

## 2021-2022 Communications Report - Gus Chikamba

- Digital Media
- Partnerships
- Marketing & Advertising
- Content Creation
- Technology

### Digital Media

- Plan and execute web development, management & maintenance needs
  - CMS website platform management
  - SEO (Search Engine Optimization) enhancement
  - Google Analytics - web analytics service for tracking & reporting website traffic and traffic behavior
- Team App – platform allowing teams & social groups to effectively communicate at the push of a button on a smart phone.
  - Coordinate push notification messaging app to clubs
- Newsletters/Press Releases –
  - Generate monthly editions.
  - Blast emailing messaging to association membership.
- Social Media
  - Design, build and maintain social media presence
  - Coordinate social media messaging via - Facebook, Instagram, Twitter & YouTube to increase brand awareness & optimize messaging.
- Survey Monkey Tool
  - Generate periodic survey to align service offering with membership expectations.
- Digital Imaging
  - Canva – onboard a graphic design tool for the creation of social media posts, presentations
  - Adobe Photoshop – graphic designs tool for publication
- Monday – CRM Cloud based software
  - Onboard the CRM tool to enhance project management and work flows.
- Zoom Platform - Video communication app for setting up virtual video & audio meetings.
  - AGM & Workshops, staff meetings and presentations

### Partnerships Development

- Veo
- Team Genius
- American Eagle
- Team App
- Indy Eleven
  - Build an alignment with Indy Eleven professional team towards a common goal of developing soccer in Indiana

## Marketing & Advertising

- Utilize association assets to generate advertising revenue.
- Partner with strategic partners to promote association brand.
- Enhance association humanitarian brand through fundraisers
- Increase brand visibility & revenue through the “Specialty License” program

## Content Creation

- Deploy member club engagement strategy through story telling & videography to highlight unique stories for each member club
- Direct Video Production – generate content for respective departments to amplify messaging and branding.
  - Executive scripting
  - Filming, editing & final cut production
  - Amplify brand awareness & departmental programming through video filming of events.
- Story telling & writing.
  - Collaborate with departmental heads to streamline brand messaging through the lens of telling a story.

## Technology

- Esports Program
  - Assist with implementation of organized statewide Safe Play esports program
  - Advancement of a platform promoting Collegiate scholarships for esports
  - Esports program extension to referees & adults statewide.
- Rezzil – Virtual Reality Simulation Technology
  - Collaborate with the ODP program to introduce Rezzil to ODP players.
  - Deploy tools designed to improve cognition, decision making, and overall resilience for players.
  - Tools to enhance game and skill development.
- Veo - Camera records and uploads training and matches
  - A camera that uses Artificial Intelligence to track the ball
  - Perfect for recording training & game filming technology
  - Enhanced training tool
  - Tools to develop a player highlight video.
  - Provide access to the club coach to assist in the overall players' development.
  - Enable families to watch their players' games remotely.
- Team Genius – Evaluation software that aligns with six US Soccer defined key qualities.
  - Easily accessible via an app or straight from your phone or on a desktop/laptop format
  - Innovative technology usable for sports tryouts, camps, and team evaluations
  - Web based technology that helps provide feedback for the ODP coaches and players.
- Cognisat Evaluation - A Performance scientific approach to help players become the best at what they do
  - Visual Acquity
  - Visual /Sensory

- Cognitive Development
- Mindset Assessment
- Coach Report