

## Promote Professionalism Through Research and Education – Phase II

Report Period: April 1, 2016 – March 31, 2017

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- Invitation letter developed and emailed to 508 potential members
- New members entered in database as received and conference choices tracked
- Invitation letter emailed 3 more times
- Schools category in NYSTA database list of non-members uploaded to Constant Contact and email invitation sent
- Special invite created for Winning Fields Seminar and sent to SBGA and Schools lists (694 potential members) – sent twice
- Prepared selection list
- Sent congratulations letter to 85 participants with conference choice links
- Prepared and sent personalized email blast to all participants in Fishkill area who have not chosen a conference to attend with information on the Southeast Regional Conference
- Prepared draft of survey and forwarded to Kingsbury Consulting to create online
- Prepared and sent personalized email blast to all participants in Buffalo area who have not chosen a conference to attend with information on the Western Regional Conference
- Prepared invoice to NY Greengrass Association for memberships
- Prepared invoice to NY Greengrass Association for attendees at Turf & Grounds Exposition, Long Island Regional Conference and Southeast Regional Conference
- Reviewed and approved draft of survey; link created
- Prepared and sent email blast to participants with link to survey
- Corresponded with Kingsbury Consulting re: early survey results
- Prepared and sent reminder email blast to participants with link to survey
- Prepared invoice to NY Greengrass Association for attendees at Western Regional Conference
- Prepared invoice to NY Greengrass Association for attendees at Adirondack Regional Conference
- Reviewed survey results and forwarded to NYSTA Board of Directors
- Mailed copies of Sports Field Management books to survey participants (if requested)
- Prepared this final report