



Regionalization: More & Better

Special Olympics
Pennsylvania



Agenda



- Welcome
- Regionalization Update
- GLVPR Update
- Playbook Highlights by Dept
- Wrap Up & Follow Up



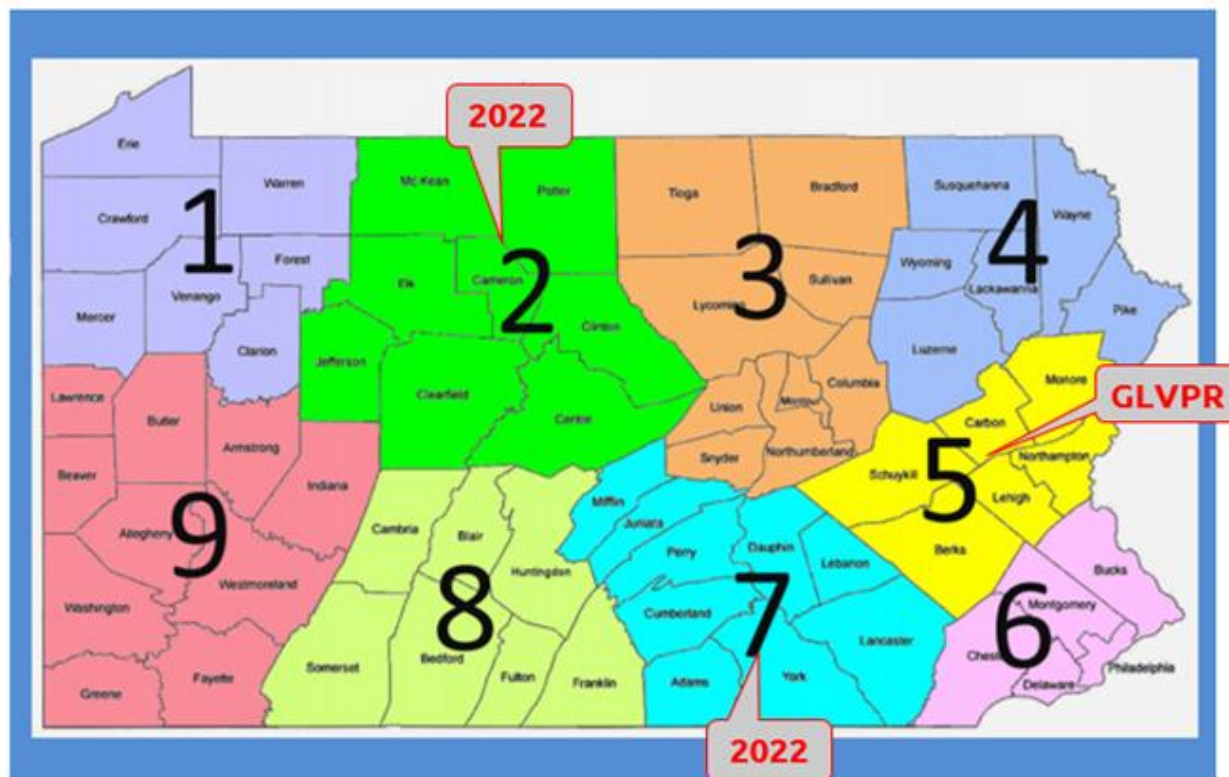
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Regionalization Timeline:



- First Region, *Greater Lehigh Valley Pocono Region*, went “live” January 2020
- Due to COVID, no regions were stood up in 2021.
- January 2022: Adding 2 Regions (Region 2 & 7)



New Regions in 2022:



- **Region 2:**

- Includes Centre, Clearfield, Clinton, Dubois/Jefferson, Elk/Cameron, McKean and Potter
- Region Executive Director position for this region is currently posted.
- Administrative position will be a shared position between 3 regions and will be filled by an experienced SOPA staff: Kathy Guy

- **Region 7:**

- Includes Adams, Area M, Lancaster, Lebanon, Mifflin/Juniata, and York
- Existing Area M staff will assume leadership roles.
 - Kerry Wevodau will be the Regional Executive Director
 - Shannon Pechart will be the Regional Sport Director

- Remaining Regional staff positions will be hired in 4th quarter

Regionalization Next Steps:



- In Process: Hire Region 2 Regional Executive Director
- Begin looking for Regional offices.
- Early 4th quarter hire for remaining Regional positions
- End of 4th Quarter:
 - Name Regions
 - Create Regional Websites/Logos
- January 2022: Regions 2 & 7 go LIVE
- January 2023: 3 NEW Regions added
- January 2024: Final 3 Regions added



GLVPR Highlights



- [Regional Playbook](#): Roadmap for future regions
- Piloting Online Registration (Athlete Medical)
- Piloting Pre-Season Rosters
- Fundraising Success:
 - Polar Pop
 - Schuylkill Splash Party
 - Grants
- Athlete Engagement Opportunities – Global Messengers
 - Moravian College
 - Rotary
 - Grange
 - TV Interviews
 - Corporate Employee Sessions
- Young Athletes partnership with Head Start and LCCC
- All 7 Teams will be offering in-person training this fall





Playbook Highlights by Department:

Athlete Leadership

Competition

Fundraising

Finance

Marketing - Communication

Outreach

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Athlete Leadership

Jordan Schubert, Amanda Knauss & Alice Moat

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Regional Athlete Leadership Team:



Regional Athlete Leadership Team:

- Athlete Representative from each of the Local Teams and Chaired by the Regional Representative on the Regional Input Council (RIC).
 - Allow for better two way communication between the RIC and their Peers.
 - Athlete Representatives can get first hand support on how to start and maintain an Athlete Leadership Team locally.
 - Consistent advice on sharing ideas and best practices between Teams.
- Athlete Leadership Team also supports overall regional goals.
 - GLVPR Regional ALT was able to share ideas to raise money and get others to donate for the Polar Pop.
- Supported by Regional Executive Director and other staff as needed.

More Opportunities:



More Opportunities:

- Athlete Representatives not on the Regional Athlete Leadership Team have other committees they can serve on.
- Global Messengers and Health and Fitness Coordinators can engage individuals outside of their home county.
 - Having Regional staff has allowed for more Global Messengers to speak to different audiences.
 - As Regional events start, they can pursue greater opportunities.
 - Regions will have a greater list of Global Messengers and Health and Fitness Coordinators to choose from based on location and appropriateness.

JOIN US for a deeper dive into Athlete Leadership on October 25th at 7:00 PM - [REGISTER HERE](#)



Training, Education & Competition

Michelle Boone

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Pennsylvania



Areas of Focus



- Training/Competition
 - Regional Play: Invitational/League Play
 - Training Site Assessments
 - Pre-Season Rosters
- Unified Sport Offerings
 - Unified Sports/teams
 - Unified Sport Competitions
- Coach trainings
- Regional Sport Mgmt Teams Leaders

JOIN US for a deeper dive into Training, Coach Education and Competition in Regions on September 14th at 7:00pm - [REGISTER HERE](#)

Athlete Training/Competition



Strategic Plan goals for Athlete Training/Competitions

REGIONAL

- In a Region's second year, ensure each regional athlete has an opportunity to participate in at least **two** local program, Regional or Invitational competitions in their sport(s).
 - Focus on league play within Region and Invitationals
- By a Region's third year they will host a Regional competition for each sponsored sport.

STATE

- By 2024, at least 75% of the training sites will have integrated Athlete Performance Training into their sports practice/season.

Training Sites/Pre-season Rosters



Strategic Plan goals for Training Sites

- Conduct a Training Site Assessment for all active training sites and implement recommendations for improvement where needed. Training Site Assessment will be conducted every other year. Training sites, equipment, and uniforms will meet SOPA quality standards.
 - Training Site Assessment status
 - Tool and evaluation system being developed.
 - Plan to review with Sport Directors and program focus group

Pre-Season Rosters

- Valuable tool to proactively collect info on training sites
- Rolling out with GLVPR and new Regions
- Once process is finalized will rollout statewide

Unified Sport offerings



Strategic Plan goals for Unified Sport offerings

REGIONAL/LOCAL

- By 2022, all local programs/regions will offer at least one community based Unified Sport.
- Each Region that has been active for at least one year will sponsor at least one Unified team (defined as team sport). By year 3 the Region will sponsor at least three teams and start league play.
- Each Region that has been active for at least 2 years will offer Unified opportunities and competition in 25% of their sponsored sports.

STATE

- By 2024, offer one Unified Player Development team sport at Fall Fest and Summer Games, provided budget can support.

Coaches and Coach Trainings



Strategic Plan goals for Coach Trainings

STATEWIDE BY 2024

- Recruit 400 first time certified coaches. This number would be included in the overall volunteer recruitment goal for the plan
- Retain 80% of coaches.
- At least half of all SOPA coaches are certified in their chosen sport.

REGIONAL/LOCAL

- In 2021, create consistent dates per season for sport certification training school opportunities in each active region.
- By 2024, every local program/Regional Team has a minimum of 2 certified coaches for each sport/team they sponsor.

Regional Sport Management Teams (RSMT)



Strategic Plan goals for Sport Management Teams

- In each active Region, increase the number of clinicians to at least two in sports where the number of athletes exceed 500 total in the Region.
- Each Sport Management Team (SMT) will consist of a Sport Director (SD), Regional Sports Manager (REM) , NGB/State sport specific official and an athlete representative.
 - In 2021, RSMT position descriptions will be developed
 - As regions develop recruit one Regional Sport Manager, expert in the sport, who will serve on the SMT and assist Region with events and training schools.



Finance

Dan Reardon
Dennis Durkin

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Areas of Focus



- Haverford Trust
- Old Money vs New Money
- Budget Preparation and Timelines
 - Begin 09/13/2021
 - Due back 10/31/2021



Areas of Focus



Spending process:

Requisition/Approval

JOIN US for a deeper dive into the world of finance as it relates to Regionalization on September 21st at 7:00pm - [REGISTER HERE](#)





Fundraising

Tim Kerrihard

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Fundraising as Regions



- Fundraising in a Regional Model
 - What to keep doing
 - Capitalizing on State Events
 - New Regional opportunities
- Current State Fundraisers
 - Inclusion Revolution Campaign in 2022
- Revenue Share



Fundraising as Regions



- Donor Relations & Management
 - Follow the Playbook!
 - Major gift opportunities
 - Annual strategies
- Regional LETR Structure
 - NEW Org Chart for LETR = OPPORTUNITIES!!
- Grants
 - State oversight, processes & training
 - Regional grant opportunities

JOIN US for a deeper dive into the world of FUNdraising as it relates to Regionalization on September 22nd at 7:00pm -

[REGISTER HERE](#)



Marketing & Communications

Nicole Jones

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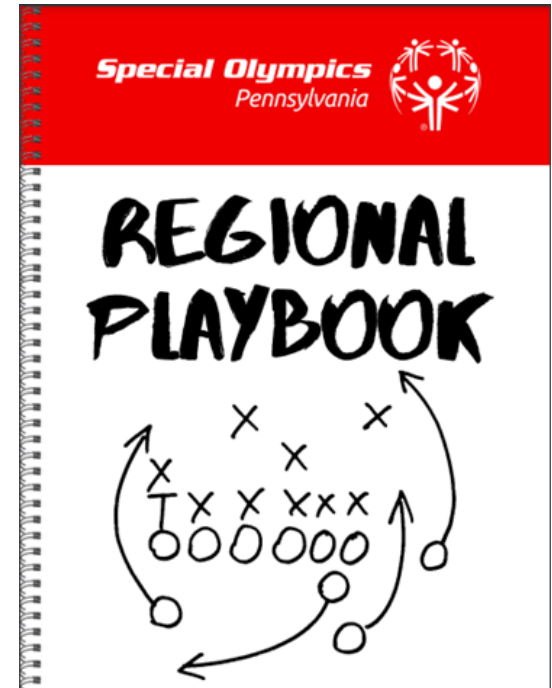
Areas of Focus



- The Regional Playbook is your roadmap!!!
- Public Relations
 - Branding, Media Relations, Materials & Web Management
- Social Media
 - Social Media Accounts, Guidelines & Materials

JOIN US for a more in depth webinar to cover these areas on September 29th at 7pm. -

[REGISTER HERE](#)



Public Relations



BRANDING

>>>Transition to Teams<<<

- Regional branding (or the Region name) will be used across the entire Region.
- Branding for Local Teams will include logos specifically designed for uniforms and social media to include both the region name and local team.
- For those not yet a part of a Region, we will discuss initial transitions to a “Team” structure.
- Other Regional representations will be discussed.



Media Relations & Materials



Media Relations

- Media management across the Region will be led by the Regional staff working closely with Local Teams and Community Team Leaders.

Marketing Materials

- Marketing materials will be created at the State/Regional level for use by Local Teams. Templates for these materials will be made available.

Marketing Tools

- Dropbox will continue to be used as the main “storage house” for all files broken out by Region/Local Team, and updated as Regional representations.

Website Management



- A Regional web presence will be established, resulting in a total of 9 overarching Regional websites statewide.
- Local Teams that have an existing web presence will ultimately transition over to a web construct (pages) that has been created within the Regional site.



Visit specialolympicspa-glvpr.org
to view our regional
structure

Social Media Accts., Guidelines, Materials



Social Media Accounts

- Each Region will have and monitor its own Facebook page that links to the [State Office account](#).

Social Media Account Management and Rights

- Regional staff will manage their accounts and will obtain administrative rights for the Local Team pages within their Region.

Number of Social Media Accounts

- Official social media accounts held by both Regional and Local Teams will be limited to one per platform (Facebook, Instagram, Twitter, etc.); however, they could have several groups created for specific interests.



Social Media Materials

- Social Media resources are available [via our Dropbox](#).



Outreach

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Online Registration Forms



Special Olympics International (SOI) has developed a new Application for Participation (aka “medical”).

SOPA has taken the last 3 years working tirelessly with SOI and our database vendors to achieve our goals.

Timeline:

- February 2021: SOPA piloted with Greater Lehigh Valley Pocono Region.
- January 2022, SOPA will be rolling out with Region 7 and 2.
- In 2023 and then again in 2024, SOPA will roll out with each subsequent Region as they stand up.

Until regionalized, Local Programs must continue to use the Application for Participation (aka “medical”). Regional Staff will need to be in place to manage the new online Registration Forms and Local Programs cannot manage before.

Questions? Contact chammell@specialolympicspa.org .

Wrap Up & Follow Up!



Learn MORE at our Follow Up Webinars:

- Athlete Leadership: **October 25th at 7:00 PM** - [REGISTER HERE](#)
- Competition: **September 14th at 7:00pm** - [REGISTER HERE](#)
- Finance: **September 21st at 7:00pm** - [REGISTER HERE](#)
- Fundraising: **September 22nd at 7:00pm** - [REGISTER HERE](#)
- Marketing & Communication: **September 29th at 7pm.** - [REGISTER HERE](#)
- Outreach: **January 2022** for **NEW** regions.

THANK YOU!

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