

2020-2021 Communications Report - Gus Chikamba

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

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

Digital Media

- Website management & maintenance
 - 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
 - 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.
- Zoom Platform - Video communication app for setting up virtual video & audio meetings.
 - AGM & Workshops, staff meetings and presentations

Partnerships

- 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

- 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.