



## Executive Officer – Program Chair Report

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Monthly, quarterly, annual reports are/will be used to inform officers, chairs and staff of the status or progress of one or more projects, events, or activities. The reports help to track accountability, assign responsibility, realign roles, priorities, and ensure that initiatives are productive. This report should be kept to a minimum of one-two pages (or as appropriate for each program of easily-digestible information – attach supporting document if needed).

**CHAIR TITLE: LDR & Club Membership**

**CHAIR NAME: Joyce Yu Welch**

**REPORT FROM-TO DATE: September 2017 – August 2018**

**REPORT SUBMISSION DATE: August 8, 2018**

### PROGRAM ACTIVITIES/EVENTS/PROJECTS

Sept 16 – Nov 16

Club Notification via Social Media

Dec 16 – Feb 17

USATF National Meeting, Columbus, Ohio

Mar 17 – May 17

USATF Association Championship Races, 10-mile and 5k

Jun 17 – August 17

Planning USATF Association Championship Race, 5-mile

### PROJECT/PROGRAM GOAL:

Develop and expand Open and Masters participation at the Association Level in South Carolina.

### PROJECT/EVENT EXPENSES:

- THIS REPORTING PERIOD: \$
- PREVIOUS YEAR: \$
- REVENUE GENERATED: \$
- REVENUE SOURCE(S):
- REVENUE GENERATED PREVIOUS YEAR: \$

## **PROJECT/ACTIVITY/EVENT PARTICIPANTS:**

1. Strictly Running, Race Organizer
2. Columbia Running Club, Race Sponsor
3. Tracy Meyers, Masters LDR, Awards Co-Presenter

## **SCOPE OF THE PROJECT/EVENT/PROGRAM:**

The development of the open and masters' membership is an ongoing project that will take many years. The South Carolina Association membership is roughly comprised of 80% youth with very little open and masters' events and participation.

This second year involved 3 LDR Association State Championships and club awareness efforts through social media.

## **PROJECT/PROGRAM/EVENT ACCOMPLISHMENT**

2017 marked the beginning of a state level race series with three races on the books. These were planned with the coordination of Strictly Running which includes a store front, education center and timing company. Participation was small for the first two events (30 USATF members), run concurrently in April as it was our first effort with an extremely short time-frame. We hope for this to be the backbone of a growing state association race series to include more LDR races. This was repeated in 2018.

## **PROJECT/PROGRAM/EVENT CHALLENGES (IF ANY)**

Lack of USATF awareness, lack of USATF presence in open and masters level running in South Carolina

## **SUPPORT DOCUMENTATION (IF ANY)**

**Daybreak 10-miler and 5k:**

**10-mile Awards:**

[http://www.strictlyrunning.com/json/Index\\_JS\\_USATF.asp?uYear=2018&uRaceId=2485&uEvent=10mUSATFAwards](http://www.strictlyrunning.com/json/Index_JS_USATF.asp?uYear=2018&uRaceId=2485&uEvent=10mUSATFAwards)

**5k Awards:**

[http://www.strictlyrunning.com/json/Index\\_JS\\_USATF.asp?uYear=2018&uRaceId=2485&uEvent=5kUSATFAwards](http://www.strictlyrunning.com/json/Index_JS_USATF.asp?uYear=2018&uRaceId=2485&uEvent=5kUSATFAwards)

**Labor Day 5-miler (future)**

<http://www.strictlyrunning.com/LDR/index.html>