



# Ready for Regionalization:

## How to Prepare Your Program

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Pennsylvania



# Agenda



- **Welcome**
- **Review Regionalization**
- **Early Success**
- **Regional Structure**
- **Set your program up for success**
- **We are in this TOGETHER!**
- **Q&A**



# Goals of Regionalization



- Serve **MORE** athletes
- Provide a **BETTER** athlete experience - more equitable athlete experiences
- Improved volunteer experience
- Better support of our local programs
- More accountability to statewide strategic goals

Sustainable structure that can promote program growth, serve more athletes, improve volunteer experience and forge a path to the Next 50 Years.



# Tenets of Regionalization



- Training sites and competition within reasonable distance for all
- Athletes can participate anywhere
- Regionalization should increase number of opportunities for athletes (scrimmages, etc.)
- Maintain local/site identity within each region.
- Each region should be able to benefit from: Universities, Businesses, Schools, Major Media Markets.
- Region will strive to be financially sustainable.
- Overall funds will support all regions/all athletes.

# Transition Time



- We have made the decision as an organization to Regionalize and the process has started.
- First Region went “live” January 2020.
- Due to COVID, no regions in 2021.
- Timeline is 4 years to complete regionalization process
  - 2 regions added Jan. 2022
  - 3 regions added Jan. 2023
  - 3 regions added Jan. 2024
- Important to position programs for success
- Once your region is “announced” there will be 12-18 months of pre-work.



# Examples of Early Success



- **Athlete Engagement**
- **Grants**
- **Initiating Snowboarding**
  - Participating Teams
  - Team Effort
  - Athletes win when we collaborate



# Regional Playbook



- Standard Operating Procedures
  - Create Consistency
  - Transition of Responsibilities
- 5 Areas of Focus: Sports, Outreach, Finance, Fundraising, Communication PLUS Athlete Section
- Living document





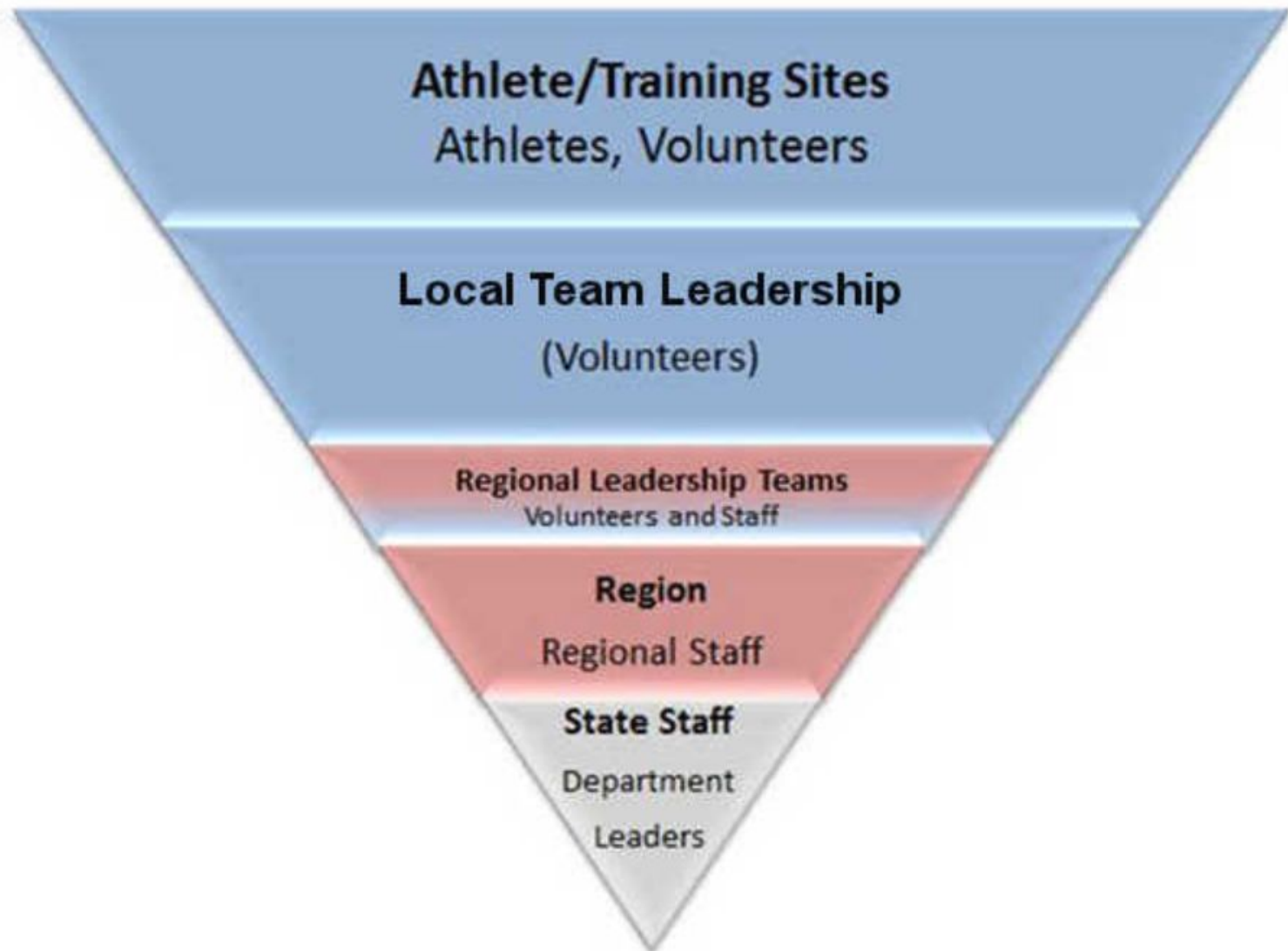
# Preparing for MORE & BETTER

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# Regional Structure Overview



# Regional Areas of Focus



## 4 Regional Areas of Focus:

- **Community Director:** Growth of Athletes & Volunteers, Community Partnerships, Oversight of Athlete Leadership, Social Activities
- **Development Director:** Cultivate Sponsors and Donors, Lead Regional Fundraisers, Grants
- **Sports Director:** Oversight of Training, Training Sites, Competition Mgmt., IUS School Relationships
- **Administrative Manager:** Manages Database: Volunteer and Athlete Records and Regional Communications

**Regional Executive Director:** Regional Executive Director will assume one of the Director roles in addition to overall regional oversight

# Regional Team Philosophy



## Team Structure:

- **Region:** Team GLVPR
- **Program:** Team Monroe

## 4 Key Volunteer Positions from Each Program:

- **Team Leader:** (Overall Program Coordination - Works with Regional Director)
- **Sports Team Leader:** (Sports/Training)
- **Fundraising Team Leader:** (Fundraising)
- **Community Team Leader:** (Volunteers/Athletes/Social Activities)

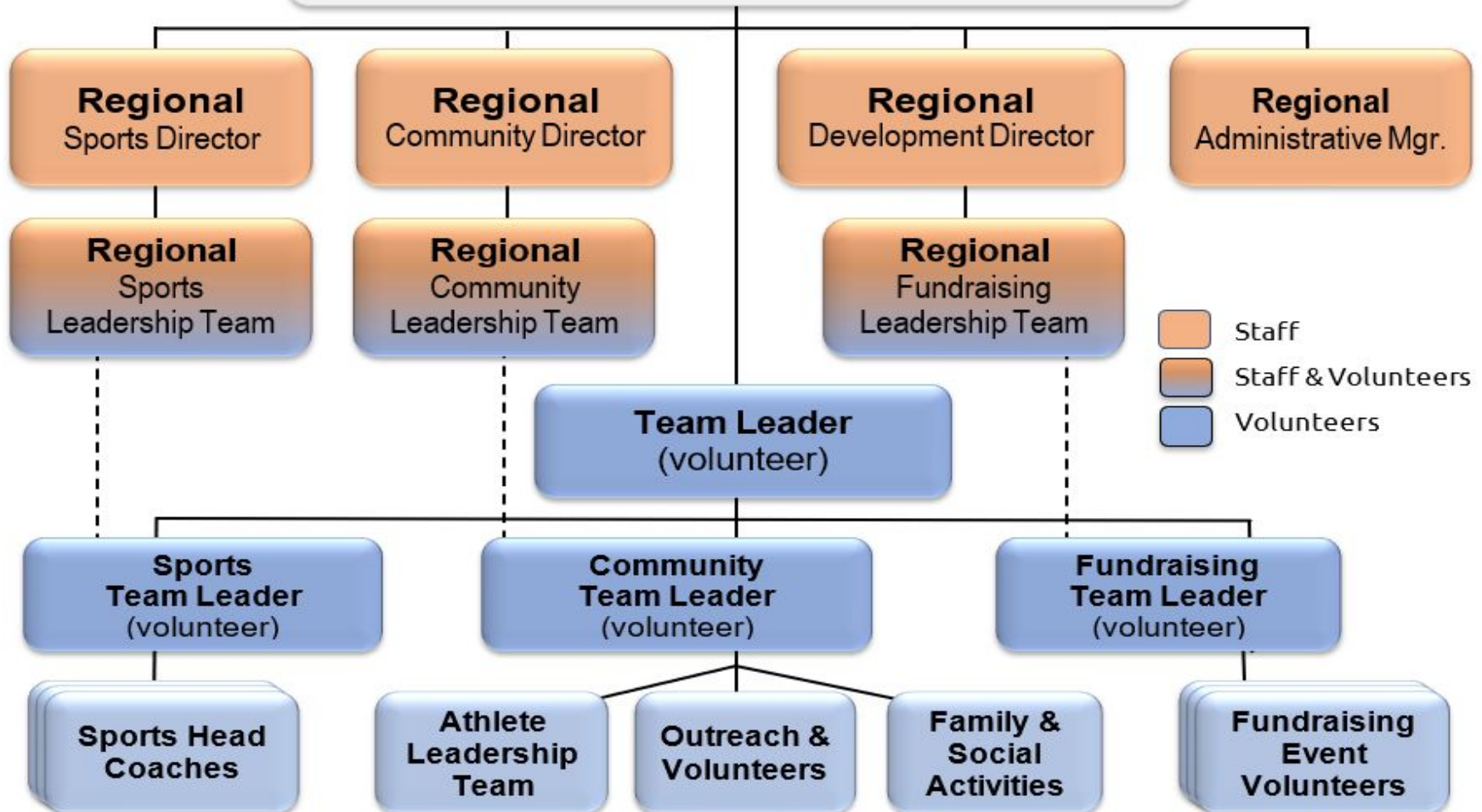
This naming structure helps reinforce each area of focus will be a **team effort** and not the sole responsibility of one person. Each Team Leader will be responsible to see that required functions in their area are completed and serve as the communication link between the Region and the local Team.

# Regional Structure



## Regional Executive Director

*Position responsibilities given to one of the three Director roles below.*



# Regional Org Chart



**Regional Executive Director**  
**Julie Benjamin**

**GLVPR Team Leaders**  
**Julie Benjamin**

<b>Barks</b>	Heather Foltz	<b>Monroe</b>	Taraz Crowley
<b>Bethlehem</b>	Alice Moat	<b>Northampton</b>	Amanda Sechrist
<b>Carbon</b>	Lisa Cooper	<b>Schuylkill</b>	Christine McNavage
<b>Lehigh</b>	Suzanne Vincent		

**GLVPR Sports Team Leaders**  
**Jason Merola**

<b>Berks</b>	Vacant
<b>Bethlehem</b>	Dana Lindsey
<b>Carbon</b>	Vacant
<b>Lehigh</b>	Vacant
<b>Monroe</b>	Joe Princetta
<b>Northampton</b>	Linda Lechner
<b>Schuylkill</b>	Jason Langkam...

**Sports Head  
Coaches**

**GLVPR Community Team Leaders**  
**Julie Benjamin**

<b>Berks</b>	Vacant
<b>Bethlehem</b>	Elizabeth Dellers
<b>Carbon</b>	Maureen Foster
<b>Lehigh</b>	Vacant
<b>Monroe</b>	Dale Morris
<b>Northampton</b>	Renee Heckman
<b>Schuylkill</b>	Megan Lenge

**Athlete  
Leadership  
Team**

**Outreach &  
Volunteers**

**Family &  
Social  
Activities**

**GLVPR Fundraising Team Leaders**  
**Greg Bott**

<b>Berks</b>	Vacant
<b>Bethlehem</b>	Vacant
<b>Carbon</b>	Vacant
<b>Lehigh</b>	Vacant
<b>Monroe</b>	Viola (Gigi) Rue
<b>Northampton</b>	Janelle Pemberton
<b>Schuylkill</b>	Vacant

**Fundraising  
Event  
Volunteers**





## What happens to MT positions that don't match these 4 roles?

There is a place for **everyone**.

As needed programs will activate committees to help support local program functions. These 4 team representatives become your VOICE at the regional table.





# Pre-Region Work

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# Preparing for More & Better



## Focus 1: Your Local Program

- Update program communication/contact lists for athletes/volunteers
- Solidify Leadership
- Identify program strengths/opportunities
- Regular local program communication regarding regionalization

**ALL OF THIS WORK WILL BE FACILITATED  
BY YOUR FIELD DIRECTOR**



# Communication



## CRITICAL:

### Update program contact lists for athletes/volunteers

- **How do you communicate?**

- Phone
- **Email**
- Newsletter
- Other?



- **Who communicates?**

- **Do you have a master phone/email list for athletes?**

- If yes, who owns it?
- If no, create it.

- **Do you have a master phone/email list for coaches/volunteers?**

- If yes, who owns it?
- If no, create it.



# Solidify Leadership Teams



**We need the programs to be as strong as possible as they head into the region**

- Are there open positions?
- Is there someone that is looking to step away from a role?
- Are the people currently in your positions the best people for the job?
- Review how local program volunteer roles will change:
  - 4 team leaders vs full management team
  - Team leaders will be liaison between local program and regional staff
  - Should not change program engagement



# SWOT Analysis



## Why SWOT?

- SWOT analysis for the benefit of region.
- They will be collectively gathered from all programs in the region.
  - Identify areas of strength
  - Identify opportunities
- Requires looking at big picture strengths, weaknesses, opportunities and threats from many perspectives.
- It's important to take a look at where you are and where you're headed
- A SWOT gets all stakeholders engaged in moving forward strategically.
- Led by Field Director and Regional Staff if in place



# Reorg: Talk About It Locally!



**Establish regular communication within your local program utilizing your regular communication channels regarding regionalization**

- **Share Updates**
  - Newsletter
  - Zoom Meeting
  - Email
- **Invite Feedback/Questions**

Important to get a pulse on how your program is feeling about the process and will allow you to address questions/concerns and help to educate in advance of regionalization.



# Future Region Work



## Focus 2: Getting to Know the Regional Teams

- Data Collection
- Quarterly meeting focused on sharing program specific data (Content Specific w/Mgr)
  - Fundraisers/Sponsors/Transportation/Preferred Vendors
  - Competitions/Training Sites/Sports Offered
  - Social Activities/Awards Banquets
  - College/Community Partnerships
- Training Site Assessments

**ALL OF THIS WORK WILL BE FACILITATED  
BY YOUR FIELD DIRECTOR**



# Data Collection



## Why?

- Identify what is happening
- Identify where things are happening
- Identify who key leaders are

## How?

- Tracking Tools that Managers will Complete
- Field Director led meetings
- Data can be updated

## What?

- Data used to identify duplication
- Data used to identify gaps
- Data used to assist in budget planning
- Opportunities for collaboration

# Data Collection Tools



- Collection tools will be shared with Managers prior to scheduled meeting to be populated.
- Quarterly meetings held with Managers to review data.
- Data from programs across the region will be shared and discussed to identify similarities, differences and opportunities for collaboration.
- Living documents that can and should continually be updated.



# Training Site Assessment



- Completed by Coaches & Training Coordinator
- Assess:
  - Equipment
  - Uniforms
  - Facility
- Evaluation:
  - Prioritize Resources
  - Budget Development
- Goal: Quality Training Site based on identified minimum standard
- Repeat assessment to show progress



# Now What?

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# When does the work begin?



- It will take 4 years to complete the entire regionalization process
- Local work that you can begin working on - program contacts.  
Field team will help support.
- Focused Regional work 12-18 months prior to standing up a region.
- Look for easy opportunities for collaboration:
  - Area M Wreath Sale (More People = Lower Cost = More Profit)
  - Scrimmages/Invitational

**It is important to position programs for success.**





# Questions??



## Thank you.

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