

2009 NOC Communications Subcommittee Annual Report

Website

In November, the migration of the Official's website and content to the main USATF.org website was completed. All content and pages from www.usatfofficials.com are now fully integrated with the national website. This will help provide continuity and uniformity to USATF's web presence. We continue to retain operational control over our portion of the national website.

In conjunction with the move, we have completely reorganized the website to make content faster and easier to find. The site is now organized into subject areas regardless of the committee or subcommittee that generated the content. This will help ensure that officials visiting the site can access all the resources available online that cover a particular area of officiating.

With this site move and reorganization, many, if not all, of the links to the old site were broken. If a link you click on does not bring up the page or file you are expecting, please visit the main home page at <http://www.usatf.org/groups/officials> and use the menu to relocate your file. In addition, visitors to www.usatfofficials.com will now be redirected to the Official's page on the national website.

E-Learning and Training Portal

In conjunction with the Training Committee, an Official's e-learning website is set to be launched in late 2009 or early 2010. The site will have a number of resources including: officiating courses, tutorials, quizzes, etc. More details and the address of the site will be distributed once the site goes live.

Newsletter

In 2009 the newsletter was put on a bi-monthly schedule of the 15th and last day of the month. In addition to the scheduled newsletter, certain select announcements were made out-of-cycle using the newsletter's email list. This is to help ensure that officials can always know when to expect a newsletter and that any items being distributed between newsletters are of high importance.

As of November 2009, the newsletter had over 1600 subscribers; an increase of 300 over 2008.

Facebook

Earlier this year the committee established a "group" on Facebook for USATF Officials. As of November 2009, that group has over 425 members. Officials have been using the group to share photos, stories, local news and other items. If you are on Facebook we encourage you to join the USATF Certified Officials Group at <http://www.facebook.com/group.php?gid=98592597792>.

Respectfully Submitted,

Jimmy Stuart
Chair, NOC Communications Subcommittee
November, 2009