



FOR YOUTH DEVELOPMENT  
FOR HEALTHY LIVING  
FOR SOCIAL RESPONSIBILITY

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# **Program Development Fund Committee MINUTES**

**August 12, 2019**

## **PROGRAM DEVELOPMENT FUND COMMITTEE**

### **Minutes August 12, 2019**

**Attendees: Jay Scott, Mike Proud, Sarah Steffen, Dolores Daly, Anna Romiti, Jeff McBride**

**Absent: John Rochford**

**Guests: Zachary Brooks, Michael Prange, Chris Adams**

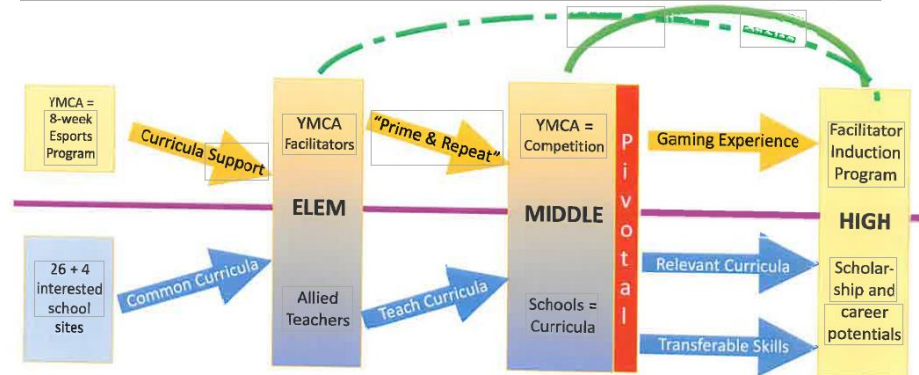
Mike Proud called the meeting to order at 3:31pm

#### **➤ New Program Requests**

- Adventure Guides Family Program – Michael Prange and Zach Brooks
  - Zach and Michael gave a brief overview and summary of the Family Program.
  - Initial request is for \$5000 to be paid out this year to support programmatic research and possible marketing.
  - Total request is for \$50,000 for a 3 year time frame.
  - See completed PDF application for all details
    - Jeff McBride – How will you integrate?
      - This will be a completely separate program from our current adventure guides, single mom's & dad's will not be housed in the same cabin.
    - Dolores Daly – Asked for clarification regarding the camp experience verses the original focus of a "day program". experience
      - Zach noted that there are multiple inquiries for camp and at this point it feels like it would be more of a benefit if we offered the overnight experience verses a regular day camp.
  - January 2020 was the initial proposed start day for this program. Realistically the program will start more towards the latter half of the year in September.
- Esports Academy – Chris Adams
  - Chris gave a brief overview and summary of vision for Esports and Education. See the PDF application for all details.
  - Initial request is for \$25,000 to be paid out this year for operating costs (Monitors, hardware, game controllers, etc.) Total request is for \$60,000 for a 3 year time frame.

- Total request is for \$60,000 for a 3 year time frame.
- See completed PDF application for details

### YMCA & NASEF: A Vision for Esports + Education



### Guests Excused – 4:00pm

#### ➤ PDF Deliberate/vote on new request

- Family Camp – Committee is in agreement that this is a great program. There are a lot of unknowns and a lot of research and planning that needs to be done before the program can launch.
  - Mike Proud motions to approve the initial \$5,000 to aid in the program research and development.
  - Jay Scott seconds the motion
  - All ayes, no nays or abstentions
  - This committee would like Zachary and Michael to return to a future PDF meeting to give an update on their progress.
- Esports – Committee discussed and in agreement that this is a great program that has the potential to be a huge success. Anna stated that there is already a wait list at some of our schools and anticipates that there will be quite a few more once this program is launched.
  - Jay Scott motions to approve the \$25,000
  - Mike Proud seconds the motion
  - All ayes, no nays or abstentions

#### ➤ Adjourned at 4:09pm

## **PROGRAM DEVELOPMENT FUND COMMITTEE**

**Agenda**  
**August 12, 2019 @ 3:30-4:00pm**  
**YMCA of OC – BOD room**

### **1. New Program Requests**

- Adventure Guides Family Program – Michael Prange and Zach Brooks
- Esports Academy – Chris Adams

**Excuse Guests**

### **2. PDF Deliberate/vote on new requests**

### **3. Minutes Approval**

- May 21, 2019

### **4. Other Business/Discussion**

***Adjournment***

NEW PROPOSAL: Adventure Guides Family Program

TOTAL REQUEST: \$50,000 TOTAL

\$5,000 AWARDED IN 2019

3 YEARS (2019-2022)

## Family Guides

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### *Program Development Fund*

### ***YMCA of Orange County Adventure Guides***

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Dolores Daly  
29831 Crown Valley pkwy  
Laguna Niguel, CA 92677

O: 949-249-6216

### ***Michael Prange***

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29831 Crown Valley pkwy  
Laguna Niguel, CA 92677

[mprange@ymcaoc.org](mailto:mprange@ymcaoc.org)  
O: 949-249-6216  
M: 714-307-3227

# Application Form

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## ***Program Information***

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### **Project Name\***

Family Guides

### **Total Request Amount\***

What is the amount you are asking for in total, including future years of funding? Please format with appropriate commas.

\$50,000.00

### **Fiscal Year Request Amount\***

What is the amount you are asking to be awarded this calendar year (Jan 1 - Dec 31)? Please format with appropriate commas.

\$5,000.00

### **Years of Requested Funding\***

What is the total number of years this project will be requesting funding from the YMCA of OC?

3

### **Name of Supervisor\***

Dolores Daly

### **Area of Focus Addressed by this Program\***

Youth Development

### **Type of Program\***

New (not a typical YMCA program)

### **Age Level Served by this Program\***

Youth ages 5-12 and their parent(s)

## Estimated Number of Participants Served Annually by this Program\*

300

## Who and What?\*

Answer the following questions about your requested program:

**Who** are the participants?

**What** is the program providing?

Participants are youths aged 5-12 and their parents.

The program provides an opportunity for the children and parents to spend quality time together and strengthen the relationship bonds fostering a healthy family dynamic.

## When and Where?\*

Answer the following questions about your requested program:

**When** will it be offered (dates, times, or general schedule)?

**Where** will it be offered (location name)?

General schedule would be one event per month running concurrently with the school year calendars. As the program grows there is potential for a second monthly meeting.

## Why and How?\*

Answer the following questions about your requested program:

**Why** is there a need for this program and have you done any research or gathered any data to back up your response?

**How** does this program meet this need? Give a brief overview of the curriculum, lesson plan, plan of action.

The Adventure Guides program model that we are basing this new program offering on is father/child only. With the change in family dynamics in the 60+ years since the original program started we feel there is a missing component now involving families with no father (eg: single mother, same sex couple) and a growing number of families that want to do as many activities together as a family versus only one parent participating.

This program offers an opportunity similar to our Adventure Guides program but allows all family types to participate.

Budgeting includes:

Initial marketing push via physical media (flyers, banners, etc), advertising in print media, and targeted social media posts/ads.

Part-time Administrator hire @ approximately \$14/hour to assist with registrations and occasional event coverage (20hrs/wk estimated initially) with potential to be full time should program growth demand.

Program expenses include startup supplies such as gear, t-shirts, EZups, banners, recruiting items, etc.



## **Program Timeline\***

Assuming that your program is funded at the beginning of the next quarter, how long will it take to implement? Include estimated dates for marketing, planning, training, hiring, target start date, program operation dates, and program completion date (unless it is planned to be ongoing once implemented).

Our initial target start date is Jan 2020 but more likely Sept 2020 (to coincide with the start of the 2020-2021 Adventure Guides program year. This will allow us to prepare marketing materials and promotions, set up structure and program details and plan event calendars.

The program would be ongoing as long as there are families participating.

## **Program Impact**

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### **Program Benefits\***

Describe the benefits of this program for its participants.

Stronger family bonds and the opportunities to make lasting memories with young children.

### **Community-Wide Benefits\***

Describe the benefits of this program to the larger community (i.e. impact at school, neighborhood, city, county, etc.) If not, please write N/A.

Stronger families are always a benefit to the community at large.

As a part of the overall Adventure Guides program, this should result in an increase in Campaign contributions which then benefit other Y programs. We also have plans to do service events within communities as part of the program agenda.

### **Underserved/At-Risk Population Impact\***

Does this program target an underserved or at-risk population? If so, describe how this program addresses the needs of the population. If not, please write N/A.

Yes. We are targeting single mother and same sex parent families which are not currently served by the Adventure Guides program.

### **Benefits Measurement Criteria\***

Describe how the benefits of the program will be measured.

Annual surveys of participants, collecting of feedback post events, overall growth of the number of participants.

## Benefits Measurement Reporting\*

How often will the above measurements be completed?

Once per year

## Other

If you chose "other," please note the frequency.

## Additional Expansion\*

Can this program be expanded to serve additional communities? If so, please describe the potential level of expansion. If not, please write N/A.

Initial roll out of this program will be Association wide. As it grows, the plan will be to split off programs by branch areas to further growth opportunities.

## Community Partnerships\*

Describe any existing or potential collaborations with partners (schools, non-profits, etc.). If none, please write N/A.

School districts and city community programming

## Sustainability

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### How long will it take for this program to be self-sustaining?\*

3 years

### Program Funding Sustainability\*

Describe how this program will be self-sustaining once you no longer require YMCA Program Development Funds.

Program fees paid by participant families will cover administrative costs. Event fees paid by participants will cover event costs.

### Identified Funders\*

List any funders that have been identified (in addition to the YMCA Program Development Fund) and if that funder would be considered:

- New: Never before provided any funds to any YMCA program
- Existing: Currently provides funding for any YMCA program

If no funders have been identified, please write N/A.

NA

## ***Attachments***

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### **Budget\***

Please attach your high level budget using the below template. \*Required  
Program Development Fund Budget Template

Family Guides PDF Budget.xlsx

### **Marketing/Promotional Plan**

Please attach a Marketing/Promotional Plan. \*Optional

### **Interest Level**

Attach any received and documented inquiries, interest through survey results, etc.\*Optional

### **Competition Shops**

Attach any competitors/prices/offerings/locations. \*Optional

### **Letters of Support**

Attach any letters of support from existing or potential partners. \*Optional

### **Key Staff Biographies**

Attach any key staff bios. \*Optional

PDF Key Staff Biographies.docx

## ***Signatures***

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### **Signature of Submitting Staff/Volunteer\***

Michael Prange & Zach Brooks

### **Signature of Supervisor (Staff) / Sponsoring Staff (Volunteer)\***

Michael Prange

**Date\***

08/08/2019

## File Attachment Summary

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### ***Applicant File Uploads***

- Family Guides PDF Budget.xlsx
- PDF Key Staff Biographies.docx

# BUDGET TEMPLATE

BRANCH:  
PROGRAM:

Association  
Family Guides

	Rollup				
	2020	2021	2022	Total	% of Rev
Head Count	35	50	100	185.00	
Other: _____				0.00	
Other: _____				0.00	
Revenue	7,000.00	10,000.00	20,000.00	37,000.00	
<b>Total Revenue</b>	<b>7,000.00</b>	<b>10,000.00</b>	<b>20,000.00</b>	<b>37,000.00</b>	
				-	
<b>Expenses</b>					
Wages	2,688.00	8,064.00	8,064.00	18,816.00	50.9%
Payroll Taxes	376.00	1,128.00	1,128.00	2,632.00	7.1%
Benefits	0.00	0.00	0.00	0.00	0
Y Retirement	0.00	0.00	0.00	0.00	0
Office Supplies	0.00	0.00	0.00	0.00	0.0%
Postage	0.00	0.00	0.00	0.00	0.0%
Maintenance/Janitorial	0.00	0.00	0.00	0.00	0.0%
Facility Maintenance	0.00	0.00	0.00	0.00	0.0%
Contracted janitorial	0.00	0.00	0.00	0.00	0.0%
Food and Beverage	0.00	0.00	0.00	0.00	0.0%
Utilities	0.00	0.00	0.00	0.00	0.0%
Telephone	0.00	0.00	0.00	0.00	0.0%
Telephone (cell)	0.00	0.00	0.00	0.00	0.0%
Promotion and Advertising	0.00	0.00	0.00	0.00	0.0%
Mileage	0.00	0.00	0.00	0.00	0.0%
Admissions/Transportation	0.00	0.00	0.00	0.00	0.0%
Program Supplies	4,000.00	3,000.00	2,500.00	9,500.00	25.7%
Meeting Expense	0.00	0.00	0.00	0.00	0.0%
Prop Ins	77.00	110.00	220.00	407.00	1.1%
SIR	21.00	30.00	60.00	111.00	0.3%
Lease	0.00	0.00	0.00	0.00	0.0%
Facility Rental	0.00	0.00	0.00	0.00	0.0%
Marketing	7,500.00	5,000.00	5,000.00	17,500.00	47.3%
Fair Share	87.50	125.00	250.00	462.50	1.3%
Credit Card	140.00	200.00	400.00	740.00	2.0%
Bank Fees	0.00	0.00	0.00	0.00	0.0%
Staff Training	0.00	0.00	0.00	0.00	0.0%
Volunteer Recognition and Training	100.00	100.00	100.00	300.00	0.8%
Staff Recognition	0.00	0.00	0.00	0.00	0.0%
Staff Uniforms	0.00	0.00	0.00	0.00	0.0%
Hiring Costs	0.00	0.00	0.00	0.00	0.0%
Equipment Purchase	0.00	0.00	0.00	0.00	0.0%
Computer Purchase	0.00	0.00	0.00	0.00	0.0%
	0.00	0.00	0.00	0.00	0.0%
	0.00	0.00	0.00	0.00	0
	0.00	0.00	0.00	0.00	0
	0.00	0.00	0.00	0.00	0.0%
<b>Total Expenses</b>	<b>14,989.50</b>	<b>17,757.00</b>	<b>17,722.00</b>	<b>50,468.50</b>	<b>136.4%</b>
<b>Operating Net</b>	<b>(7,989.50)</b>	<b>(7,757.00)</b>	<b>2,278.00</b>	<b>(13,468.50)</b>	<b>-36.4%</b>
Scholarships Awarded	0.00	0.00	0.00	0.00	0.0%
AO Service Fee	474.53	1,351.98	1,417.08	7,065.59	19.1%
ED and PD Supervision	0.00	0.00	0.00	0.00	0.0%
<b>Total Operating Expenses</b>	<b>15,464.03</b>	<b>19,108.98</b>	<b>19,139.08</b>	<b>57,534.09</b>	<b>155.5%</b>
<b>Net Outcome</b>	<b>(8,464.03)</b>	<b>(9,108.98)</b>	<b>860.92</b>	<b>(20,534.09)</b>	<b>-55.5%</b>
	CHECK	CHECK	CHECK		

## Key Staff Biographies

### Michael Prange – Regional Adventure Guides Director

Involved with Adventure Guides for 12+ years as a participant, Circle Navigator, Expedition Compass Bearer, Expedition Navigator, Federation Navigator. Joined the YMCA OC in Dec 2015 as a Senior Program Director managing the Adventure Guides programs for Laguna Niguel and Fullerton/YLP. In September 2017 took over the Mission Viejo program (while transferring Fullerton/YLP) and in November 2018 took over the Huntington Beach/Newport Mesa program.

### Zach Brooks – Program Director – Adventure Guides

Has worked at the YMCA OC since 2010, camp counselor, lead Teacher (Arroyo Vista) 2013, K+ Teacher (Oso Grande) in 2015. Promoted to Assistant Child Care Director in 2016. Joined the Adventure Guides team as Coordinator in September 2017 and promoted to Program Director in November 2018.

NEW PROPOSAL: eSports Academy

TOTAL REQUEST: \$60,000 TOTAL

\$25,000 AWARDED IN 2019

3 YEARS (2019-2022)



## Esport Academy

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### *Program Development Fund*

## ***YMCA of Orange County AO***

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Mrs Dolores Daly  
13821 Newport Ave #200  
Tustin, CA 92780

O: 714-549-9622

## ***Christopher Christopher J Adam***

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29895 HIDDEN CREEK DR  
SAN JUAN CAPISTRANO, CA 92675

cadam@ymcaoc.org  
O: 949-664-3562  
M: 949-664-3562

# Application Form

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## ***Program Information***

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### **Project Name\***

Esport Academy

### **Total Request Amount\***

What is the amount you are asking for in total, including future years of funding? Please format with appropriate commas.

\$60,000.00

### **Fiscal Year Request Amount\***

What is the amount you are asking to be awarded this calendar year (Jan 1 - Dec 31)? Please format with appropriate commas.

\$25,000.00

### **Years of Requested Funding\***

What is the total number of years this project will be requesting funding from the YMCA of OC?

3

### **Name of Supervisor\***

Dolores

### **Area of Focus Addressed by this Program\***

Youth Development

### **Type of Program\***

New (not a typical YMCA program)

### **Age Level Served by this Program\***

3rd-12th

## Estimated Number of Participants Served Annually by this Program\*

800

## Who and What?\*

Answer the following questions about your requested program:

**Who** are the participants?

**What** is the program providing?

The program is designed for children ranging between 3rd-12th grade. However the participants in year one (2019) will specifically range between grades 4-8th. The program will be offered as a club to children enrolled in our after school child care programs.

One of the most common requests in tech programs today is Esports. At the YMCA OC, we offer the opportunity for ALL students to use esports as a platform to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life. We have found these games involve a lot of strategic thinking, logic, and planning that are fundamentally critical in today's society. Our program aims to transform the concept of gaming and Esports into a fun experience that fosters youth development at the highest capacity. Our club will provide social environments that help kids make real life connections through shared interest and passion while obtaining a high quality STEM based education.

### ESPORT CORE VALUES:

Learning » We connect learning and play in and out of the classroom so that students, educators and families experience the real-world value of education through interest-driven learning.

Opportunity » We value a safe and engaging space for all students to connect, play, learn, and grow.

Community » We build a strong community of interconnected scholar players who demonstrate leadership, accountability, commitment, and fortitude.

Diversity » We develop strong character and self-identity so that all participants celebrate individuality and differences.

Respect » We honor the human potential for respect of self and others.

## When and Where?\*

Answer the following questions about your requested program:

**When** will it be offered (dates, times, or general schedule)?

**Where** will it be offered (location name)?

Season 1 will launch on September 16 of 2019 and will last 8 weeks. The final event will finish in November, before thanksgiving.

The program will be available on campus, within the classroom of each site, in the afterschool sites who have chosen to participate in Esports. The final event, which only involves Middle-Schools, will be held at the Esport Arena of UC Irvine.

## Why and How?\*

Answer the following questions about your requested program:

**Why** is there a need for this program and have you done any research or gathered any data to back up your response?

**How** does this program meet this need? Give a brief overview of the curriculum, lesson plan, plan of action.

STEM education paired with esports is a strong combination that is highly requested in tech programs because of its proven ability to provide interest based learning. The top universities in the world have adopted programs and are currently undergoing various studies. UCI, one of our current partners, is leading the field in research at their Research Lab in Irvine. We believe that educators can reach students where they already are by using Esports to drive interest based learning in multiple fields of study. We posted a survey to our site Directors to gauge interest in this esports program and nearly 30 sites signed up within 2 days.

We are partnering with the Orange County Department of Education and the North American Scholastic Esport Federation to provide a state certified curriculum for STEM and Esports. This curriculum has integrated California standards for Next Generation Science , English & Language Arts , International Tech Education, and Social/Emotional Learning Development. The program runs twice per week for 60-90 minutes. Each session is broken down into 6 activities, as seen in the program overview, where students are learning to both build and operate their own esport Club.

## Program Timeline\*

Assuming that your program is funded at the beginning of the next quarter, how long will it take to implement? Include estimated dates for marketing, planning, training, hiring, target start date, program operation dates, and program completion date (unless it is planned to be ongoing once implemented).

2019 - year one

5/27/19

- Finalize Budget

6/3 – 6/21/19

- Establish a certified curriculum w/ Department of Education

6/24 – 6/28/19

- Pilot the curriculum & workshops W/ Riverside High

7/1 – 7/12/19

- Esport Intro presentation with YMCA Directors and Educators

7/15 – 8/31/19

- logo and brand development, media implementation, and marketing campaign.

- Curriculum/Club training seminar with Directors and Esport educators

9/16- 10/16/19

- Start of the 8-week season (2 practices per week)

- Host the Grand Finals at UCI on Saturday November 16th

2020-2021 (years 2-3)

Add 10-12 additional sites per year. Offer program in spring and summer sessions.

## ***Program Impact***

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### **Program Benefits\***

Describe the benefits of this program for its participants.

We believe it is imperative for school age children to have access to sports and games in school. Games are a structured form of play and have been great educational tools throughout human history. Sports elevate these games to a competitive level that can empower youth, promote higher self-esteem, and build healthy team-based communities. At the YMCA OC, we've discovered that there is a strong resemblance between esports and traditional sports. Our esports clubs offer children the opportunity to socialize and form friendships through educational activities. Instead of children playing games at home in isolation, they are participating in an educational club which offers valuable and relevant life skills in a fun environment.

### **Community-Wide Benefits\***

Describe the benefits of this program to the larger community (i.e. impact at school, neighborhood, city, county, etc.) If not, please write N/A.

We've found that by helping students form esports clubs, they're actually socializing. They have formed a community of boys and girls who enjoy gaming, sports, and related activities. Our goal is to use the program to reach kids at every level in life. Furthermore there are many disenfranchised kids who are not considered the "cool" athletes, who do not belong to a sports team, and who do not have many friends. Our program aims to offer these features in a safe and constructive environment that can reach larger communities in schools, church's, and neighborhoods.

### **Underserved/At-Risk Population Impact\***

Does this program target an underserved or at-risk population? If so, describe how this program addresses the needs of the population. If not, please write N/A.

The program will offer its services to a wide range of the population. Our goal is to include anyone who wants to participate and especially low income families. There are many families who do not have access to STEM education programs, high-end technology, and gaming equipment. Our program offers the best of these features in an efficient and affordable manner. Furthermore we offer this program within the context of a healthy environment conducive to building strong character and values in every child.

### **Benefits Measurement Criteria\***

Describe how the benefits of the program will be measured.

Quality Control will be routinely exercised by the General Manager of the program through site visitations, surveys, feedback, and training orientations. The North American Scholastic Esports federation and the OCDE will also be providing training and oversight. The program will undergo constant revision and updates as deemed fit. Ultimately, both student and teacher feedback will have a large influence on program value in regards to enjoyment level and educational efficacy.

## Benefits Measurement Reporting\*

How often will the above measurements be completed?

Other

## Other

If you chose "other," please note the frequency.

Measurements will be exercised at the end of every league during the 4 week off-season. This will give at least 4 weeks for revision and implementation of new ideas and required adjustments.

## Additional Expansion\*

Can this program be expanded to serve additional communities? If so, please describe the potential level of expansion. If not, please write N/A.

We believe this program has huge potential to expand. Schools and clubs are currently the most popular participants but we have found large interest in areas that have not been reached. Religious organizations especially, such as church's and synagogues, are starting to seek for ways to include Esport into their programs. There is huge potential to offer our program either as a sale or partnership.

## Community Partnerships\*

Describe any existing or potential collaborations with partners (schools, non-profits, etc.). If none, please write N/A.

Samueli Foundation  
Orange County Department of Education  
North American Scholastic Esports Federation  
Connected Camps Learning  
Beckman High school  
Troy Highschool  
University of California Irvine

## Sustainability

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### How long will it take for this program to be self-sustaining?\*

3 years after initial funding. However, we believe it may be sooner due to potential partnerships and the ability to sell the program as a service. Furthermore, the majority of cost for Esport programs are only required for equipment in the initial launch phase. After the equipment is acquired, cost will be drastically reduced.

### Program Funding Sustainability\*

Describe how this program will be self-sustaining once you no longer require YMCA Program Development Funds.

The program will generate revenue by charging schools or organizations for the club, services rendered, and tournament management. The program will eventually be packaged and sold to administrators and organizations outside the YMCA. We will either sell the service or acquire partnerships to establish after school care on new campuses.

### Identified Funders\*

List any funders that have been identified (in addition to the YMCA Program Development Fund) and if that funder would be considered:

- New: Never before provided any funds to any YMCA program
- Existing: Currently provides funding for any YMCA program

If no funders have been identified, please write N/A.

NA

## Attachments

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### Budget\*

Please attach your high level budget using the below template. \*Required  
Program Development Fund Budget Template

Esports Budget\_3 years\_Final.pdf

### Marketing/Promotional Plan

Please attach a Marketing/Promotional Plan. \*Optional

Marketing Promo plan.pdf

### Interest Level

Attach any received and documented inquiries, interest through survey results, etc. \*Optional

TOTAL Esports Survey.pdf

### Competition Shops

Attach any competitors/prices/offers/locations. \*Optional

YMCA-OC Week 2-Day 4 esports lesson -.pdf

## Letters of Support

Attach any letters of support from existing or potential partners. \*Optional

Letter of Support - Samueli Foundation - YMCA-OC FINAL.pdf

## Key Staff Biographies

Attach any key staff bios. \*Optional

Esports Proposal.pdf

## Signatures

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### Signature of Submitting Staff/Volunteer\*

Christopher J Adam

### Signature of Supervisor (Staff) / Sponsoring Staff (Volunteer)\*

Dolores

### Date\*

06/25/2019



## File Attachment Summary

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### ***Applicant File Uploads***

- Esports Budget\_3 years\_Final.pdf
- Marketing Promo plan.pdf
- TOTAL Esports Survey.pdf
- YMCA-OC Week 2-Day 4 esports lesson -.pdf
- Letter of Support - Samueli Foundation - YMCA-OC FINAL.pdf
- Esports Proposal.pdf

# YMCA of Orange County Project Budget Template



## Esports in Child Care - 3 year budget

	Year 1	Year 2	Year 3	Total
<b>Personnel/Staffing Expenses</b>				
GM Salary	\$0.00	\$0.00	\$0.00	<b>\$0.00</b>
<b>Subtotal</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>	<b>\$0.00</b>
<b>Project/Operating Expenses - Flex</b>				
50" TV	\$2,591.87	\$2,300.00	\$2,300.00	<b>\$7,191.87</b>
Console Hardware Equipment	\$10,367.65	\$5,000.00	\$5,000.00	<b>\$20,367.65</b>
Game Controllers	\$4,534.70	\$2,000.00	\$2,000.00	<b>\$8,534.70</b>
Super Smash Brothers/other Games	\$2,073.25	\$1,200.00	\$1,200.00	<b>\$4,473.25</b>
Shirts	\$3,888.00	\$5,000.00	\$5,000.00	<b>\$13,888.00</b>
Website & Prize Pool	\$1,500.00	\$1,500.00	\$1,500.00	<b>\$4,500.00</b>
<b>Subtotal</b>	<b>\$24,955.47</b>	<b>\$17,000.00</b>	<b>\$17,000.00</b>	<b>\$58,955.47</b>
<b>Subtotal of All Program Expenses</b>	<b>\$24,955.47</b>	<b>\$17,000.00</b>	<b>\$17,000.00</b>	<b>\$58,955.47</b>
<b>TOTAL COSTS</b>	<b>\$24,955.47</b>	<b>\$17,000.00</b>	<b>\$17,000.00</b>	<b>\$58,955.47</b>

## Marketing Promo Plan (Phase 1)

### Goals:

1. To acquire up to 14 players at each of the (30) site locations for each 8 week session.
2. Change the gaming culture by creating safe and educational environment.

### Target Audiences:

1. YMCA parents of currently enrolled children
2. Children 8-14 (3<sup>rd</sup> – 8<sup>th</sup> grades) that are currently enrolled

### Key messages (overview):

1. We are using esports as a platform to reach students where they are and instill our core values, organizational skills, problem solving skills, and critical communication skills.
2. Bridging the gap between gaming and education.
3. Creating a safe and educational environment for gaming to take place.
4. Building a positive community around gaming.

### Marketing strategies:

1. Email marketing through current Y systems (Constant Contact, Daxko, CRM and Daycare Works)
2. Social media ads
3. Onsite school location fliers and posters
4. Postcards in backpacks to all current families
5. Child Care newsletters
6. Invite emails from site directors
7. Video – create a short video to showcase esports
8. Website page added to current YMCA website
9. Purchase a unique url that is specifically for the program (i.e. 4coreacademy.org)
10. Demo days – provide a day where kids can “test” the club and then signup
11. Public relations release and announcement
12. Educators night – invite school admin to come and experience the club
13. NASEFF to make a media announcement regarding partnership
14. Generate a parent’s guide to esports whitepaper
15. Generate blog content on YMCA website to inform the community on esports and our offerings
16. Branded giveaways to be provided to club participants

### Measurements/Metrics:

1. Enrollment of participants
2. Feedback from students, parents and school administrators
3. Retention of participants

	Big Screen TV? Yes/No	If yes, what size?	Switch Game Console? Yes/No	If yes, how many remotes?
Ambuehl	YES	55	YES	6
Arroyo	YES	48	NO	
Arroyo Vista	Yes	42"	NO	
Bathgate	Yes	46"	Yes	2
Carl Hankey	Yes	40'	No	
Concordia	Yes	32"	NO	
DJAMS	Yes	42"	No	
Edgewood	No		Yes	2
George White	Yes	48"	Yes	2
Golden Springs	yes	40"	no	
Hawes	yes	36"	no	
Hidden Hills	yes	40"	no	
Ladera Ranch	Yes	49"	no	
Las Flores	Yes	50	Yes	1
Las Flores MS	Yes	50	No	
Lobo	yes	50	yes	2
Loma Vista	yes	42	no	
Mariners	yes	32"	yes	4
Newhart	Yes	30"	No	
Orangewood	No		No	
Oso	yes	42	no	
Oxford LF	Yes	46	No	
Peterson	yes	50	no	
San Juan	Yes	32	No	
Truman	yes	55	yes	4
Vista del Mar	Yes	55"	No	
Wood Canyon	yes	38"	no	

Esencia	Dropped OUT		
Chaparral	Dropped OUT		

What Switch games do you have?	Name of Staff member who will take the lead.
Super Smash, Arms, Rocket League, Mario Kart, Just Dance 2019	Charles Banks
	LAURA
	Kiersten/ Julia
Super Smash, Mario Kart 8, Mario Party	Ian Velasquez
	Sasha Fant
	Ana /Christine
	Christian Martinez
Kingdom Battles, Mario Kart Deluxe	Paulina Ozeta
Mario Kart, Pokemon Lets Go Eevee, Sonic Mania, Mario Party, Minecraft	Christian Munger
	Amanda Van den Houten
	Ally Sandozequi
	Amber Chairez
	Erika Walker
Mario Kart	Maya Perez
	Jake Ferguson
Ultimate Supersmash	Nicole Borja
	Sonnie
pokemon & super smash brother	Diana
	Evan/Evelyn
	Luis Viramontes
	Anstiss
	Brandon
	Nancy Roman
	Emilio Vargas
Super Smash, Arms, Rocket League, Mario Kart, Just Dance	David Simon
	David/Oscar
	Alex/Jake


	Total # of sites	Cost per item	Total Cost	w/Tax- 9%	
Needs TV	10	\$199.00	\$1,990.00	<b>\$2,169.10</b>	Walmart-50"-Sceptre LED
Needs Switch Game Console	19	\$299.00	\$5,681.00	<b>\$6,192.29</b>	Amazon Biz- 3 per order
Needs Remote(s) Only	1	\$69.99	\$69.99	<b>\$76.29</b>	Amazon Biz- set of 2
Needs Super Smash	22	\$49.94	\$1,098.68	<b>\$1,197.56</b>	Amazon Biz
				<b>\$9,635.24</b>	

<https://www.walmart.com/ip/Sceptre-50-Class-FHD-1080P-LED-TV-X505BV-FSR/631796609>

[https://www.amazon.com/Nintendo-Switch-Neon-Red-Blue-Joy/dp/B01MUAGZ49/ref=sr\\_1\\_1\\_sspa?crid=GK](https://www.amazon.com/Nintendo-Switch-Neon-Red-Blue-Joy/dp/B01MUAGZ49/ref=sr_1_1_sspa?crid=GK)

[https://www.amazon.com/Nintendo-Joy-Neon-Red-Blue-switch/dp/B01N6QJ58Y/ref=sr\\_1\\_5?keywords=nint](https://www.amazon.com/Nintendo-Joy-Neon-Red-Blue-switch/dp/B01N6QJ58Y/ref=sr_1_5?keywords=nint)

[https://www.amazon.com/Super-Smash-Bros-Ultimate-Nintendo-Switch/dp/B01N5OKGLH/ref=sr\\_1\\_3?keyw](https://www.amazon.com/Super-Smash-Bros-Ultimate-Nintendo-Switch/dp/B01N5OKGLH/ref=sr_1_3?keyw)

[7KA68Y4RRA&keywords=nintendo%2Bswitch&qid=1557165509&s=gateway&sprefix=nin%2Caps%2C189&sr=](#)  
[endo%2Bswitch%2Bremotes&qid=1557165778&s=gateway&sr=8-5&th=1](#)  
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## Module Title: Week 2 / Day 4: Presenting esports Club culture at the YMCA

**Where It Fits:** esports Ecosystem - Organizer quadrant

**Scope and Sequence:** Demonstrating understanding of club function by finishing Newcomer Guides; Purposeful Play

**Technology Requirements** for the Lesson: Game system (console) and preselected game

**Lesson Timing:** 60 - 90 minutes

**Learning Goals:** Presenting understanding of consensus of club culture by creating Top 10 Rules and Newcomers' Guide for future Club Members; second episode of Purposeful Gameplay.

### Career Pathways and Real World Connections

Careers in esports-related fields for Organizers include event management, focusing on working with event planning companies, tournament events within game design companies and freelance work.

Organizers also help develop new hire training and development tools and documents as part of the Human Resources / Training & Organizational Development teams in global hospitality, transnational corporate business and managed esports teams.

### Standards

CANGSS ISTE SEL CACCSS

Full list on the last page, including specific standards reflected in the session activities and group work, for example:

Obtaining and Communicating Information

Innovative Designer  
Global Collaborator

California ELA Standards (Reading Comprehension 7/8; Writing 7/8)

### Key Understandings for Facilitator:

Continuing from the first session, attendees are made self-accountable for their words and actions, as reinforced by a Code of Conduct to be modified today by the attendees, to include elements of good digital citizenship (Top 10 Rules) that THEY feel are important for a smoothly-operating and fun time. To demonstrate their understanding of personal accountability, appropriate behavior in group settings and proper digital citizenship when gaming by completing and showcasing Newcomers' Guides. Purposeful Play will offer additional chances for attendees to demonstrate their understanding of the Top 10 Rules and their importance as part of the club atmosphere and governance.

### Materials:

- Newcomers' Guide booklet templates
- Handout – "4 Families Skills Questionnaire"
- Post-It Flipchart paper and colored markers (Guide and Rules group work)
- Game console, game controllers (charged), monitor and pre-selected game (all ready for use BEFORE the esports session begins)

### Target Student Audience:

- Esports club members
- Interested but unaffiliated students
- Esports Elective students (middle schools piloting this program)

## Esports Program Session Overview

This final session of Week 2 under the Organizer Domain spotlights attendee accomplishment and understanding of club culture and appropriate interactions through the guidance of the facilitator and Club Officers, the establishment of and adherence to a set of Top 10 Rules (that resonate with YMCA core values), creation of Newcomers' Guides and deeper understanding

## Program Session Activity Breakdown

Est. Time	Activity	Format
3 minutes	Meet & Greet / Y Pledge	Whole group
10 minutes	Healthy Gaming Stretches	Individuals
30 minutes	Newcomers' Guide wrap-up	Small Groups
25 minutes	Purposeful Gaming	Whole group
20 minutes	Debrief / Wrap-up / Clean up	Whole group
2 minutes	Y Pledge / Dismissal	Whole group

### Part One: Meet & Greet / The Y Pledge (3 minutes)

1. The facilitator will greet all participants as they begin to assemble for the session. At the beginning of the session, the facilitator will lead the participants in the Y Pledge (these words seem most common among various YMCA branches, and whatever variant the YMCA-OC uses will be appropriate):

*"Win or lose, I pledge before God to play esports games as well as I know how; to obey all the rules of the game; to be a good sport at all times, and to (commit to) improving myself in body, mind and spirit. Good luck, have fun!"*

## **Part Two: Healthy Gaming Exercises & Stretching (esports-focused, 10 minutes)**

**For students new to esports or competent gamers who don't know that exercise improves play and increases stamina**

The facilitator will lead the participants in a specific pattern of movement and stretching that will prepare them for (eventual) gaming. This session segment is to be completed by all participants at each esports session. The facilitator may assign participants to lead the group in future sessions, so all participants must be ready and able to demonstrate for the group. ***Refer to separate handout for techniques and sequence.***

## **Part Three: Activity: Completion of Newcomers' Guide (30 minutes, total)**

The facilitator will kick off a small group activity that will add depth and content to the Newcomers' Guide template (provided). The groups will also brainstorm possible suggestions for inclusion in the group's Top 10 Club Rules.

- **2 MIN:** Facilitator passes out work sheets, flipchart paper and markers (unless preset)
- **21 MINS (max):** Small groups brainstorm and fill out:
  - The Family-specific worksheet, coming to consensus on 2-3 key elements that their "Family" can use/leverage to welcome, indoctrinate and acculturate new club members.
  - The flipchart paper with 4-5 rules that would apply to and benefit ALL club members
- **4 MINS:** The facilitator leads a quick review of each Family's best skill(s) for inclusion in the Newcomers' Guide. The facilitator will make note of the contributions and will insert them into the Guide template (after session)
- **3 MINS:** The facilitator leads a quick discussion to collect the Top 10 Club Rules (a consensus vote, to be inserted into the Guide template after session).

## **Part Four: Purposeful Play (25 minutes)**

Having already ensured that the console is powered up, the controllers fully-charged or plugged in and the game selection of choice is already loaded, Purposeful Play can begin on time. This second session of Purposeful Play will allow the facilitator to see:

- HOW attendees play together, differently from Week 1;
- WHICH attendees are more game-focused (as opposed to more interested in club functions) and which are warming up to the game and the field of play;
- WHAT KIND of digital citizenship is most commonly demonstrated

**Commented [SH1]:** These can be the same as (or similar to) the content already provided; just in a "more spelled out version because we tell them how to chunk it)

**Commented [KB2R1]:**

**Commented [KB3R1]:**

#### **Part Four: Purposeful Play (25 minutes), continued...**

This is another opportunity to learn and teach from the Top 10 Rules – if the facilitator notices toxic behaviors, poor word choices or conduct and attitudes unbecoming of the Y's Code of Conduct and the Top 10 Rules, then stopping early to discuss what has been observed and what needs to change for the NEXT Purposeful Play session is a good use of the time.

Attendees will be excited to play, as this is the reason they have signed up for the sessions, so tolerance on the facilitator's part with the occasional corrective words will keep attendees in control while allowing them to enjoy the moment.

#### **Part Five: Debrief / Wrap-up / Clean Up (20 minutes)**

All supplies, tools, props and any video gaming equipment are either put away or stored where traditionally kept to maintain a clean and hazard-free activity space. Debrief on any lingering questions or moments of clarity (aha! Moments) that attendees may have experienced.

#### **Part Six: The Y Pledge / Dismissal (2 minutes)**

To reinforce the day's efforts and as a reminder of the kinds of esports club and YMCA members we all are, the facilitator leads the Pledge a final time before dismissal.

Commented [SH4]: These can be the same as (or similar to) the content already provided; just in a "more spelled out version because we tell them how to chunk it)

Commented [KB5R4]:

Commented [KB6R4]:

#### **Next Steps:**

1. Consider how this content can be applied to future sessions.
2. Consider playing a champion / style in the video game of choice.
3. Think about ways you show your creativity: do you dance, sing, draw, or juggle ketchup bottles? Bring those skills to the session next week!

#### **Check out these NASEF Online Tool Kits ([www.esportsfed.org](http://www.esportsfed.org)):**

- Making a Team Video
- Toxicity & Bullying – Troll Management
- Toxicity & Bullying – Implicit Bias



**NASEF**  
NORTH AMERICA SCHOLASTIC  
ESPORTS FEDERATION™  
*Game. Grow. Learn. Lead.™*

**Other Resources (Recommended by the YMCA or NASEF, TBD)**



## **Addendum: Learning Standards**

### **California NGSS:**

- Obtaining and Communicating Information

### **ISTE:**

- Innovative Designer
- Global Collaborator

### **Social-Emotional Learning:**

- Identifying problems
- Analyzing situations
- Solving problems
- Evaluating
- Reflecting
- Stress management
- Goal setting
- Organizational skills
- Communication
- Social engagement

### **California English-Language Arts Standards:**

- Reading Comprehension 7/8:
  - Analyze the structure and format of functional workplace documents, including the graphics and headers, and explain how authors use the features to achieve their purposes.
- Writing 7/8:
  - Write technical documents:
    - Report information and convey ideas logically and correctly.
    - Offer detailed and accurate specifications.
    - Include scenarios, definitions, and examples to aid comprehension (e.g., troubleshooting guide).
    - Anticipate readers' problems, mistakes, and misunderstandings



## Acknowledgement

About the North America Scholastic Esports Federation (NASEF):

*Our **mission** is to provide opportunities for ALL students to use esports as a platform to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life.*

Contact Us: [info@esportsfed.org](mailto:info@esportsfed.org)

Visit Us: [www.esportsfed.org](http://www.esportsfed.org)



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June 19, 2019

Jeff McBride  
Chief Executive Officer  
YMCA of Orange County  
13821 Newport Ave #200  
Tustin, CA 92780

Dear Mr. McBride:

The Samueli Foundation supports the YMCA of Orange County's creation, training and support of an esports-focused educational curriculum and the activation of esports clubs at the middle school and high school level throughout Orange County.

The Samueli Foundation through its North America Scholastic Esports Federation (NASEF) is working to ensure that ALL students possess the knowledge and skills needed to be society's game changers: educated, productive, and empathetic individuals. NASEF is on a mission to provide free opportunities for ALL students to use esports as a platform to acquire critical communication, collaboration, and problem-solving skills needed to thrive in work and in life. NASEF's core values are intertwined through all aspects of education and play: learning, opportunity, community, diversity, and respect.

The Samueli Foundation is committed to working in partnership with YMCA of Orange County to ensure efficient planning, as well as effective coordination and communication within NASEF and its partners.

The YMCA of Orange County demonstrates a strong ability to facilitate many different programs with initiative, leadership, and commitment to its students, families, and communities. This is a welcomed and needed opportunity for our county. We are proud to support the YMCA of Orange County's efforts. We look forward to seeing the YMCA of Orange County's esports program launch and prepare students for success in the workforce while gaining exposure to values that uphold decency, diversity and integrity expected of digital citizens on-line and community members at large.

Sincerely,

A handwritten signature in black ink, appearing to read 'Gerald Solomon', written over a light blue horizontal line.

Gerald Solomon  
Executive Director  
Samueli Foundation





3 June, 2019

## PROPOSAL: YMCA Afterschool Esports Program

### Overview

With American universities dropping traditional majors and quickly forming scholastic pathways and degrees centered on esports, there can be little doubt that competitive video game play and a host of related careers are not just a passing fad or a trend among those under 25 years old. Irvine, CA is the epicenter of both leading research and national championship game play, and those who would align themselves with a shot at a college scholarship for playing video games line up as early as middle school for that chance. While school districts are grappling with child internet safety, space and hardware issues and a direct challenge to traditional, conventional teaching methodologies, kids are more than interested – they are searching for safe, inviting locations to help them channel their passion for play into avenues of career exploration and character development. The YMCA is uniquely poised to redirect this youth demographic that tends to exit regular attendance at this age in search of “something new” by providing those three things – a safe, inviting location, career exploration and character development – with esports as both the interest hook and the channel for education and personal development.

### Program Format

To allow for maximum exposure to the suggested educational content, a 12-week cycle is proposed, with eight weeks of teaching and activity followed by four weeks of off-cycle game play and passive application of the content taught in the preceding eight weeks.

While definition and examination of the educational content follow in the next section, a brief introduction is in order. Drawing from NASEF’s baseline theory of an ecosystem of four educational domains and fifteen kinds of potential careers surrounding the activity of video game play, a program model of eight weeks was built by spending two weeks on each of the four domains.



### Program Format, continued...

The proposed program assumes two 60-90 minute sessions each week, a total of four sessions per Domain. The sessions will maintain a similar format for each two-week module:

Lesson 1: Introduction to the Domain / Curriculum

Lesson 2: Exploration of the Domain / Curriculum Skillset Practice

Lesson 3: Refinement and application of Skillset (project work)

Lesson 4: Presentation / Demonstration of Skillset mastery (artifact / presentation)

To recap, each of the four Domains will have two weeks to introduce unique, engaging and interrelated content, the goal of which is to have participants produce a learning artifact / project with relevant ties back into the esports ecosystem and related careers.

### Educational Content

Domain →	Organizer		Content Creative		Entrepreneur		Strategist	
Session →	Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Week 8
Content →	Club Organization	Club Indoctrination	Marketing Principles	Graphic Arts & Marketing	Value & Qualities of "Grit"	Elevator Pitch & Value Proposition	Game Analysis; character selection; tournament rules	Tournament planning
Artifact →	Domain survey; Club Charter	Newcomer Guide Booklet	Deconstructed Game Ad	Line art mascot & club tag line	Report: "Why my esports Hero is good for esports"	30 sec. sell of tournament game plan for week 8	Gamers' Guide: character selection, strategies & rule set for play	Tournament event plan; brackets & rules set; prizeing
Relevance →	Structure, governance, aptitudes	Inclusion, Diversity, YMCA values	Target Audience; SEL skills	Identity; affiliation; social responsibility	Self-confidence, stage presence, emotional control, risk vs. reward, able to "ship" on time, learning to fail well		Consensus building; probabilities and strategic math	Beyond the game; interdependent workflow; leadership skills

### Educational Output / Deliverables

As noted in the table, each two-week Domain module will take participants through activities and group work that will result in either an object / artifact or a presentation that highlights learned skills. While the YMCA may determine certain fixed qualities or requirements for any given module (e.g., corporate marketing may require the use of certain brand-specific colors, font style or a brand logographic), these

modules and their deliverables are designed to allow participants to produce fresh ideas and outcomes with each iteration of the program.

### **Video Gaming Content**

Depending on the immediate and long-term goals of a particular YMCA site, the selection of games can be dictated by the level and complexity of computer / game console hardware available. For age groups 3<sup>rd</sup> to 8<sup>th</sup> grade, console based games (on the Microsoft Xbox, Sony PlayStation or Nintendo Switch platforms) will be more popular and readily understood by participants. Games on these platforms will include:

- MarioKart (cartoon racing played 1v. 1 v. 1. v. 1 or 2 vs. 2)
- Super Smash Bros. Ultimate (head-to-head battle up to 6 players)
- Rocket League (soccer played 1 v. 1 or teams of 2 with high-speed autos)
- NHL 19 (authentically-simulated NFL-style hockey)
- FIFA (authentically-simulated FIFA / World Cup-style soccer)
- Any other popular traditional sport-based video game

For high school aged participants, while any of the above games will certainly draw participants' attention and probable competition, PC-based games will prove more challenging and of greater interest. Titles that are currently played in OC high schools and at the college and professional level include:

- League of Legends (classic tower defense played 5 vs. 5)
- Overwatch (payload protection / objective completion played 6 vs. 6)
- Fortnite (MOBA <multiplayer online battle arena> / Battle Royale)

Regarding the choice of games, while participant preference may loudly call for a particular title, the values of the YMCA will always be the deciding factor in age-appropriate game title selection. Further, if high-speed internet access sufficient to play a particular title is unavailable at a site, or if access to online, in-game chat and text functions are of concern, then console-based video games will provide the greatest measure of control and security without sacrificing participants' positive game-play experience.

### **Collaboration with NASEF**

The North America Scholastic Esports Federation (NASEF) is already working with the YMCA to assist in the propagation and proliferation of Y-based clubs in neighborhoods where YMCAs exist. For this project, NASEF will assist the YMCA's Esports Program manager with:

- Collaboration to create an 8-week scholastic esports program that resonated with the YMCA's mission, vision, values and social outreach goals
- Training for YMCA leadership and facilitators on the content and delivery methods for the 8-week program
- Periodic visitation / auditing (in consultation with and under the direction of the Esports Program Manager) of YMCA sites during the 8-week sessions for the purpose of

evaluating program integrity, participant engagement, and successful completion of learning objectives

- Training of YMCA staff members as program leads / senior trainers who will train future facilitators on successful content and delivery methods
- On-going consultation and process refinement of the 8-week sessions

NASEF commits to this level of support on a gratuitous basis, with the understanding that all assistance and services rendered to the YMCA are completed as part of larger program that NASEF operates in collaboration with the Orange County Department of Education, the goals and directives of which may take precedence with or without prior notice to the YMCA Esports Program Manager. NASEF acts in good faith to complete any agreed-upon actions and will work with the Esports Program Manager to mitigate any unforeseen issues or events that might impact the ongoing success of the YMCA's esports program.



# **Program Development Fund Committee MINUTES**

**May 21, 2019**

## PROGRAM DEVELOPMENT FUND COMMITTEE

### Minutes May 21, 2019

**Attendees:** Jay Scott, Mike Proud, Sarah Steffen  
**Guests:** Ivan Montano and Alec Modica

Sarah called the meeting to order at 11:45am

#### 1. Program Updates – Sarah Steffen

- Year-End Giving Strategies
  - o Giving Tuesday Update
    - Sarah stated program did not bring as many donors as originally anticipated. However, it was still a huge success in regards to visibility and being part of the non-profit conversations.
    - Visibility Accomplishments:  
Giving Tuesday - We raised \$1,267 through this campaign on Facebook and have been notified that Facebook will match the donation for a total of \$2,534. We also received a lot of visibility through this campaign. We had 870,223 impressions and 491 clicks on Google Adwords. We had 4,912 people open our email blast and 39 people click on links in the email to our donate page. Facebook sponsored posts reached 2,587 Facebook pages, and received 559 impressions (views of ad), 55 clicks on the ad, 43 likes and 2 shares. The Facebook video post reached 9,196 Facebook pages, received 9,469 views, and 320 people clicked on the video. It also received 27 likes and 9 shares. Our website donate page received 355 visits during this campaign.
  - o Give the Gift Christmas Tree
    - Trees were purchased for Mission Viejo and Newport Beach
    - This program also did not receive as many donations as projected. The issue was that the tree simply looked like a decoration and wasn't promoted/marketed as it should have been.
    - The branches already have the trees so we will try again next year by asking staff to promote and discuss this tree as members come in. But, we will likely also fall back on the more traditional campaign and mailing as well.

#### 2. New Program Requests – Alec Modica & Ivan Montano

- Adaptive Aquatics Program
  - o Ivan started the presentation with a video clip about angelfish swimming. Angelfish swimming is one of the best known resources for adaptive swimming for children with special needs (special needs is considered to be but not limited to trauma, autism, anxiety, sensory disorders, motor disorders, physical needs and general development delays).
  - o Mike Proud asked about the age level served by this program (0-18yrs) and asked if there was a need for adults.

- Ivan and Alec stated yes however the greater need for the YMCA is more for the children.
- Jay Scott asked if there is potential for a YMCA employee to be certified as an angelfish trainer instructor so the certification to our employees could be done "in-house".
  - Alec stated that angelfish is currently working with YUSA so it is definitely a possibility and stated that he believes this could come to fruition in the future.
- Alec also stated that this would definitely be a co-branding opportunity with angelfish and YMCA.
- Alec also stated that he found that there are only 2 swimming programs in Orange County that is dedicated specifically to this population so having the YMCA offer this program would be beneficial not only to the population served but for more visibility to the YMCA.
- Request:
  - \$4,600 for 2019 & 2020
  - Funds to be used for training and certification 2-3 employees at each branch

**Guest were excused at 12:13pm**

### **3. PDF Deliberate/vote on new request**

- Sarah went over the pdf/cares allocation and expenditures to date
- Committee discussed the Adaptive Aquatics program and all agreed that the program is well worth the small investment that was requested and the revenue opportunity potential is huge in comparison.
  - Jay Scott motioned to approve the request
  - Mike Proud seconded the motion
  - All in favor - motion passed with no nays or abstentions

### **4. Minutes Approval**

- February 19, 2019
  - Mike Proud motioned to approve the 2/19/19 minutes as presented
  - Jay Scott seconded the motion
  - All in favor – motion passed with no nays or abstentions

**Meeting Adjourned at 12:35pm**