

Wisport Organizational Structure

8/10/2009

Last summer we devised a simple structure for Wisport so that volunteers could take over specific jobs within Wisport. Several people have stepped up and have been contributing towards Wisport's future.

The next step is to build on that success and further break down the jobs. There are 15 volunteer positions listed below. I'm sure we won't fill them all, but some jobs are less critical, and can wait for next year, and some will have to be done by existing volunteers doing double duty. If you don't see the job you would like to do, write your own job description and submit it!

Wisport can't continue with way too few people doing all the work, and a haphazard effort by various people will not work without some organization. We have gotten by for 20 years with essentially one person or family doing almost all the work, but this is obviously not sustainable.

There are just too few people that are in a position to even contemplate running Wisport the old way. No matter who might be willing to step forward and attempt to operate Wisport even with Corporate sponsorship, or with a few friends offering to help out. Wisport can't be sustainable without some well planned, organized structure. Eventually, a key person will get burned out or will otherwise be unable to continue, and Wisport will be in a crisis, and subject to reaching a permanent end.

The structure below divides the work by function so that the necessary work can be done by unpaid volunteers. It includes the possibility of paid positions being implemented if volunteers want to be paid.

The structure serves a number of purposes.

1. Distributes the workload.
2. Prevents an overworked key person from burning out and leaving a position that no one knows exactly how to fill.
3. Helps to ensure that all the work that needs to be done is getting done
4. Ensures that only one person is trying to manage the same task.
5. Establishes certain persons that are authorized to contact outside organizations and companies representing themselves as Wisport.
6. Gives all volunteers a title that helps outside organizations and members understand the role of the volunteer.
7. Helps members to find a job they can volunteer for and get involved.
8. Allows volunteers to resign and be replaced without an extreme disruption to Wisport.

No volunteer will be paid, at least to start, but, if people want we can pursue new revenues to be used for salaries. There is the benefit of free Wisport membership, and if a volunteer is required to attend events to represent Wisport. Wisport will pay race entry fee at the pre-registration rate. If you are at all interested, please call me at 608-886-5220, and we can discuss these or other ideas including compensation. You can also volunteer to just assist one of the volunteers.

The following volunteer titles and duties can be adjusted to fit circumstances.

WISPORT DIRECTOR (Ken Thomson - 2009)

1. Provides advice and assistance to all Wisport volunteer managers. Coordinates their activities.
2. Makes sure that Wisport serves everyone who wants to race their bike.
3. Implements occasional improvements to Wisport as times change.
4. Consults with Wisport Board and provides information to the Board.
5. Responsible for compliance with State and Federal Corporate and tax laws.
6. Responsible for determining need for insurance.
7. Performs the duties of Treasurer.
8. Communicates as needed with other organizations.
9. Negotiates discounted rate for Wisport events for timing and insurance.
10. Researches new timing systems for suitability to purchase.
11. Reports to: Wisport Membership, Events, Sponsors, and Teams.

SPONSORSHIP and HANDBOOK MANAGER: (Andrea Potyondy-Smith)

1. Solicits sponsors (Handbook and Website).
2. Obtains ad artwork from the sponsors.
3. Works with digital designer to assemble handbook.
4. Works with printer to print the Handbook
5. The Handbook Manager must maintain traditional level of prize value.
6. The Handbook must meet requirements determined by Wisport Director and the Board. For example, the Wisport Guidelines pages and calendar are required pages. Also, the front cover artwork is subject to approval of the Director and the Board.
7. Mailing and distribution requirements will be determined by the Data Manager.
8. Policies for dealing with sponsors are subject to review by Wisport Director and/or Board.
9. This is a job that requires a lot of work, and if the person doing it doubles the size of the book, they should be entitled to profit from the extra work. The alternative would be to drop the Handbook, and go with a one page folded pamphlet. That would eliminate the door prizes. The Handbook is something that Dar invented, and I remember always looking forward to receiving it. It is a lot of work, but it is a Wisport tradition that would be worth continuing.

SWAG MANAGER:

1. **Collects swag in payment for certain ads and distributes swag to races.**
2. Provides printed invoices to advertisers to document their payments of merchandise to Wisport.
3. Works with the Race Rep Manager to divvy up and transport the prizes to racing events where they can be given away as door prizes.
4. Prize drawings should be coordinated with award presentations to motivate race participants to stay around after the race and to enhance the social atmosphere of the races. This, along with giving members more value for their membership fee, are the purposes of the door prizes.

DATA MANAGER: (Ken Thomson)

1. Maintains the website.

2. Maintains and develops the event, member, and race scoring databases.
3. Performs the duties of Treasurer.
4. Develop race results archive.
5. Provides means for authorized Wisport Staff to add/update content on the front page.
6. Develops strategies for web based promotion of Wisport.
7. Implements new features such as online member and event sign-up with support for credit card payments.
8. Maintains an up to date mailing list for the Handbook consisting of Wisconsin area competitive cycling enthusiasts..
9. Maintains shipping list for UPS delivery of Handbooks to retail pickup locations.
10. Maintains up-to-date email lists for members, events, volunteers, and the Board.
11. Implements and maintains a list-serve email system for easy communication within Wisport.
12. Installs updates to web software (e.g. Forum database), and maintains Wisport database to comply with latest versions of MySQL and PHP
13. Implements a Members-only ride share system on the website. This is to allow people to save gas and go to more races.
14. Implements a means for compact printing of race results in the form of a simple, mail-sized newsletter.
15. Work with Swag Manager to re-install the "Win a chance to Win" prize drawings. Drawings to be done by computer random selection.

MEMBER RELATIONS MANAGER

1. All member applications with checks are mailed to the person holding this job.
2. The **manager enters data from hard copy member applications** into the member database (accessible online).
3. Records and deposits all membership checks.
4. Maintains the list of all rules relating to membership and scoring of races (Wisport Guidelines). Changes to scoring rules must be approved by the Data Manager and others.
5. Handles all questions and issues from members, prospective members, and teams.
6. From time to time devises polls to determine membership opinions. (on the Wisport Forum.)
7. Distributes information to Wisport membership as needed.

SAFETY MANAGER:

1. Duties to be determined, but include helping to organize the safety instruction at one or more events such as the Wisport Friendly Century.

RACE REPRESENTATIVES:

1. Arrive at the event early, and make contact with the Race Director.
2. Represent Wisport to participants. Answer any questions about Wisport.
3. Put up the Wisport Banner in a central location.
4. Put out a stack of Wisport Handbooks and member applications.
5. Conduct the drawing for Wisport Door prizes if a drawing is planned.
6. Wisport will pay, at the pre-registration rate, the race entry fee for the person who is representing Wisport at each race.

EVENT RELATIONS MANAGER:

1. Maintains Wisport Minimum Standards for Events rules, and makes these known to events.
2. Ensures that events understand Wisport rules. (There have been problems where events have been trying to comply with rules that have never existed.. For example, that awards must be given to Wisport members only or that the awards may not be given until all riders have finished.)
3. **Schedules one or more Wisport Race Directors to attend every Wisport event.**
4. **Keeps track of the Wisport banners and arranges one of them to be taken to each race – we have two of them.**

WEB CONTENT MANAGER: (Nate Phelps)

1. **Keeps lead page of the website fresh.** Updates content such as Race reports, sponsor of the month pieces, announcements, photos, videos, member interviews, and other items of interest.

AWARDS MANAGER:

1. Makes arrangements for the Year end ceremony.
2. Conducts the ceremony with the Wisport Director and other officers.
3. **Obtains all awards such as trophies, and jerseys** using standings data from the data manager. Clear estimate with Wisport Director.
4. Work toward finding inexpensive awards that are more desirable than the current plastic trophies.
5. Works with Swag Manager to set aside some prizes to award at the Year End.

SPOKESPERSON:

1. Represents Wisport to public media.

PROMOTIONS MANAGER:

1. Work to publicize Wisport Cycling Series and the events.

CORPORATE SPONSOR MANAGER:

1. **Determines whether volunteers would prefer to be paid**, and how they would like to be compensated.
2. Works to obtain some real Corporate sponsorship. If successful, this could provide funds to pay all volunteers an amount based on the work done by each.
3. Research all applicable requirements of the State of Wisconsin and the Federal government that would apply to Wisport if we begin to pay volunteers. Also, find the most cost effective way of complying with the requirements, such as possibly using a payroll service.

JIM MENZEL JERSEY COMPETITION DIRECTOR (Matt Hanson)

1. Determines the rules and structure of this competition.
2. Manages the selection process for the events to be included.
3. Ensures that each event is manned by a Wisport official.
4. Responsible for on site scoring as required by competition rules.
5. Responsible for all other requirements of the competition.

TOUR SERIES MANAGER:

If the Tour Series continues, it needs more attention and some tweaks. Six people signed up for the Tour Series in 2008, although money was raised for charity and the Tour events received cost effective promotion. A series of non-competitive tours could benefit Wisport by promoting our racing events to a large population of serious cyclists who have not discovered citizen racing. To be successful, the Tour Series should offer season-long goals as a challenge for riders.

All persons holding one of the above jobs, as well as Wisport Board members are entitled to receive their Wisport membership for free.

All volunteers should document how to accomplish the details of the job so that the next person taking your position will be able to pick up where you left off. Keep all specific information such as contacts, passwords, procedures, documents, etc. that your eventual successor will need in a manner that they can be easily transferred.

So, we are at a turning point. Membership is down, race turnout is down, gas prices are all over the place, a lot of old faces are missing. Wisport is very unique, and it just needs a reasonable amount of fun and satisfying work from a handful of talented people to keep it going.

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