



2009-2010 Outreach Committee Annual Report

Members of the Outreach Committee

Chairman: Bill Poteat

At Large: Billie Jones
Ann B Jones
Jim Harllee
Jo Ann Harllee

2009-2010 Activities

1. Assist with Poster Day, November 6, 2009: commissioned by WBB
 - Deliver team posters and schedule cards to CH area merchants, accompanying team members
 - Gather at the WBB office to set up groups.
 - Travel to assembly areas.
 - Support team members as they greet local merchants to ask that the team posters be displayed and the schedule cards be made available for handout.
 - Results: 8 volunteers, mission accomplished. Next year could use a dozen vols.
2. Promote ticket sales and attendance from retirement communities: commissioned by UNCAA
 - Find the person on the retirement community staff responsible for activities and schedule an appointment.
 - Deliver promotional materials (mostly from UNCAA) for display at the community gathering site.
 - Describe group ticket and special deal opportunities.
 - Answer questions and offer personal contact information for follow-up during the season.
 - Need reference to retirement communities (Chamber of Commerce and County Offices). We extended the charge to include senior/community centers in CH.
 - Task was started late, in January, with few games remaining and little time to follow up. Some good results with one known group sale and more than one placement of \$1 or free group tickets.
3. Jim and Jo Ann Harllee contacted Retirement Communities and Community Centers. They distributed team posters, schedules, fan guides and a printed sheet regarding how to purchase tickets.
 - SEYMOUR CENTER We left a voice mail for the Administrator Janis Tyler at 968-2071. After 10 days she finally returned our call and left a message for us to drop the materials at the Center. Bill Poteat is to follow up with Seymour and try to get a meeting.



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- HARGRAVES CENTER. We met with the administrator, Nate Davis , 968-2794, and gave him the materials. Nate was very receptive to getting groups together for the games but said the problem was the cost of the tickets. Many of the people who use the Center could not afford \$10 tickets and asked if there were free tickets. We contacted Sarah Humphries and she suggested we talk to Jonathan Miller at the ticket office (note that Jonathan is no longer with the ticket office) and he said the Community Center could qualify for \$1 "team tickets" for the NC State and NC Central games. We spoke with Nate and he indicated he would try to get a group together for the NC State game.
 - CAROL WOODS RETIREMENT COMMUNITY. We traded voice mails with Jan Wilson, Director of Well Being, 968-4511 and she let us drop off materials for her at the reception desk but would not meet with us. She did not seem interested.
 - CAROLINA MEADOWS RETIREMENT COMMUNITY. We met with Jody Hite, Activities Director, 370-7171. She seemed interested. She said she had organized groups for the women's game several years ago but not recently. She indicated she would try to get a group together for a game this year, if there was enough interest. Note that there are already several people at Carolina Meadows that have season tickets (one is Rita Borden 967-5937 who said she tries to encourage other residents to go to games).
 - CEDARS RETIREMENT COMMUNITY. We have left messages for the Executive Director, Sarah Flynn, 259-7929 and the Activities Director, Joan Welch, 259-7937, but so far neither has returned our calls.
 - GALLOWAY RIDGE RETIREMENT COMMUNITY. We spoke with Allison, 545-2685, who said they already have a shuttle bus full of residents coming to every conference game. We offered to drop off materials but she declined and said they already had all the materials. We thanked her for her support.
 - YMCA. We are members of the Chapel Hill YMCA located on MLK Blvd. We spoke with one of the workers at the reception desk and got permission from the Executive Director and put up the poster on the bulletin board and placed the schedules and fan guide prominently on the reception desk.
4. Bill's follow-up notes
- HARGRAVES CENTER (CH community center): Spoke with Nate Davis (see Harlee email), the center administrator (919-968-2794). We arranged a "30 ticket free" deal from UNCAA for the NCCU game. He is a good community contact for the west CH neighborhood. We need low cost tickets for premium games and free tickets for early season games. Nate provides transportation for his groups.



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- SEYMOUR CENTER (Orange county senior center in CH): Met with Janice Tyler the center administrator (919-968-2070) (Exec Dir is Jerry Passmore). She is receptive to cooperative activities with the WBB program. She suggested an early-in-the-season reception for team members and the coaches. We will be welcome to promote attendance at the center and she said she will work with us on ticket schemes. There is a quarterly newsletter to seniors that looks like a great place to promote WBB and THTT. There is a “Friends of the Seymour Center” non-profit (501-C3) that might also be interested in working with us. Janice will provide transportation for her groups. I guess the discounts will not have to be as deep as for Hargraves, just “creative”.
 - Chris S. Richardson Director of Financial Development/Business Manager, The Masonic Home for Children at Oxford, Inc., 600 College Street - Oxford, North Carolina – 27565, 919-693-5111 - 1-888-505-4357 - www.mhc-oxford.org: Chris welcomes free tickets and provides transportation and adult supervision for the kids.
5. Promote ticket sales and attendance from middle and elementary schools: commissioned by UNCAA
- Discovered that in Orange County
 - you need access to the schools through the county administration.
 - there are groups formed around fitness themes who would welcome connection to UNC WBB for role models.
 - Mostly because of the late start we were unable to gain access to school programs.
 - We did place group free tickets with a middle school girls BB team for the last home game.
6. Promote low cost attendance by charitable and worthy organizations that cannot afford full price.
- UNCAA will make free or low cost tickets available with advanced notice.
 - We were able to place some tickets, but need to build a network of deserving organizations.
 - The YMCA in CH was approached and will be a likely partner next year.
 - Learned:
 - Ticket sales promotion and low cost or free ticket placement needs to start by September.
 - We should lobby for free or low cost tickets for the pre-ACC games. If UNCAA agrees to make the tickets available, then we need to make the contacts necessary to generate enthusiasm and to place the tickets.
 - Extending the effort to Durham County will depend on how successful we are at turning out volunteers.



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Suggestions for 2010-2011 Projects

1. Our focus is to increase attendance at the games.
 - We need to support any UNCAA marketing plan and to encourage them to start much earlier next year.
 - The season ticket sales program did start early last year, but we were not prepared to be of much help.
 - This year we should ask UNCAA to let us help with season ticket sales and come up with complementary sales and marketing objectives.
2. UNCAA attendance initiatives were limited during football season after the early WBB season ticket initiative closed last year. We could try to make some progress during that period if we can get modest attention from UNCAA, e.g., ticket (package) initiatives.
3. We could get an early, vigorous start on the projects we started, late, this year (see above).
4. We could place targeted advertisements, e.g. "Alumnae Review" promoting THTT and UNC WBB, based on THTT funds being available. Such ads could help THTT gain name recognition in the local and national UNC community.

Current Understanding

1. the ground work for Outreach has to be in place well before the season begins.
2. Outreach efforts will be limited by the number of volunteers willing to get out into the community and promote UNC WBB. So, we need a strong effort to find and cultivate volunteers.
3. UNCAA can help attendance by developing creative ticket packaging and pricing. However, creative ticket prices alone will not be enough to fill the seats.

Knowledge Required for Future Success

1. Who in the community was contacted last year? Is there "low hanging fruit", especially if you start early enough?
2. What were the pluses and minuses of ticket sales last year?
3. What is the ticket sales plan for this year? This includes the packaging for groups, both volume and free/low cost.