

NWBA Town Hall

December 10, 2020



**NATIONAL
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BASKETBALL
ASSOCIATION**

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Agenda

- Year in Review
- Financials
- 2020 – 2021 Season
- Return to Play Guidelines
- 2021 Goals and Priorities
- Question and Answer

Year In Review & Recognition



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Year in Review – NWBA Contributors Lost



Mark Larkin
NWBA Floor Official



Jerry Terry
NWBA Coach &
Floor Official



John Chambers
NWBA Hall of Fame (2011)
Athlete, Organizer, Advocate



Frank Burns
NWBA Coach / HOF Chair
Prior Executive Director

NWBA Mourns the Loss of All Members and This List is Not All-Inclusive



Year in Review – Lost Opportunities

Across All Levels Of The NWBA

- Championship Opportunities Were Lost
- Seniors in High School
- Seniors in College
- Athletes in Their Final Year
- Paralympians
- We Understand What You All Sacrificed
- We Know What You Missed



Year in Review – NWBA Hall of Fame Inductees



Jeff "Glas" Glasbrenner's 63 points in the 2004 National Wheelchair Basketball Championship game will be remembered as the greatest single game performance in the NWBA History. He won a National Championship at UW-Whitewater and 4 Division I National Championships. Glas also won a championship when he played professionally in Europe. Glas has represented the Team USA on numerous National Teams. During his time on the US team, he won 2 World Championship Gold Medals (1998, 2002).

Bill Greene has been a trailblazer for many years in the NWBA. He has had a positive impact on many youth with disabilities in the D.C. area and beyond since the early 70's. Greene has served in numerous capacities throughout his career (e.g. athlete, coach, mentor, father figure, conference representative, organizer, etc).



Year in Review – Member Education Opportunities



Virtual Training Content For Athletes can be performed anytime, anywhere

USOPC Mobile Coach App can be downloaded in App Store or Google Play

For information on how to download app, please contact: info@nwba.org

CAF also partnered with NWBA to host Women, Sports & Teamwork Panel



NWBA Webinar Series presented by ABC Medical

Topics Covered to Date: Grants, Coach Education, Team Rep, Team Reviewer, Athlete Safety, Donors & Fundraising

We would invite members to submit ideas to present on for future webinars. Please contact info@nwba.org



Year in Review – Toyota Renewal

Renewed Contract with Toyota as Mobility Solutions Provider of the NWBA:

- 2-Year term
- Title Sponsor of Toyota National Championship Series
- Title Sponsor of Men's and Women's Paralympic Teams
- Ongoing effort to increase engagement and support of grassroots programs
- Opportunity to raise awareness for the sport and our Members





Year in Review – Special Thanks

Significant Member Contributions to The NWBA

- **Christina Schwab:** Designed and Implemented NWBA Webinar Series During her Practicum
- **Tim Caldwell:** Designed Membership and Leadership Surveys, Along With Providing Insights on Data
- **Jayne Chilutti:** Led IWBF Athlete Eligibility and Classification Efforts
- **Mike Woodard:** After 30 Years of Service, Continues to Lead Rules Committee as Director of Officials
- **NWBA AAC:** Various NWBA Members Stepped up to Inaugural NWBA Athletes' Advisory Council to Ensure Athlete Voice in Decision Making
- **USOPC AAC: Darlene Hunter** Elected for 2021 – 2024 Term; THANK YOU to **Steve Serio** for Prior 4-Year Term
- **Army of Volunteers:** Thanks to All NWBA Volunteers From Teams, Classification, Conferences, Committees and Division Leadership, Along with NWBA Board

Financials



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Financials - Registration

Year to Year Comparison by date

Registration Type	Membership as of 12.9.19	Membership as of 12.9.20	Dues	Total Dues for 2020-21	Total Dues for 2019-20
Teams ³	222	61	\$600.00	\$36,600.00	\$138,600.00
Non-Athlete ¹⁻²	517	152	\$60.00	\$9,120.00	\$27,770.00
Adult Athlete ²	1235	117	\$30.00	\$3,510.00	\$41,360.00
Junior Athlete ²	747	173	\$25.00	\$4,325.00	\$21,835.00
			TOTALS	\$53,555.00	\$229,565.00

¹Non-Athlete dues were \$50.00 in 2019

²Late fees (\$10) applied September 25, 2019 - No late fees in 2020-21 season

³Late fees (\$200) applied September 11, 2019 - No late fees in 2020-21 season



Financials - Quarterly/Year-End Update

	<u>2020 1st Qtr</u>	<u>2020 2nd Qtr</u>	<u>2020 3rd Qtr</u>	<u>2020 YTD-Oct</u>
INCOME	<u>\$313,055</u>	<u>\$139,126</u>	<u>\$324,926</u>	<u>\$777,107</u>
EXPENSES	<u>\$206,302</u>	<u>\$172,209</u>	<u>\$138,513</u>	<u>\$517,024</u>
NET INCOME	<u>\$106,753</u>	<u>(\$33,083)</u>	<u>\$186,412</u>	<u>\$260,082</u>

Note: 2020 results include revenue from USOPC for designated expenditures that were not held due to pandemic. This revenue will end up being deferred in 2020, reducing our Net Income by Approximately \$350,000



Financials – Return to Play Campaign

Summary Statistics

- \$159,423 raised
- 16 Teams / Programs
- 163 Participants
 - 6 raised > \$5,000
 - 17 raised > \$2,500
 - 48 raised > \$1,000
- 50,000 page views
- 16,200 unique page views
- 1,754 donors
- Largest donation
 - \$5,000
- Average donation
 - \$90

Return To Play Fund

Help the NWBA Return To Play!

\$159,423.67 of \$200,000.00

80%

Donate to The NWBA

Create Your Own Fundraiser Page

Tell your friends & family about this event!

f t p in e

Like other sports, COVID-19 has created an uncertain future for The National Wheelchair Basketball Association. Our athletes have been unable to train or compete together since March when our sport came to a screeching stop. This is concerning, because the sport improves physical, mental and emotional health for people who play.

In a recent survey, over 80% of NWBA Members stated a desire to return to play (safely). However, over 33% told us that they or an immediate family member have experienced a negative financial impact due to COVID-19. **The NWBA and its Members are no strangers to adversity, but these unprecedented times have brought significant financial risk.**

This Return to Play campaign is designed to help NWBA Teams raise funds to give their athletes a season when it is safe to do so. **Through this campaign, Teams, Members and Friends of the NWBA can create a personalized fundraiser page.** In your own words, you can talk about your love for the game, its impact on you or your goals. **The NWBA is providing this platform to help you #SecureYourSeason.**

The steps are below, but you can also reach out to the NWBA for direct support (info@nwba.org).



Financials – Return to Play Campaign - Teams

- **Charlotte Rollin’ Hornets:** \$32,720.52
- **New York Rolling Fury:** \$25,336.69
- **NWBA Leadership:** \$22,336.68
- **Austin (ATX) Jr’s:** \$18,132.34
- **Rollin’ Tigers:** \$15,968.28
- **Kansas City Kings:** \$13,669.70
- **Bennet Blazers:** \$11,791.46
- **Cincinnati Dragons:** \$4,999.53
- **Cleveland Wheelchair Cavaliers:** \$4,236.75
- **Mad City Badgers:** \$3,608.67
- **Mississippi Wheelcats:** \$2,134.26
- **Motor City Wheelz:** \$1,807.74
- **Ryan Martin Foundation:** \$1,122.62
- **Katie’s Komets:** \$981.44
- **LWSRA Hawks:** \$427.06
- **OKC Thunder:** \$149.93



Financials – Return to Play Campaign – Top 20 Fundraisers

- **Sebastian Milan:** \$8,084.79
- **Will Allen:** \$8,036.17
- **Adan Persad:** \$6,103.57
- **Alana Tamura:** \$5,933.93
- **Junior Rodriguez:** \$5,830
- **Gwena Herman:** \$4,303.55
- **Gabriel Ospina:** \$4,208.17
- **Elliott Murphy:** \$4,046.80
- **Isabel Cashion:** \$3,753.43
- **Sophia Brunk:** \$3,729.94
- **Austin Bird:** \$3,611.84
- **Miles Lynn:** \$3,171.18
- **Mike Godsey:** \$3,106.97
- **Andy Halm:** \$2,845.46
- **Preston Howell:** \$2,704.75
- **RJ Rios:** \$2,667.91
- **Hudson Tucker:** \$2,289.41
- **Lindsey Metz:** \$2,184.17
- **Tim Fox:** \$2,085.31
- **Hayden Peck:** \$2,010.22

Thanks To Each Of The 167 Members Who Participated, And Congrats To The Top 20!

2020-21 NWBA Season



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2020-21 NWBA Season – *Approach to Season

- Making season available for those who can and want to compete
- Adjusting deadlines to support current reality (no late fees)
- Encourage divisions to institute flexibility
- Effort to secure flexibility to adjust Nationals, if necessary

**Recap Summary of July 2020 Town Hall*



2020-21 NWBA Season – Approach to Nationals

2021 NWBA Toyota Nationals Update



Intercollegiate Division

Thursday, March 11th - Saturday, March 13th, 2021

Women's Division

Friday, July 23rd - Sunday, July 25th, 2021

Adult Division

Thursday, June 24th - Saturday, June 26th, 2021

Junior Division

Friday, June 25th - Sunday, June 27th, 2021

MEMBER INPUT DROVE PROCESS

1. MEMBERSHIP FEEDBACK PHASE: executed surveys & solicited feedback from teams
2. NWBA LEADERSHIP & STAKEHOLDERS PHASE: various discussions on Member feedback
3. BOARD OF DIRECTORS PHASE: approval of final recommendation per the bylaws

Other considerations, including but not limited to: venue availability (facilities and hotels) and conflicts with other scheduled events (holidays, academic calendars, etc.)

Note: Intercollegiate, Adult & Junior Nationals Will be Played in Wichita, KS; Women's Nationals Will be Played in Phoenix, AZ



2020-21 NWBA Season – Approach to Season

Hospital
System

University
School

Special Rec
Assoc

Other
Parks / Rec

Federal

State

County

Local

Venue

Position from July 2020 Town Hall

Due to vast geographic spread of NWBA Membership, primary focus must be on the following:

Understand guidance from local health organization (e.g. City, County, State)

Adhere to guidance of your parent organizations (e.g. Hospital, Parks & Recreation Association, University, etc.)

In lieu of above, follow guidance from Centers for Disease Control (CDC)

This Is What We Said:

[No Title] Return to Play (Cont.)



Be Diligent, Be Accountable

- The COVID-19 pandemic is a generational global impact that requires diligence and respect. Each Team and Member must display the highest consideration for the direction of local health authority

Understand the Risk

- Centers for Disease Control classifies Basketball as a "close contact" sport
- Only you understand your risk factors
- If you have concerns, seek the opinion of a professional

Respect the game, your program and your teammates

- Recognize symptoms (see link on next page)

Insurance

- It's important to note there will not be coverage for liability and accident claims related to COVID-19 regardless of timing, return-to-play protocols or government mandate.
- Communicable Disease are common insurance exclusions, where pandemics are also traditionally not covered.

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Return to Play Resources



Center for Disease Control COVID-19 Resources

- Homepage: <https://www.cdc.gov/coronavirus/2019-nCoV/index.html>
- Local Health Department
Directory: <https://www.cdc.gov/publichealthgateway/healthdirectories/healthdepartments.html>
- Recognizing the Symptoms: <https://www.cdc.gov/coronavirus/2019-ncov/symptoms-testing/symptoms.html>

USOPC COVID-19 Resources

- <https://www.teamusa.org/coronavirus>

NWBA COVID-19 Site

- <https://www.nwba.org/covid19>
- National Office will continue to link information to this site

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2021 Goals & Priorities



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Strategies

ORGANIZATIONAL EFFECTIVENESS

Pursue improved organizational capabilities through leadership development, revenue generation and fiscal responsibility.

- A. LEADERSHIP DEVELOPMENT:** Provide education and training to improve leadership skills of the board, staff and key regional/local leaders.
- B. FINANCIAL STABILITY:** Establish clear standards and business practices to ensure organizational health and enhance operational efficiency and effectiveness.

- 1. Diverse Revenue Generation.** Seek to maximize revenue potential of strategic initiatives where appropriate. Create a fundraising strategy inclusive of a case for support to attract donors. Pursue new or expanded sponsorships and opportunities to increase membership.

Key Focus Areas

- Donors
- Licensed merchandise/e-commerce
- Monetize select programs, e.g. higher level certification, etc.
- Sponsorship expansion
- Membership growth

- 2. Fiscal Responsibility.** Adopt a fiscally prudent financial plan to support strategic goals and operational realities inclusive of cost containment and asset management (e.g., website, office building, etc.). Set annual expense management targets every year to achieve a balanced budget at a minimum.

- C. INFRASTRUCTURE & BUSINESS PROCESS IMPROVEMENT:** Review structural relationships, roles and responsibilities at all organizational levels, e.g., national office, competitive divisions and grassroots teams, and key positions, e.g., tournament directors, officials, coaches, etc. Identify areas of improvement to better connect, align and standardize interactions. Codify improvements as guidelines, policies or operating procedures. Develop and implement a strategy for adoption of changes.

Key Focus Areas

- National office to grassroots organization operational practices
- Juniors/Collegiate/Adult Division rule inconsistencies
- Real-time games reporting

2019 / 2020 NWBA Goals and Objectives

Organizational Effectiveness

- Perform learning needs assessment for Board and Division Leadership to define training goals for 2020
- Review and update Officer Position Description for Board and Division Leadership for 2020 Amendments
- Post NWBA Financials Quarterly, beginning August 2019
- Align By-Laws and governance documents across NWBA and Divisions
- Develop SOPs for expense control and contracts by 12/31/2019
- Revise Employee Handbook by 12/31/2019

- Secured Administrative Grant from USOPC
- Significant strides in adoption and reporting of athlete safety protocols
- Completed USOPC Audit with execution of Action Plan
- Moved to Altruiic Advisors and streamlined Accounting practices

DRAFT 2021 Priorities

Organizational Effectiveness

- Complete Governance actions that are in process (e.g. Bylaw review, Employee Handbook, Policies and Procedures)
- Complete Paralympic Sport Organization Certification, including the following Board requirements:
 - Onboarding of each Board Member
 - USOPC Training on Roles / Responsibilities
 - Board self-assessment
 - CEO / ED performance evaluation
- *Note: PSO implementation guide is 89 pages long (e.g. other activities to follow)
- Revenue generation goals to be defined and aligned with team later in this session
- Board recruitment for the 5 positions up for election in 2021

*Goals and objectives are evergreen and subject to change, pending Board approval



NWBA 2019-2024 Strategic Plan

PLAYER DEVELOPMENT

Articulate and promote participant pathways and programming to encourage skill enhancement, identify and develop competitive talent and inspire long term involvement in the sport.

A. PLAYER PATHWAYS: Align the NWBA behind a clear roadmap for accessing and growing the number and competitive excellence of players across all levels of participation. Socialize the pathways with players, parents and coaches to increase awareness and interest.

Key Focus Areas:

- General participation
- Junior to adult
- Junior women to adult
- Junior to elite player

B. PROGRAMMING: Elevate player capabilities by providing robust education & certification programs for coaches and officials and create opportunities for improved talent identification and training.

- 1. Coaching Pipeline.** Increase the quality and quantity of coaching by developing a coordinated, multi-level coach education and certification program combined with additional programming and marketing to encourage involvement with the sport as a coach, especially older youth players.
- 2. Officiating Pipeline.** Similarly, offer coordinated, multi-level official education and certification programming paired with an opportunity awareness campaign and efforts to encourage participation in the sport as an official.
- 3. Athlete Development & Talent ID.** Assess current programs for improvement and implement change recommendations to enhance both participation and outcomes of camps, competitions, etc.
- 4. Online Resources.** Expand and modernize current offering of education and training resources available online for players, parents, coaches and officials.

2019 / 2020 NWBA
Goals and Objectives
Player Development

- Conduct athlete retention survey with athletes who:
 - Stopped playing sometime during last 24 months
 - Currently play within Junior Division
- Launch Coaching Development Task Force, focused on:
 - Partner with other basketball organization (e.g. NBA, USAB)
 - Mix of delivery mechanisms (e.g. camps / clinics, on-line, classroom)
 - Certification model
- Launched Training Zone initiative with CAF, and Presented by Nike
- Driving connectivity between Junior and Intercollegiate Division and improving process to enable visibility to youth for college programs
- Partner with NBA for All Star Weekend Clinic and clinics with other select NBA Programs

DRAFT
2021 Priorities
Player Development

- Implement player retention survey
- Continue with existing ADM / Coach Education initiatives
 - Define NWBA ADM philosophy and player / coach pathways
 - Creation of Level 1 Coaching Education module
 - Build out of Mobile Coach content
 - Creation of Learning Center on NWBA.org, including links to Mobile Coach and Learning Management System
 - Phase 2 is developing camp and clinic curricula leveraging ADM philosophy
- Explore opportunities to expand high performance athlete and coach pipeline with "Festival" format
- Implement female & diversity recruitment and retention committee

*Goals and objectives are evergreen and subject to change, pending Board approval



NWBA 2019-2024 Strategic Plan

COMMUNITY ENGAGEMENT

Foster a collaborative and engaged community by strengthening connections with, and between, members and supporters of NWBA.

A. COMMUNICATIONS: Embrace a culture of transparency by establishing methods and procedures for timely, bi-directional sharing of information.

1. **Members.** Assess communication preferences and design improved methods and avenues for exchange of information with members and requests for feedback (i.e. surveys).
2. **Board.** Create processes to increase quality and frequency of information exchange between the board and NWBA staff and members.

B. TEAM SUPPORT: Establish a consistent service and support structure to strengthen and stabilize the NWBA network of affiliated organizations.

Key Focus Areas:

- Resource tool kit design
- Best practices summit
- Equipment sharing forum
- Teach and encourage teams to seek revenue-generating opportunities

C. STRATEGIC PARTNERSHIPS: Increase engagement and recruitment efforts through effective outreach and marketing activities with local organizations. Explore collaborative opportunities to fund youth and new player entry to the sport.

1. **Military/Veterans Groups,** e.g., local chapters or offices of Veteran's Administration (VA), Disabled American Veterans (DAV), etc.
2. **Sport/Recreation Organizations,** e.g., Parks and Recreation agencies, other adaptive sport organizations, etc.
3. **Basketball Organizations,** e.g., NBA, WNBA, USA Basketball
4. **School Systems,** e.g., elementary, middle and high schools, and - where appropriate - college campuses.
5. **Rehab, Disabled Support or Physical Health Organizations,** e.g., physical therapy practices, rehabilitation hospitals, etc.
6. **Corporate Partners,** e.g., Nike, T-Mobile, ABC Medical, wheelchair manufacturers, etc.
7. **Grants/Foundation,** e.g., Challenged Athlete Foundation (CAF), etc.
8. **USOC/U.S. Paralympics.**

2019 / 2020 NWBA Goals and Objectives Community Engagement

- Develop strategy and plans to engage with and between all levels of membership
- Develop learning and best-practices series
 - From Members to Members
 - Mix of delivery mechanisms (e.g. on-line, and in person at annual assembly or tournaments)
- Fully implement Athlete Advisory Council to systematically improve 2-way dialogue
- Significant communication with Members and Divisions on 2021 Season
- Improved engagement with Divisional Leadership and Conferences
- Launch of Women's Growth and Diversity initiative

DRAFT 2021 Priorities

Community Engagement

- Continue improving communication with various stakeholders
 - Continue Divisional Leadership Engagement
 - Quarterly Townhall
 - Sponsors / partners
- Continue building capabilities of Membership through Webinar Series
- Develop actionable plan, including leadership support, of Women's Growth and Diversity initiative
- *Establish a goal, process and toolkit to help grow membership leveraging local and regional relationships with key partners*

*Goals and objectives are evergreen and subject to change, pending Board approval



NWBA 2019-2024 Strategic Plan

Brand & Marketing

Invest in improving and modernizing marketing and promotional competencies to stay attractive, relevant and viable with participants, fans, sponsors and donors.

A. CONTENT & COLLATERAL: Grow sport interest and player recognition through internal content creation, aggregation, dissemination and story telling and expanded promotional activities.

Key Focus Areas:

- Player stories
- Connecting and supporting player's social media posts and followers
- Film, video and visual asset development
- Promotional campaigns for select events and sponsor/vendor interactions

B. SOCIAL/DIGITAL MEDIA PROFICIENCY: Identify and leverage new and existing platforms that drive increased engagement with members and fans.

Key Focus Areas:

- Facebook Live/streaming video
- Social media presence (Instagram, Twitter, etc.)
- Video capture, storage, delivery and sharing capabilities

C. TALENT & TECHNOLOGY: Engage professional expertise – as a staff hire, contract or volunteer service – to elevate marketing and communication capabilities and lead implementation of brand promotion strategies.

Key Focus Areas:

- Content development strategy and execution
- Social/digital media strategy and execution
- Metrics/data analytics
- Athletes as brand ambassadors with sponsors, donors and fans

2019 / 2020 NWBA Goals and Objectives

Brand & Marketing

- Pilot the expansion of live-stream opportunities throughout the organization
- Create more opportunities for athlete take-overs at NWBA sanctioned events
 - Target 1-2 / month during the 2019/2020 season
- Relaunch Wheelchair Basketball Week for October 2019
- Relaunch Athlete and Team of the month programs
- Website: USOPC approved redirect of dollars to fund upgrade
- Progress being made in leveraging partner content and cross posting (e.g. USOPC and Toyota)
- Improving quality of graphic content

DRAFT 2021 Priorities

Brand & Marketing

- Continue momentum on improving live-stream frequency and execution when season commences
- Continue engaging athletes in story telling opportunities, including social take-overs
- Complete website refresh by end of 2020
- Develop brand and communications standards / guidelines for maintaining and updating website moving forward
- Frank T. Burns Heritage project
 - Leverage dollars raised and committee of interested leaders to help preserve the history of NWBA
- Develop strategy to leverage National Teams as an asset
 - We are the winningest Nation in the world, and we are afraid to lean in on that message
 - This should include Road to Tokyo and Victory Tour (virtual and live) events

*Goals and objectives are evergreen and subject to change, pending Board approval

QUESTIONS?



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