



Welcome to the Virtual Accessible Sports Regional Round Table



Important Notes for our Virtual Meeting

AS-GKC Q&A (Kim Krueger) will be monitoring the chat.

- Please type your name and organization into the chat so we can document your attendance!
- Give us a brief description of your organization's accessible sports program or mission.

We will be using the chat to solicit questions

Please be respectful of others during open forum and Raise hand (with zoom button or physically) to wait for introduction by moderator.



AS-GKC is a bi-state, multi-sector collaboration of nonprofit organizations, agencies, and businesses formed with the support of a 2018 Healthy Communities grant awarded by the Health Forward Foundation to The Whole Person.

AS-GKC's Mission

Enhance the quality of life for individuals with barriers to participation through access to recreation activities that promote fitness, wellness, and social growth.

Shared Resources

- A shared centralized website that highlights accessible sports and recreational activities in our local area and facilitates participant contact to program coordinators.
- A Community Wide Calendar of accessible sports programming
- A Community Gaps survey to solicit feedback from the affected populations about their experiences and needs.
- An Accessible Venues Survey
- Educate the Educators



Accessible Sports Round Table Update

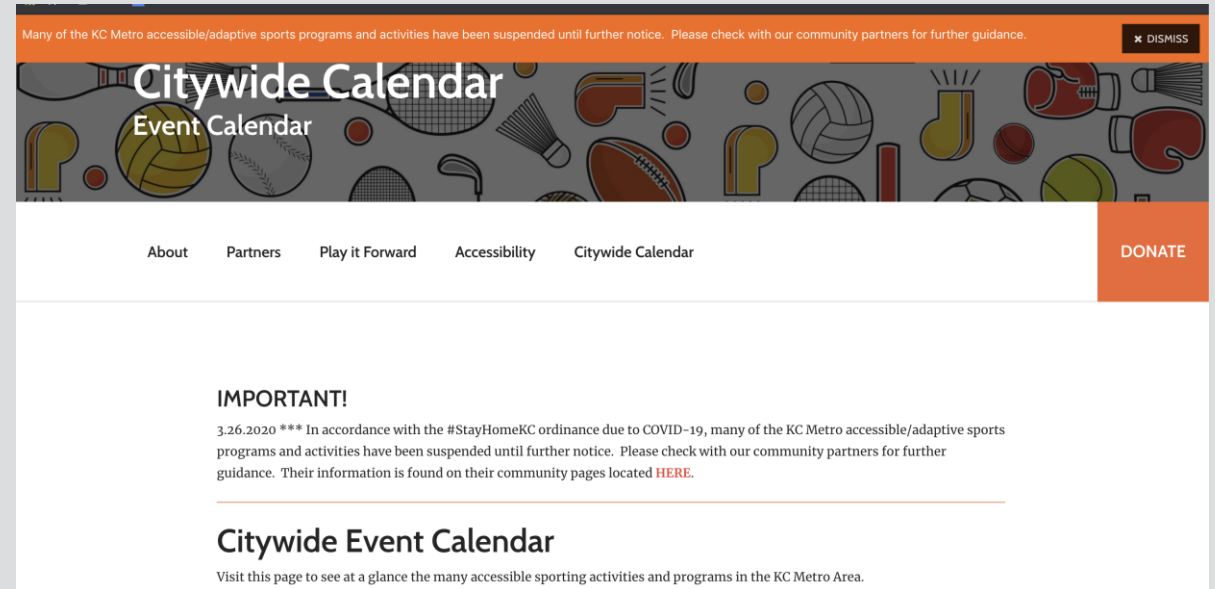
- 48 different organizations with a focus on inclusive recreation and sports have attended.
 - 35%+ of attendees are consistently from the Parks departments
 - Identifying and reaching out to partners that participated at the start.
 - 34 Active Community Partners
 - Goal for this year is 45

Meeting	Attendees
ASRR 10/18/18	21
ASRR 2/21/2019	23
ASRR 4/18/2019	16
ASRR 6/20/19	20
ASRR 10/17/2019	21
ASRR 1/16/2020	27
ASRR 5/21/2020	23



Citywide Calendar Update

- New Focus on Calendar as events begin in the inclusive recreational community.
- Need your help populating more than ever.
- Objective: Become a trusted event calendar for perspective participants in KC



Strategy Groups

Collaboration effort by Partners to tackle short-term objectives identified in these Round Table Sessions

- Annual Community Event/Fundraiser
Special Olympics Kansas*, EITAS, KC Parks and Rec
- Launch Quarterly Digital Newsletter
TWP*, Eat with B the RD, KC Parks and Rec
- Community-Wide centralized volunteer pool and training
TWP, Camp Encourage, KC Parks and Rec
- How to Share resources such as equipment/transportation
TWP*, Smithville Parks, MAS, KC Parks and Rec

We would like your input and expertise in pursuing these goals. Communicating your program's specific needs is critical to serving the overall inclusive sports community.



Social Media Update

Facebook: <https://www.facebook.com/accessiblesportsgkc/>

January – March : +7 additional likes

March – May : + 69 additional likes!

Continue to use Facebook as primary form of Social Media Marketing

Instagram: https://www.instagram.com/as_gkc/

Twitter: <https://twitter.com/ASGKC4>



Grant Update:

Terri Goddard, Resource Development Manager at The Whole Person

Digital Marketing Update

Anthony Trakas, AS-GKC



Previous Grant Close: Strategies, Outcomes, and Indicators

- Outcomes as Measured By The Health Forward Foundation
 - Equitable Engagement and Access, Mobilization for Action, Multi-Sector Collaboration

Objectives

Mobilization for Action	Year 1	Year 2
Strengthen core organizational operations and sustainability of systems	Partners join Round Table	Track partner participation
	ETE Surveys	New Partners
	Develop and Publish 3-year Plan	Publish 3-Year Plan and report
Increase awareness and skills of individuals and communities through culturally relevant education		Educate the Educators with Surveys
Equip individuals and organizations to influence policy, build public awareness, and accelerate the field through the adoption of community-based solutions		Create 3-Year Plan

Objectives

Equitable Engagement & Access	Year 1	Year 2
Engage community members in the conversation and solutions for building healthier communities, environments and policies	Establish Community Gaps and Accessible Venues surveys	Collect Data from surveys
		Shared Website with Calendar
		Assess partner participation
Multi-Sector Collaboration	Year 1	Year 2
Connect with nontraditional partners to create a strong, unified voice that spans fields and sectors	Develop and Publish 3-Year Action Plan	3-Year Plan presented in Press



New Grant: Strategies, Outcomes, and Indicators

Proposed Outcome		Year 3 Expected Results
Equitable Engagement	Mobilization for Action	ETE administered by MAS with TWP collecting Survey Results
Engage community members in the conversation and solutions for building healthier communities, environments and policies	Strengthen core organizational operations and sustainability of systems	Accessible Sports in Greater KC (AS-GKC) continues to collect and assess online Community Gaps survey data from affected individual community members.
	Increase awareness and skills of individuals and communities through culturally relevant education	Committee and task force chairs will be identified and confirmed in FY2020 for accessible venues research and advocacy task force, community gaps and focus group task force, fundraising committee and membership committee.
	Equip individuals and organizations to influence policy, build public awareness, and accelerate the field through the adoption of community-based solutions	To augment responses to the online Community Gaps survey, four regional focus groups will be convened in FY21. Eight individuals from the affected community, including people with disabilities and their caregivers, will be identified and invited by partners. AS-GKC partners will develop specific advocacy goals from this input.
		AS-GKC partners who post activities on the shared calendar will track participation increases in these activities
		Through community input and an accessible venues survey, ways to improve accessibility of parks, gyms, racquet clubs and other sports and recreation spaces will be recommended to each venue
		Improvements to built environments may benefit from local policy changes. New organizational/institutional policies may also be addressed by the collaboration if AS-GKC support or opposition is determined to be warranted and potentially influential to the decision-making.
		Annual Web Visitors will increase to 3,500 by FY 21
		Increase Number of Partners to 38 by FY21
		Annual Partner Volunteer Hours to Increase from 261 to 450 in FY21

- Outcomes as Measured By The Health Forward Foundation
 - Equitable Engagement and Access, Mobilization for Action, Multi-Sector Collaboration



Digital Marketing Update

- Working to increase Website traffic through the following:
 - Increasing SEO traffic by adding keyword tags to pages and images on site
 - Content in community partner marketing. Invite ASGKC to engage your consumer.
 - Partnering with an ad company to roll out digital and social ad campaigns.
 - Separate social media based digital marketing campaigns to drive traffic
 - <http://www.as-gkc.net/community-partners/overview.html>
 - <http://www.as-gkc.net/gaps-survey/page.html>
 - Evaluating Results via Web Metrics!



Brand Statement

Enhance the quality of life for individuals with barriers to participation through access to recreational activities that promote fitness, wellness, and social growth.

Project background

Accessible Sports of Greater Kansas City (AS-GKC) addresses the bi-state metropolitan area's need for a community-wide approach to recreational activities and sports for people of all ages and with all types of disabilities. The desired long-term outcome of the AS-GKC collaboration is that more individuals with disabilities have access to healthy practices through athletics and sports; short-term outcomes include increased community action for accessible active living opportunities; increased knowledge and awareness of issues affecting people with disabilities; increased public resources; and strengthened collaborative networks.

Objectives

1. Campaign to drive traffic to partner sites through ASG-KC.net
2. Campaign to promote completion of existing community gaps survey (web form).

Target Audience

Whole Person Targets	Geographies of KC Metro
Parents of Children with Disabilities	Special needs educators
Adaptive Athletes	Adaptive Sport and Rec Programs
Inclusion professionals	Sports organizations
All Ages	All Genders

Insight

Objective 1. www.as-gkc.net/partners

We would like to drive traffic to community partner sites through AS-GKC to strengthen our network's value proposition in increasing their program visibility.

Objective 2. www.as-gkc.net/gapssurvey

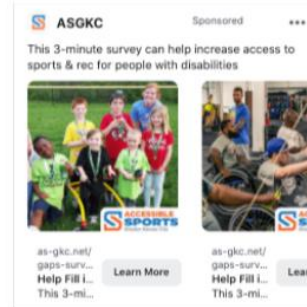
We would like to drive traffic and encourage completion of the community gaps survey. This provides us with data to support known gaps in accessible sports programming and adoption.



Website Analytics: Ad Results

FACEBOOK-GAP SURVEY-JUNE

AD	IMPRESSIONS	CLICKS	CTR (All)	LEADS
IMAGE AD	7,950	66	.83%	4
CAROUSEL	34,651	230	.66%	27
TOTAL	42,601	296	.69%	31

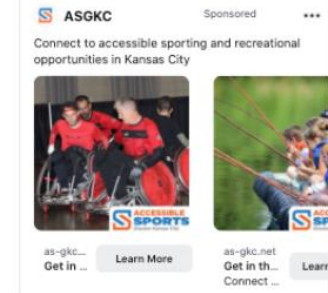
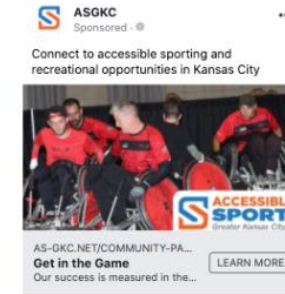


- The Carousel ad received more impressions and leads than the image ad

Customer Services CTR .62% Word Stream Jun 2020

FACEBOOK-PARTNERS- JUNE

AD	IMPRESSIONS	CLICKS	CTR (All)
IMAGE AD	33,554	290	.86%
CAROUSEL	33,732	420	1.25%
TOTAL	67,286	710	1.06%



- The Carousel ad received more engagement than the static ad

Customer Services CTR .62% Word Stream Jun 2020



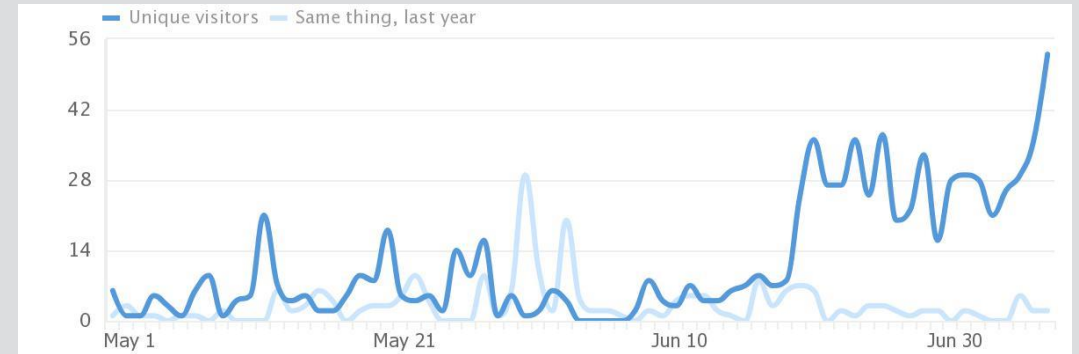
Website Analytics: Media Campaign Results

- Date Range: May 1 – July 8 vs same Period Prior Year

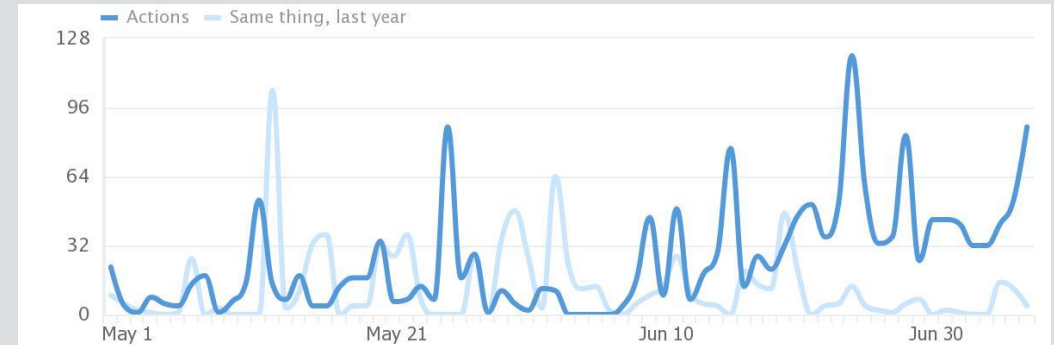
- More Unique Visitors are coming to site in response to our social media advertising

- Visitors are more interested from the beginning and conducting more clicks after initially coming to the site.

Unique Visitors



Actions



Website Analytics: Media Campaign Results

Same Time Period Last Year

- Date Range: June 24 – July 8
- Two week Period with Campaigns active
 - More Unique Visitors are coming to site and performing more actions
 - Half of visitors only coming to advertised link and then leaving site
- Social Ads Primary Source of Traffic

The Basics		Summary	Visitors	Actions	Uniques	Time	Uniques	Time
	Visitors	Expand			465	+999%	34	0%
	Actions	Expand			782	+999%	76	0%
	Average actions				1.7	-29%	2.2	0%
	Total time				16h 20m	+741%	1h 53m	0%
	Average time per visit				2m 7s	-33%	2m 39s	0%
	Bounce rate				48%	+151%	22%	0%

Traffic sources		
	Advertising	355 0%
	Direct	62 +244%
	Searches	34 +240%
	Social media	8 +700%
	Links	5 0%
	Email	1 0%

Time Spent on site is approximately the same so need focus on engagement of visitors through calendar and site resources.



Website Analytics: Source of Visitors

- Date Range: June 24 – July 8
- Two week Period with Campaigns active
- Social Campaigns functioning as intended with great traction. Use this methodology going forward to help site usage.

Once a visitor is on the Partner Overview Page, I do not see a clear favorite on their following click. 42% stay and complete additional action.

Page	Filter results...	Visitors ▼	Avg actions	Avg time	Total time	Bounce
☆ /community-partners/overview.html Accessible Sports in Greater Kansas City : Partners : Overview		178 38.3%	1.3	1m 29s	4h 24m	58%
☆ /gaps-survey/page.html Accessible Sports in Greater Kansas City : Gaps Survey : Gaps Survey		151 32.5%	1.6	1m 40s	4h 12m	51%
☆ /about-asgkc/join-our-mailing-list.html Accessible Sports in Greater Kansas City : About : Join our Mailing List		24 5.2%	5.4	4m 56s	1h 58m	10%
☆ / Accessible Sports of Greater Kansas City		21 4.5%	2.8	4m 42s	1h 39m	28%
☆ /asrr-zoom/ Accessible Sports in Greater Kansas City : ASRR May : ASGKC Regional Roundtable		17 3.7%	1.8	3m 14s	54m 58s	12%
☆ /community-partners/ Accessible Sports in Greater Kansas City : Partners : Overview		13 2.8%	1.0	30s	6m 30s	75%
☆ /play-it-forward/in-kind-donations.html Accessible Sports in Greater Kansas City : Play it Forward : In-Kind Donations		9 1.9%	3.0	1m 40s	15m	0%
☆ /citywide-calendar/event-listing-request-form---public-submission.html Accessible Sports in Greater Kansas City : Citywide Calendar : Event Listing Request Form		6 1.3%	1.0	38s	3m 48s	75%
☆ /about-asgkc/asgkc-team.html Accessible Sports in Greater Kansas City : About : AS-GKC Team		5 1.1%	5.7	17m 25s	1h 27m	0%
☆ /gaps-survey/response.html Accessible Sports in Greater Kansas City : Gaps Survey : response		5 1.1%	2.8	4m 53s	24m 25s	50%



Website Analytics: Device Type

- Date Range: June 24 – July 8
- Two week Period with Campaigns active
- Visitors spend significantly more time on our site when visiting from personal computer than mobile device. May need to optimize mobile site to make content more visible and engaging.

OS Family ▼	<input type="text" value="Filter results..."/>	Visitors ▼	Avg actions	Avg time	Total time	Bounce
☆ iPhone		187 40.3%	1.3	1m 13s	3h 48m	62%
☆ Android		152 32.8%	1.7	1m 48s	4h 34m	47%
☆ Windows 10		87 18.8%	2.4	3m 48s	5h 31m	31%
☆ Mac OS X		24 5.2%	2.9	5m 32s	2h 13m	38%
☆ Windows 7		5 1.1%	1.6	1m 10s	5m 50s	20%
☆ Windows 8.1		3 0.6%	4.7	9m 40s	29m	0%



Partner Discussion on Covid-19 and Accessible Sports

- What has changed with your adaptive sports program due to Covid-19?
- What has your organization done to keep participants engaged during Covid-19?
- What is your plan to restart programming?



Communication

- Reach Out to AS-GKC!
- Facebook
- Instagram
- E-mail group
- Website
- Play It Forward Equipment Donations!
- Expected 2020 Regional Roundtable Dates
 - September, January, April, June





Thank You for Attending the Virtual Regional Round Table!

