

CIAC OFFICIALS' ASSOCIATION
SYNOPSIS FOR RECRUITING COMMITTEE MEETING
OF FEBRUARY 28, 2007

In Attendance: Connie Chapin, Bill Dixon, Arnie Mann, John Manzi, Candy Perez, Al Vazquez, John Wrenn and Joe Tonelli

Absent Member: John Odell – He was in Florida but sent his input by e-mail.

A very productive meeting resulted in many practical ideas to assist officials' groups in the recruitment and retention of officials in all sports. Most importantly, a generic, recruitment brochure was developed and approved for publication and distribution. The 3 fold brochure lists the contact numbers for all officials' groups recognized by CIAC and other pertinent information outlining the procedure for becoming a new official. The brochure was distributed to interested candidates at the girls and boys basketball finals. It was also distributed at the Athletic Director Conference so that ADs could bring the info back to their schools. The brochure is posted on the CIAC Officials' Association webpage.

The committee discussed some methods of recruiting officials. Committee member Arnie Mann reported that he advertises in the newspapers, at no cost, especially the weekly papers. This method has been very effective. This year, Arnie has 40 new members for baseball, and his board trained the newcomers during the winter months. All of the other members mentioned what their sport does to recruit and retain members. The goal is to summarize the good ideas and distribute them to all the boards.

Some ideas that have produced positive results for your consideration:

1. Advertising (newspapers, schools, colleges, rec dept etc.)
2. Sell the concept that it is everyone's job to recruit new officials for their sport to continue to prosper
3. Widely distribute the CIAC Officials' Association recruiting brochures (Use fee structure to attract college age officials)
4. Encourage others to utilize the brochure to recruit (league captains' meetings, officials' meetings etc. summer camps)
5. Current members – Theme – “Each one, Get one” (incentives for recruiting new members)
6. Encouraging current officials to consider other sports
7. Training older youth players to officiate younger youth games
8. Utilizing intramurals, summer camps, play days, etc. to train officials
9. Establish Mentor programs for new officials to encourage and support new officials
10. Solicit AD's /coaches/teachers to assist recruiting efforts
11. Officials groups send reps to schools to meet with prospects
12. Organize officiating fairs

These are just some of the ideas. Send others to jtonelli@casciac.org so they can be shared.

The target groups for recruiting officials are as follows:

1. High School student/athletes
2. College student/athletes
3. Current officials adding a sport
4. Former coaches
5. Officials' siblings and/or relations
6. Best recruiters can be the officials. However, it's a catch-22 since we must convince current refs that getting more people will help everyone and not cause a reduction in games for them.

For this recruitment initiative to be successful, it has to be everyone's responsibility. We have to solicit others to help our cause (i.e. sports committees, coaches, athletic directors, recreation departments, and PE teachers).

Although we are certain that all officials groups have an active a recruiting program, we are hopeful that by sharing some of the successful recruiting strategies employed by the various groups, all groups will benefit.

It was also mentioned that we have to give newer officials the opportunity to develop on the Middle School, Frosh and JV levels without being chastised by coaches and fans. These levels of play provide an excellent teaching and learning environment for the development of players, coaches, and officials, and we have to work together to educate all groups regarding the importance of creating a positive environment to enhance the growth of the participants. Delivering a consistent message in this regard is important, and can only be achieved through a cooperative effort on the part of administrators, athletic directors, coaches, and officials.

The remainder of the meeting was devoted to reviewing the draft of the brochure. Some excellent revisions were suggested and incorporated into the final copy. We have received many positive comments about the recruiting brochure, and when the fees for 2007-2008 are established, a new and improved version of the brochure will be ready for distribution. Utilizing the brochure to assist the recruiting efforts of all groups, will be an agenda item for the May 15, 2007 meeting of the Advisory Board.