



2024 USBC CONVENTION

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*is everything*

# Skills Mapping Road Trip

2024 USBC Convention

David Fields – Regional Manager, South

Tom McNulty – Education and Regional Manager, Midwest

A **Future** FOR  
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# Opening Activity

- Paper with 10 questions
- Try to find 1 person who fits the description (no repeats)



# Objectives

1

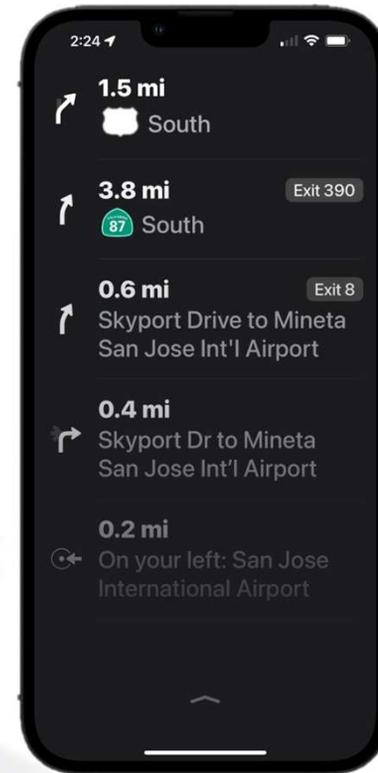
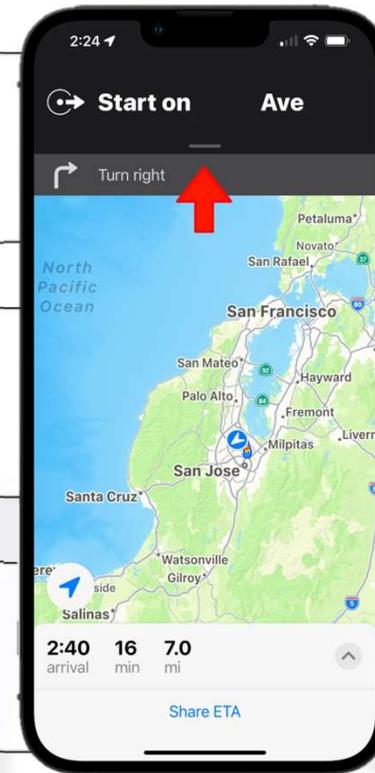
- Understand the necessity to map your boards' skills

2

- Construct a skills map outlining your board strengths

3

- Evaluate methods to recruit new board volunteers





# Why Board Mapping?

- Evaluation to analyze and identify necessary skills/abilities to maximize board effectiveness
- Provides a visual map
- Gain insight on board member interests
- What your board has vs. wants to achieve



# Identifying Boards' Goals

- Board self-reflection
- Use all the resources you can
  - ARC (Association Resource Center)
  - Wheel of Life
    - Setting Goals
- Be proactive
- "Failure is a detour; not a dead-end street"



# Defining Board's Responsibilities

- What tasks does your board handle?

- Identify specialized roles



# Skills Map Exercise



# Knowing Your Board

- Provide questionnaire
- Answer all questions they feel comfortable with
- Collect responses and compile map



**VOLUNTEER INFORMATION**

We ask that you complete this information form to assist the association president in knowing the specific talents and interests in order to achieve success and fulfillment from your volunteer activities. Also included in this questionnaire is information to obtain feedback for training, scheduling meetings, and other information to assist the association in being as effective and efficient as possible.

Please enter your name and board position (if applicable):  
\_\_\_\_\_

Are you currently employed?  
YES  NO  RETIRED

Where are you currently employed?  
\_\_\_\_\_

What is your current position? Or last, if retired:  
\_\_\_\_\_

What days of the week do you work?  
M-F Days  SATURDAYS   
M-F Nights  SUNDAYS

Are you currently a full-time or part-time student?  
\_\_\_\_\_

What are you currently studying?  
\_\_\_\_\_

THANK YOU FOR TAKING A MOMENT TO COMPLETE THIS FORM.





USBC Association Name



Board Member Names

	Juan Gomez	Jane Doe	Brian Johnson	Briana Jones	Adam Mason	Eve Brown	Joe Duncan	Julie Gorman	Robert Fulton	Ginger Rogers	Ken Roberts	Stephanie	Richard Jacobs	Don Carter	Mary Wallace	Eunice Bonham	Thomas Graves	Bob Knight	Anique Weber	
Revised 4-10-24	Term Expires 2024 _____					Term Expires 2025 _____					Term Expires 2026 _____					Term Expires 2027 _____				
<b>Demographics</b>																				
Male																				
Female																				
Other																				
21-30 years																				
31-40 years																				
41-50 years																				
51-60 years																				
61-70 years																				
> 71 years																				
<b>Ethnicity</b>																				
Caucasian																				
African American																				
Latino																				
Asian																				
Other																				
<b>Knowledge of:</b>																				
Budgets / Audits																				
Coaching																				
Fundraising																				
League Officer																				
Marketing / Communication																				
Sales / Retail																				
Social Media																				
Tournaments / Event Planning																				
<b>Interest with:</b>																				
Awards Committee																				
Event Committee																				
Finance Committee																				
Tournament Committee																				
Youth Committee																				

USBC Association Name



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	Juan Gomez	Jane Doe	Brian Johnson	Briana Jones	Adam Mason	Eve Brown	Joe Duncan	Julie Gorman	Robert Fulton	Ginger Rogers	Ken Roberts	Stephanie	Richard Jacobs	Don Carter	Mary Wallace	Eunice Bonham	Thomas Graves	Bob Knight	Anique Weber	
Revised 4-10-24	Term Expires 2024 ____					Term Expires 2025 ____					Term Expires 2026 ____					Term Expires 2027 ____				
<b>Demographics</b>																				
Male	X		X		X		X		X		X		X		X		X		X	
Female		X		X		X		X		X		X		X		X		X		X
Other																				
21-30 years																				
31-40 years			X																	
41-50 years					X			X						X						
51-60 years	X								X		X	X					X	X		
61-70 years		X				X	X						X							X
> 71 years				X						X					X	X				
<b>Ethnicity</b>																				
Caucasian		X	X		X	X	X		X	X	X	X		X	X		X	X	X	X
African American				X				X					X			X				
Latino	X																			
Asian																				
Other																				
<b>Knowledge of:</b>																				
Budgets / Audits			X																	
Coaching		X					X													
Fundraising	X										X					X				
League Officer																				
Marketing / Communication												X						X		
Sales / Retail										X										
Social Media										X										
Tournaments / Event Planning			X					X						X						X
<b>Interest with:</b>																				
Awards Committee			X								X									
Event Committee	X						X				X									
Finance Committee	X			X												X				
Tournament Committee																				
Youth Committee			X																	

# Analyzing Your Data



## Strengths

List of skills for every person  
What information jumped out to you



## Areas of Improvement?

Social Media  
Branding

USBC Association Name



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Male	X		X		X		X		X		X		X		X		X		X	
Female		X		X		X		X		X		X		X		X		X		X
Other																				
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51-60 years	X								X		X	X					X	X		
61-70 years		X				X	X						X						X	
> 71 years				X						X					X	X				X
<b>Ethnicity</b>																				
Caucasian		X	X		X	X	X		X	X	X	X		X	X		X	X	X	X
African American				X				X					X			X				
Latino	X																			
Asian																				
Other																				
<b>Knowledge of:</b>																				
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Coaching		X					X													
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Tournaments / Event Planning			X					X						X						X
<b>Interest with:</b>																				
Awards Committee			X								X									
Event Committee	X						X				X									
Finance Committee	X			X												X				
Tournament Committee																				
Youth Committee			X																	

# Next Steps

## Evaluating your board

- Committees
- Positions of need
- Are you optimizing your strengths?

## Board Nominees

- Provide questionnaire

## Recruitment

- Outside of your board?



# Summary



Determine objectives your board aims to accomplish



Complete questionnaire and assemble skills inventory



Evaluate your board map for strengths and areas of interest



Recruit members who can enhance value to membership

# Questions?



# Contact Information

***David Fields***

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**David.fields@bowl.com**

***Tom McNulty***

**Education and Regional Manager, Midwest**

**Tom.mcnulty@bowl.com**



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EXPERIENCE  
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