REPORT TO THE FAR WEST DIVISION
PROGRAM STATUS REPORT
MID SEASON —FWD 2018 – 2019 RECAP
REPORT DUE **FEBRUARY 16, 2019**

PROGRAM: ALUMNI

FROM: Alyson Dutch, Far West Division Alum Advisor   DATE: 3/1/19
Program Supervisors are not required to attend Winter Meeting, unless requested by Division Director
Limit report to 1 page (I can make it FIT) — do not send as PDF — email to Secretary: jrwaits40@gmail.com

SEASON HIGHLIGHTS TO DATE — total classes — total participants
NSP Far West Division Alum Report
From Alyson Dutch, alyson@bdpr.com, 310.766.4471

Database Update – Downloaded the division list from NSP.org and had an Excel specialist split apart the address field, so there are now separate columns for street address, city, state, zip and country. There is still more work to do by hand as not all fields were common. This needed to be done for the Infusionsoft email automation sequence I am building.

Email Automation – building an automated email sequence in Infusionsoft so that all alum's information can automatically be updated and they can be made aware of upcoming events and opportunities. At any point, the updated info can be exported and sent back to national office. The elements of the sequence include:
 Automated address updates
 Anniversary date greetings
 Birthday greetings
 Event posts

Alum Newsletter and Ski Patrol Magazine Stories – solicited the division list of alums to build a volume of stories about what they're up to now and how they're using their NSP skills in their retirement – along with photos.

WhiteFish Alum Event Solicitation – Sent an email blast to solicit alum to attend the Whitefish alum event.

BOD – Building a board of directors of alum, who to date include Jerry Muszynski of Bear Mountain and Pete Calderon of Mt. High. Still collecting a group and will assign them to projects.

SEASON GOALS:
Many of us have served as many as 40 years each on the snow doing what we love the most. We've all seen, felt and heard incredible experiences doing what we love most. Although we are no longer the daily muscle of our hills, our collective experience is an intellectual property that begs to be harnessed, archived and used. As part of my involvement in this position, I'd like to dip into this valuable collection of experience and bring it to the patrollers coming into the system, provide for our educators to use and build an archive that documents our history.
All the tactics presented below will also be mechanized and automated through an email database/autoresponder called Infusionsoft. This robust system, which my two companies rely upon heavily as the backbone of our businesses, is a critical tool for any organization's use. Infusionsoft automates beautiful HTML communications, drips on members, can house photographs, videos, send reminders, calendar events, has forms for signups, has templated landing pages with customized URL's - and can even take payments, if needed.
Upon presentation and adaptation of this plan, I will present a budget.

TACTICS

1.   Member Update
Mechanized through autoresponder / database: Infusionsoft
Pull apart into separate cells to be searchable: address, city, state, zip
Mobile program: get mobile numbers into database. Mechanized through Infusionsoft sequence
Birthdays: update and automate birthday cards and "Ski for a Day" vouchers
Speaker's Bureau: Patroller's War Stories. Video contributions of experiences, each with an applicable lesson "Moral of Story." Forms for contributions automated through Infusionsoft. Videotape through online Zoom meetings
Occupation update. Mechanized through Infusionsoft sequence.
Direct Mail Postcards – for the non-computer users

2.   Member Engagement
"War Story Speakers Bureau"
Uses:
OEC Classes Summer/Fall
New Candidate Hill Training
Awards: End of Season Best Story
Regional Awards: End of Season Best Story
Division Awards: End of Season Best Story
Division Yosemite Event
NSP Magazine column

3.   Member Activities
        Photo Archive – mechanized through Infusionsoft sequence
Annual Alum Ski Day Potluck @ each hill

4.   Member Automation
        Connection to Infusionsoft database and connection to sequences from FarWest website link

ISSUES and RESOLUTIONS:

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Submit to: Secretary Janice Waits jrwaits40@gmail.com