankles, do not bend at the waist, hip level, arms at 90 degrees
- Reload
  - Elasticity – land under your center of gravity, land softly, keep your foot relaxed – if you hear someone coming down hard – rigid and bad
- Motor skills are habits. Changing habits, such as heel striking, requires dedication. This can be harder than learning a new skill since the habits are deeply embedded from year or decades of practice. For most runners, the act of running involves millions of repetitions of an action each year. This can make breaking the habit extremely difficult.
- Gait analysis
  - Get the history of athlete
  - Video tape runner from side, front and back
  - Running at conversation pace as well as race pace
  - Potentially conduct or have a flexibility strength assessment conducted? (PT or someone trained in FMS – Functional Movement System)
- Make changes slowly to prevent injury
  - Lack of adaptation – the rules of 2s – too much, too fast, too soon
  - Take your time to adapt
  - ADAPT: start slowly, give your body time to recover and repair
  - LENGTHEN: Soft tissue (muscle and tendon) take approximately 12 weeks to lengthen, if done properly
  - STRENGTHEN: Build strength in unfamiliar muscles, especially the back of the leg
  - RECONDITION: The fine bones and connective tissue of the foot needs to adapt and strengthen
  - RETRAIN: how your muscle fire – motor function. This is breaking bad habits
  - BE PATIENT: If you feel pain that doesn't go away, back off!!
  - Run on different surfaces and routes. You take 1600 steps or so a mile. The more you can change things up, the more you use muscles differently.

April 25<sup>th</sup> 2015, Saturday 10:30am to 11:45am

Strategic Planning for Clubs, A Case Study of the Oregon Road Runners Club's Plan

By Stephen Wrights (<http://www.orrc.net/>) 503-816-2510

RRCA Strategic Planning:

[https://www.rrca.org/downloads/governance/2012\\_Strategic\\_PlanUpdateFINALemailsize.pdf](https://www.rrca.org/downloads/governance/2012_Strategic_PlanUpdateFINALemailsize.pdf)

- Five points
  - o Life cycle
  - o Focus
  - o Maximizing
  - o Launch
  - o Impact
- Do you have issue with
  - o Resources? Runner? Understaffed? Priorities? Direction? A crisis of leadership? On same page?
- Lifecycle
  - o A lot of major non-profit that folded
  - o ORRC used to be second largest club – event created included Portland Marathon and Hood to Coast
  - o Missed opportunities – missing creative contents – grow with the tide, club membership down – average 50 yo. How to get fresh blood?
- Focus
  - o What the necessary strategy planning components to focus on?
  - o Idea from 2013 RRCA convention
  - o 2 months later with strategic planning proposal to board level – include implementation and budget plan
  - o 4 committees created to drive the strategic planning:
    - Marketing
    - Race operation
    - Finance
    - Administration
  - o Review mission statements?
    - Why the organization exist? What to sough to accomplish?
    - Why does ORRC exist? Clean and concise is cornerstone
    - This is not action plan
  - o Look at vision statement – where does ORRC want to be in the future?
  - o Look at value statement – how the member react? Quality of membership? Promotion of safety etc.
- Maximizing
  - o Perform SWOT analysis – a structured planning method to evaluate following – identifying internal and external factors that are favorable and unfavorable to achieve specific objective set for the club: [http://en.wikipedia.org/wiki/SWOT\\_analysis](http://en.wikipedia.org/wiki/SWOT_analysis)
    - Strength – characteristics of the club that give it an advantage over others
    - Weakness – characteristics that place the club at a disadvantage relative to others. E.g. 4 committee established – to move discussion from operation planning (day to day) to strategic planning (top level – long term).



- Opportunities – elements that the club could exploit to its advantage.
    - Threats – elements in the environment that could cause trouble for the club.
  - E.g. Mission: Financial Stability, Action: better understanding of income and also spending
  - Tips for Strategic Planning:
    - Allow time for the ‘big pictures’ for strategic planning – not overnight but time frame will be long term
    - All in – get the commitment from the key people in your club – subcommittee to get idea, also feedback from the members
    - Allow free discussion – need diverse audience – obligation to free discussion about the winning formula used by the world best organization.
    - Think about plan execution before began – plan, develop, execute
    - Use a facilitator (outsider)
      - If budget allow – no emotional attachment in the process – can ask big tough questions
    - Make your plan actionable – defining roles – E.g. my role is ... time frame
    - Plan should be fluid and move
    - Clearly communicated next steps after every meeting – what to do, when after meeting
    - Results & actions – have member accountable for results and actions – used someone can do the job
    - Borrow strategy e.g. RRCA Strategic Planning Inspiration – need to maintain integrity
    - Follow own compass – a lot of idea – embrace idea from discussion – go/pivot with direction that you (as a leader) think is the right path
- Launch
  - Launch a strategic plan
  - Develop an action plan – consist of following (ORRC has 46 action plans):
    - Who
    - What
    - When
    - How
  - Make sure strategic plan tie to reality
  - Action plan to be reviewed through by all 4 committee, budgeted and submitted to board for approval
  - 46 action plans –
    - Need to prioritize
      - What should we change?
      - What should stop to do?
    - E.g. Develop membership
    - E.g. Consistent for event – branding
      - Where and when to get bib
      - Location of water station – every mile?/on the left of road?
      - How starting line look like etc.
  - Once strategic plan approved, share with members – It’s a living documents – quarterly/half year to review
  - So far, only choose 3 of 46 action plans

- Making the changes:
  - Change on logo
  - Change on website
  - Volunteer shirts– branding – shirt with events listed – working advertisement for the club
- Impact
  - Use to struggle to get volunteers
    - Should Treat volunteers well
      - E.g. Banquet for volunteers, Trinkets (USB drive etc.), Pay for membership due, thank you card
      - E.g. Small gesture of handshake and thank you during the event
  - Targeting woman 20-40 – is the biggest running community

April 25<sup>th</sup> 2015, Saturday 02:00pm to 03:15pm

Developing a Medical Plan

By Rich Green ([rgreen@mercydesmoines.org](mailto:rgreen@mercydesmoines.org))

National Incident Management System – Incident Command System (ICS):

<https://training.fema.gov/is/nims.aspx>

Type of medical coverage:

- Mobile hospital – Full service but expensive
- Triage and transport – provide care to athletes, low cost, but, challenging of finding willing volunteers
- Ice and band aids crew – basic service, no cost, little time in recruiting

Scope of coverage depend on:

- Demand of your event – weather, course condition, # spectators
- Resources available – medical sponsor to provide personnel
- Relationship with local EMS, Fire and police support
- No fix amount of ambulance – depend on event, weather etc.

Communication Structure:

- Primary – medical command post
- Secondary – amateur radio operators
- Tertiary – cell phones and medical committee listing
- Have lines always open between onsite security and command post

Personnel involved with medical plan:

- Unique role that carry out medical mission of caring for runners at the event
- Medical team – medical personnel, paramedics, physicians, physical therapist
- Public safety team – police, fire department
- Communication team
  - o Command post/dispatch:
    - Primary communication and dispatch center for the race.
    - Under the direction of DMFD.
    - Command post has direct communication with Race Director of Medical Service
    - Command post has access to city services in the event of a large scale event
    - Once the race starts all emergency responses are under the direction of the Medical Command Center
    - In the event of a large scale emergency, weather, act of terrorism, biohazard, command post will direct appropriate response
      - Severe weather – race director and command post are in communication with local weather authority
      - In the event of course closure once the race starts, command post communicates via primary and secondary channels to have volunteers warn the runners and take appropriate action
  - o Medical tent – has a radio that communicates directly with command post
  - o Secondary communication –

- Amateur radio operators
- Each staffed at Medical Tent and Water Stations
- One member is staffed command post to relay information in the event of an emergency
- Will coordinate communication from:
  - On course bike support crew
  - Sag wagon calls
  - Water station supplies as needed

Formation of medical coverage:

- Bike – easy for the event
- Medical tent in several section
- Finish line medical center/command post (triage & transport)
- Based on the size of your volunteer force as well as your available medical assets, divide your course into manageable zones of coverage.

Misc:

- Partner with fire and police and also large hospital system – provide medical personnel and possibly EMS coverage
- Partner with local bike club to provide on course support during the race
- Partner with local amateur radio operator for service
- Partner w/ transportation crew that can run – SAG wagons from medical station to finish line
- Partner w/ army – to get snipping dog etc. put mind in ease
- Written medical plan dictates response scenario, personnel & coverage crew on race day – ICS Form 202
- Get for more people involved from hospital – medical coverage benefits that hospital need to meet
- Partner with university – nursing school
- Each runner treated in tent – documentation that is kept on file after the race – should be kept for a while as cover
- BIB number – need to have a medical record
- Pre-race weight
- Incorporate all jurisdiction if the race cross different jurisdiction to create a plan to cover the race
- Basic NCIS – online can get some tutorial so better understand medical planning
- Volunteers – CPR training (partner w/hospital)
- Identify who important (serious) & not important (sore etc.)
- Let know about medical plan before the race to public / runners

April 25<sup>th</sup> 2015, Saturday 03:30pm to 04:30pm

Coaching Youth for Performance

By Brent Ayer ([ayer@hood.edu](mailto:ayer@hood.edu)) and Dr. Bobby Gessler ([gesslermd@aol.com](mailto:gesslermd@aol.com))

Refer to RRCA Kids Run the Nation Guide: <http://www.rrca.org/programs/kids-run-the-nation-program/>

Development principles:

- Kids are not little adults and should not prescribe adult program because their body still growing:
  - Physical and psychological of young children are differences than adults
  - Appropriate training should take nutrition into consideration
  - It's critical to maintain a good communication with parents
- No evidence to support early training for maximum performance as an adult
  - Most world class athletes began training in mid to late teen – 16-17yos
- High volume and intense training will lead to burn out and injuries
- Suggested regular training
  - >3 days /week – however, be aware of what is in the children plate, do not overload – swimming, soccer etc.
  - Younger children – encourage for multisport participation for overall physical fitness development.
  - When to specialize? – E.g. running only - early stage of puberty
- Biological (maturity of kid) age vs chronological (calendar age) age – some do better than other at certain age of maturity
- General fitness:
  - Base – cardiorespiratory fitness first
  - Strength endurance – e.g. hill climbing
  - Flexibility – e.g. stretching
- Progressive loading:
  - Volume – self-control, pace to improve cardio muscular
  - Intensity – differences between warming up vs race interval – increase loads gradually
  - Frequency - watch for overtraining
- Teach proper technique and form of running:
  - Avoid over striding, trunk rotation, excessive arm movement etc.
- As a coach, don't go ahead of yourself when explain training – tell what happen at that time and do it and repeat for next activities
- Make running fun:
  - If no enjoyment, decrease motivation, no improvement and increase drop out sports
  - Games, relays (mix genders)
  - Running with large shirt
  - Make it a big deal for improving than just winning – only one winner but a lot can improve – positive is important!

Nutrition:

- Calories in = calories out
  - o Positive – more in
  - o Negative – more out / not enough in – youth need more for normal growth

- Important of nutrition:
  - o Fats – High concentrated energy, require to fuel low to moderate intensity training / long run
  - o Protein supplement is not require if enough in food intake – can cause damage to liver
  - o Calcium for bone is very important
  - o Iron also important – less iron – less blood cell – less oxygen – we want high oxygen carry capacity