

DRAFT OF 2017 VLOA TRAINING/RECRUITMENT OF YOUNGER OFFICIALS PLAN

Based on direction of the membership, in particular discussion in June at the final meeting, and subsequent follow up with various members who expressed interest in development of an outreach for new members, what follows is a tentative outline for your consideration.

HISTORY: based on feedback from members, and our outreach to the Vermont chapter of US Lacrosse, and the Northern Vermont Youth Lacrosse League, VLOA has an interest to attract and train new officials. This part of the VLOA mission has been recently strengthened, with the 2017 by-law revision and definition of “new” member:

“New member. A first year member who does not already have standing in another jurisdiction with US Lacrosse or NFHS shall be eligible for new member status. New members shall pay half of the full dues, and must complete the Federation exam. New members will be provided with training at the first business meeting; additional training opportunities will be made available by the chapter Training Instructor. New members shall not have the right to vote”.

PROPOSAL: We propose a two track outreach effort, to identify and recruit new blood: (1) through NVYLL and (2) to the high schools we serve already.

NVYLL Outreach. The Vermont chapter of USL has previously contributed \$2k (2016) for training; VLOA used those funds to pair observers with VLOA members for evaluation, and payment of the evaluators. In 2017 we are expecting another similar contribution from VT USL; this comes essentially without strings, so our opportunity to leverage and invest has been made easier.

Working through VLOA liaison/v.p. Brett DiVenere, and treasurer Paul Trono, it’s our understanding that USL would support outreach to NVYLL. At this time the plan is to communicate through NVYLL board and coaches, to express VLOA financial support to their players, who want to also learn to officiate.

At this time no budget has been developed. This would need to be based on an estimate of how many youth players were interested. The proposal, once developed internally by VLOA members, is to offer to NVYLL players a package of membership and officiating “kit”.

VLOA would waive the half fee (\$37.50) first year VLOA membership, and potentially a USL officiating membership fee. In addition it was a recommendation of VLOA members that some uniform/kit package be part of the offer, either directly or as a reimbursement to the new official up to some set figure. So an outline of the financial offer could include (\$37.50+ USL \$50 + \$100 (or more) towards jersey/hat/shoes/whistle/flags).

The VLOA offer would be for any NVYLL player or parent.

HIGH SCHOOL OUTREACH: In this portion of the outreach proposal, we are focused on working with VPA and the Ads and high school coaches to (1) provide a single point of contact for a pre-season rules clinic, and (2) to recruit high school players to join VLOA.

TIMING: In discussing this idea with VLOA members, there appear to be two potential opportunities for VLOA outreach to high school players; the first is the organizational meeting between players, parents

and school staff (AD, coaches). The second opportunity would be getting a specific appointment with each lacrosse team early in the pre-season, before any games were played.

The concept would be a new rules “clinic” where each high school would be assigned to a VLOA member, who then reaches out to the coaches and coordinates a team meeting. What VLOA would need to have done in advance is to have the new NFHS rules, and have had our Rules Interpreter provide his comments/directives in a single form.

VLOA members then will be working from a consistent document state-wide; coaches would be provided that same rules interpretation document for that season. The concept of the rules clinic is to provide a succinct summary, have an interactive meeting and then pitch a recruiting message. The message would offer the same waiver of VLOA fee, the USL officiating and test fee and the officiating bling/kit offer as for NVYLL.

WHAT WOULD VLOA NEED TO DO. Besides the budget and making the Ads and coaches aware, ahead of time, VLOA would need to “assign” a member to a high school. There would be some members who would be assigned more than a single school. I propose we also pay mileage to those members would volunteer to do a VLOA rules clinic.

If this proposal has merit, VLOA needs to begin to make its offers know this fall. The VT chapter of USL has a meeting in late fall, which we intend to be part of and bring whatever outreach plan forward.

REQUEST TO VLOA MEMBERSHIP: It’s the VLOA board’s request that any member who wants to review/critique/edit this proposal please do so. A number of members who identified their interest at the June meeting have reviewed and support this draft proposal. Before we go public the board requests any additional member input be provided to either Powell or DiVenere.