

Wisport Organizational Structure

11/5/2009

Two years ago, we had two or three volunteers running Wisport. We now have 15 job definitions, and most of them are filled or there is an interested candidate! This is great news!

Having the workload distributed among more people will mean more time to make needed improvements to Wisport such as a better website, better promotion, better awards, and possibly a return of the Tour Series.

The structure below divides the work by function so that the necessary work can be done by volunteers. No volunteer will be paid, at least to start, but, there is the benefit of free Wisport membership.

The structure serves a number of purposes.

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

If you are interested in volunteering, please call me at 608-886-5220, and we can discuss these or other ideas. You can also volunteer to just assist one of the volunteers.

If you don't see the job you would like to do, write up your own brief job description and submit it to the Wisport Director!

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. Serves as Spokesperson for Wisport with all media.
3. Makes sure that Wisport serves everyone who wants to race their bike.
4. Implements occasional improvements to Wisport as times change while abiding by the Wisport Mission Statement.
5. Consults with Wisport Board and provides information to the Board.
6. Responsible for determining need for insurance.
7. Communicates as needed with other organizations.
8. Negotiates discounted rate for Wisport events for timing and insurance.
9. Researches new timing systems for suitability to purchase.
10. Reports to: Wisport Membership, Events, Sponsors, and Teams.

TREASURER: open. Director is the acting Treasurer.

1. All member applications with checks are mailed to the Treasurer.
2. The Treasurer enters data from hard copy member applications into the member database (accessible online) in an accurate and timely manner so that each race can be scored with accurate, up-to-date membership data. (Races can't be scored until all new member applications are entered.)
3. Issues checks as necessary for Wisport expenses.
4. Deposits checks received.
5. Maintains budgeting information for all planning which involves expenditures.
6. Responsible for compliance with State and Federal Corporate and tax laws.
7. Prepares and files tax returns.
8. Invoices events for race flyer and member turnout fees within 2 weeks of each event.

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.

DIGITAL GRAPHIC DESIGNER : (Eric Jensen)

The responsibility for this job is primarily in assembling the Wisport Handbook from artwork submitted by many individuals in various formats. Many hours go into adding page headings, resizing pages, converting formats, etc to make an appealing end product.

SWAG MANAGER: open

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. The authority to go to for obscure rules related to the Wisport Points system.
4. Develop race results archive so members can check past seasons race results.
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 software 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.

RACE REPRESENTATIVE MANAGER: (Keith Watkins)

1. **Schedules Race Representatives to represent Wisport at all Wisport events.**
2. Handles questions and issues from members, prospective members, and teams. Reports complaints and other problems to the Wisport Director.
3. Serves as a Race Representative.
4. **Keeps track of the Wisport banners and arranges one of them to be taken to each race – we have two of them**

RACE REPRESENTATIVES: (Steve Fouts, William Johnson, Varick Olson, Andrea Potyondy-Smith, Keith Watkins, Matt Hanson, Ken Thomson)

1. Officially represents Wisport at all assigned events.
2. Arrive at the event early, and make contact with the Race Director.
3. Identify yourself as a Race Rep by wearing an official Wisport Rep polo shirt.
4. Represent Wisport to participants. Answer any questions about Wisport.
5. Put up the Wisport Banner in a central location.
6. Put out a stack of Wisport Handbooks and member applications.
7. Recruit new Wisport members.
8. Conduct the drawing for Wisport Door prizes if a drawing is planned.
9. 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: open

1. Contacts race directors after each event to get any feedback or comments from the event. Organizes ideas for new ways Wisport can help events be successful.
2. Maintains the document, "Planning a Wisport Bike Race", and makes it available to events.
3. Is the authority to go to for the official list of all rules relating to races.
4. Helps ensure that events have a working understanding of Wisport rules. (There have been problems where events have been trying to comply with non existing rules. For example, that event medals must be given to Wisport members only or that the awards may not be given until all riders have finished.)

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. (Data manager needs to provide Nate with a practical means of accessing the lead page.)

AWARDS MANAGER: (Ryan Blennert)

1. Helps make 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.
6. When trophy winners are not able to accept their award at the Year End, the Awards Manager will attempt to find an alternative way to deliver the trophy, usually through a team mate or friend, or sometimes by mail when the recipient wants to pay for postage. In some cases unclaimed trophies will be available at future races.

PROMOTIONS MANAGER: Current Applicant

1. Work to publicize Wisport Cycling Series and the events.
2. Promotes the website and devises ways to drive traffic to the website.

CORPORATE SPONSOR MANAGER: open

1. Works to obtain some real Corporate sponsorship. If successful, this could provide funds to pay volunteers an amount based on the work done by each.

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: Current Applicant

If the Tour Series continues, it needs more attention and some tweaks. Only six people signed up for the Tour Series in 2008, although money (\$350) was raised for charity and the Tour events received cost effective promotion through Wisport. 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. New ideas about how the Tour Series should work are welcome. A return of the Tour Series would be a great benefit for Wisport, the tour events, a selected charity, and to members.

KIDS RACE COORDINATOR: open

This volunteer would work with certain events to encourage more kid's races.

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

IMPORTANT : All volunteers must document how to do their job so that the next person taking that position will be able to pick up where they left off. Keep all specific information such as **detailed procedures, contacts, passwords, letters, emails, etc.** that your eventual successor will need in a manner that they can be easily transferred.

A well defined, documented structure can be very important for a volunteer organization. A case in point is The Blue Mounds Classic road race run by Mad City Velo. It has been an annual event for 10 or 15 years, but different members in the club do the work each year. This works because everything is written down. Each year the race director for that year receives the "book" and the files from previous years. Then, anything new is documented for the next year's director.

There are other ways to do a group effort, such as one or two people do all the work for several years, then get burned out. This is often the end of the event or organization. Even if someone else can pick things up, the group effort is in crisis and there is a lot of stress.

This doesn't mean that the way things are done should not change, but they probably should not change a lot just because there is a new volunteer.

This is the way that Wisport can continue without stressing out people's lives. 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.

Ken Thomson
Wisport 2009 Director

ken@wisport.org
608-886-5220