



U.S. OLYMPIC ASSEMBLY

teamusa.org

2010 U.S. OLYMPIC ASSEMBLY

SURVEY RESULTS

U.S. OLYMPIC COMMITTEE

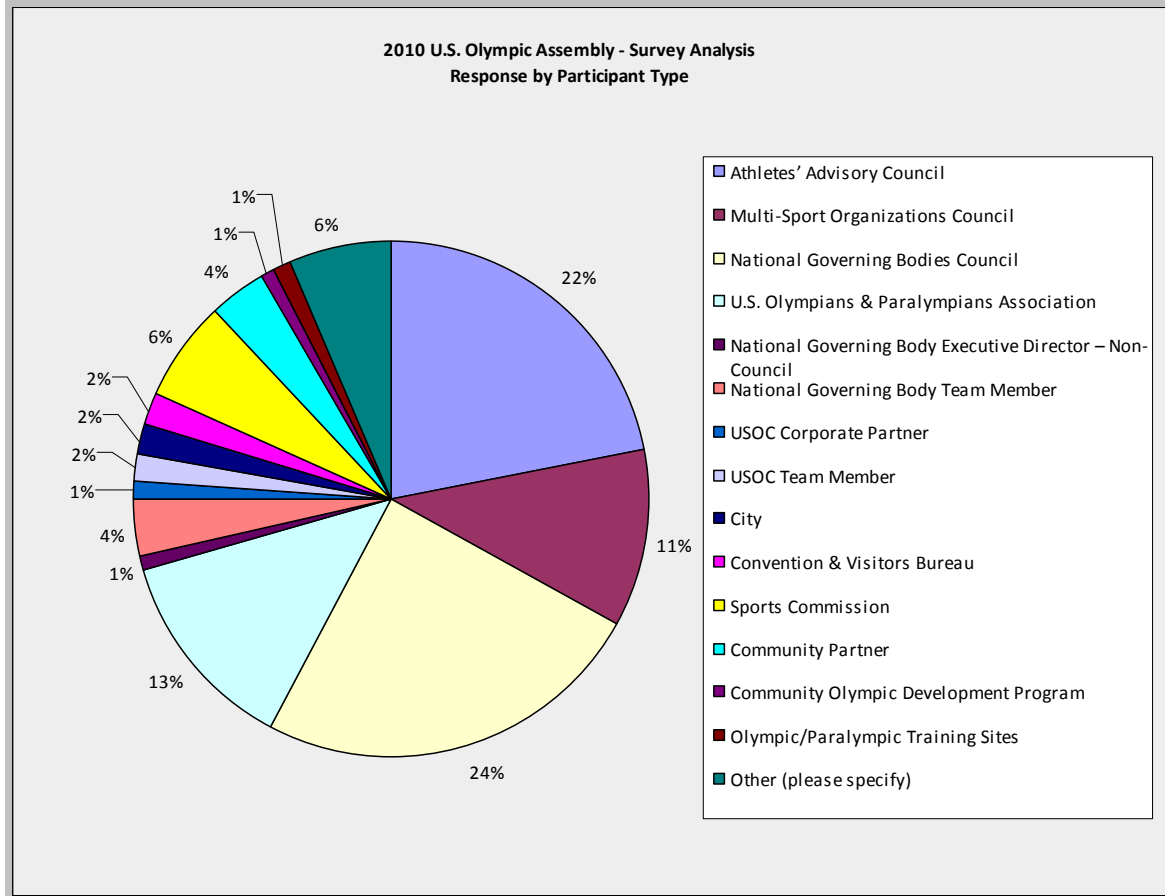
DECEMBER 2010

Section I General Information

1.1 Please select the organization(s) you represented at the 2010 U.S. Olympic Assembly:

Please select the organization(s) you represented at the 2010 U.S. Olympic Assembly:		
Participant Type	Response Percent	Response Count
Athletes' Advisory Council	23.5%	24
Multi-Sport Organizations Council	11.8%	12
National Governing Bodies Council	26.5%	27
U.S. Olympians & Paralympians Association	13.7%	14
National Governing Body Executive Director – Non-Council	1.0%	1
National Governing Body Team Member	3.9%	4
USOC Corporate Partner	1.0%	1
USOC Team Member	2.0%	2
Speaker/Panelist	0.0%	0
Media	0.0%	0
City	2.0%	2
Convention & Visitors Bureau	2.0%	2
Sports Commission	6.9%	7
Community Partner	3.9%	4
Community Olympic Development Program	1.0%	1
Olympic/Paralympic Training Sites	1.0%	1
Other (please specify):	6.9%	7
answered question		102

#	Other (please specify):
1	Counsel for NGBs
2	International Federation
3	BTI Events
4	Board Liaison - Assembly Committee
5	Reno Tahoe Winter Games
6	OA Planning committee
7	Reno Tahoe Winter Games

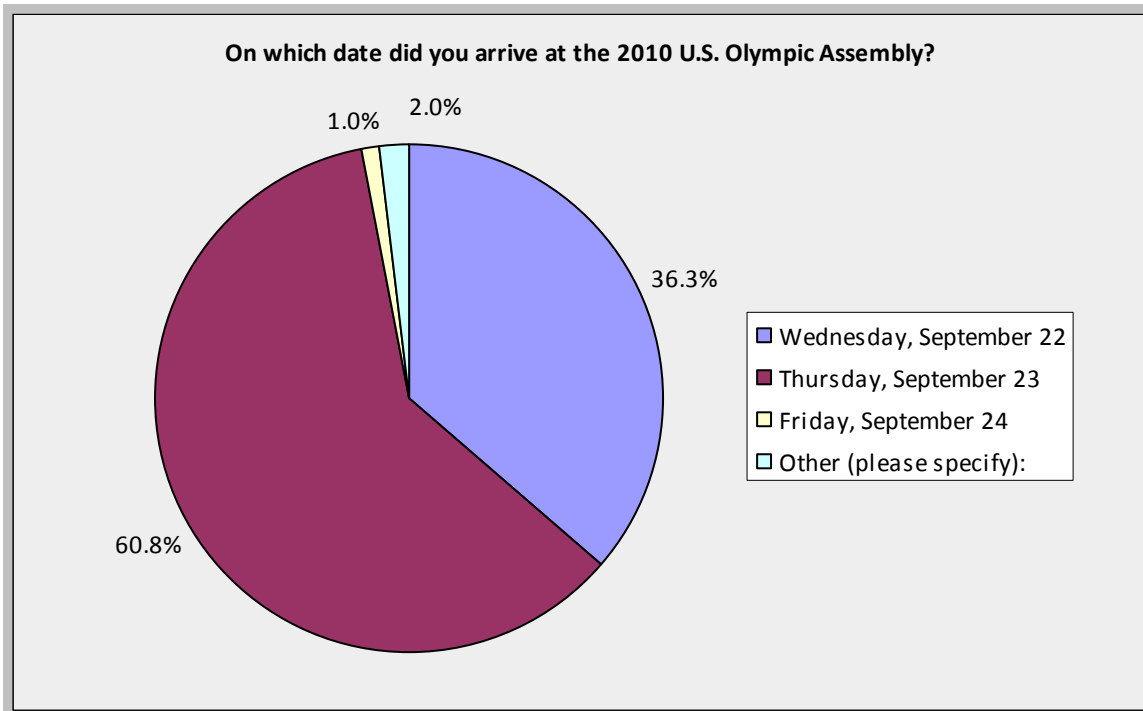


1.2 On which date did you arrive at the 2010 U.S. Olympic Assembly?

On which date did you arrive at the 2010 U.S. Olympic Assembly?		
Answer Options	Response Percent	Response Count
Wednesday, September 22	36.3%	37
Thursday, September 23	60.8%	62
Friday, September 24	1.0%	1
Other (please specify):	2.0%	2
<i>answered question</i>		102

Other (please specify):

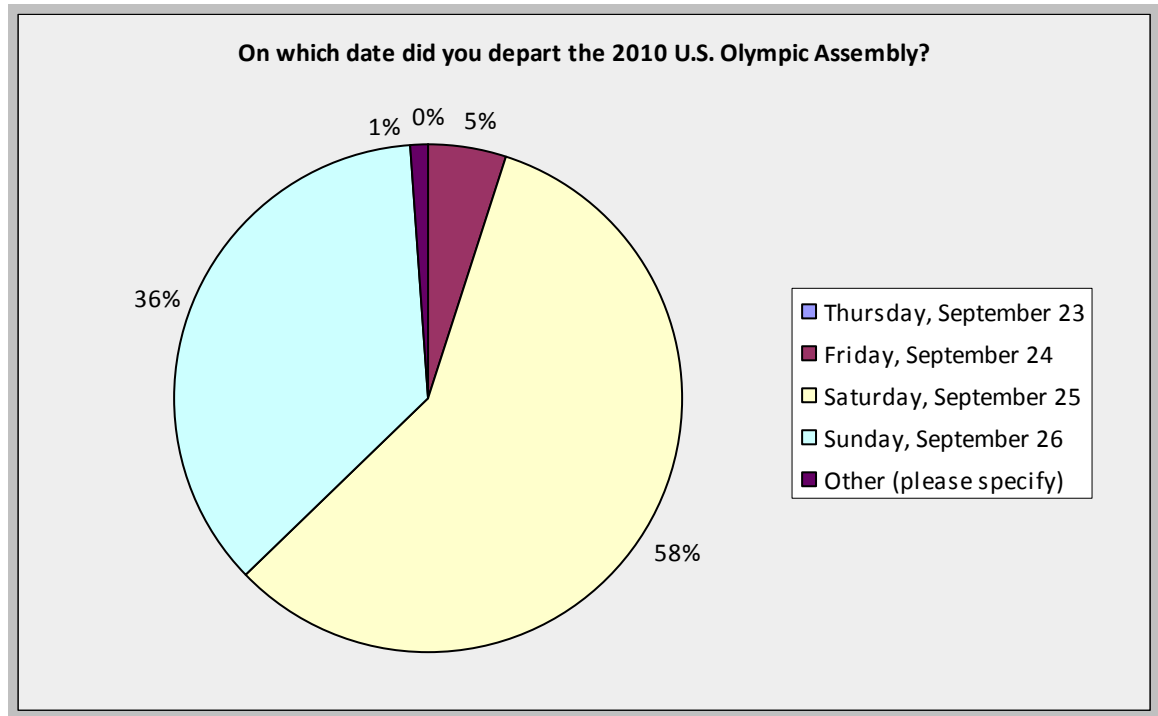
- 1 I live in CS
- 2 Tuesday, September 21 (went to SportsLink)



1.3 On which date did you depart the 2010 U.S. Olympic Assembly?

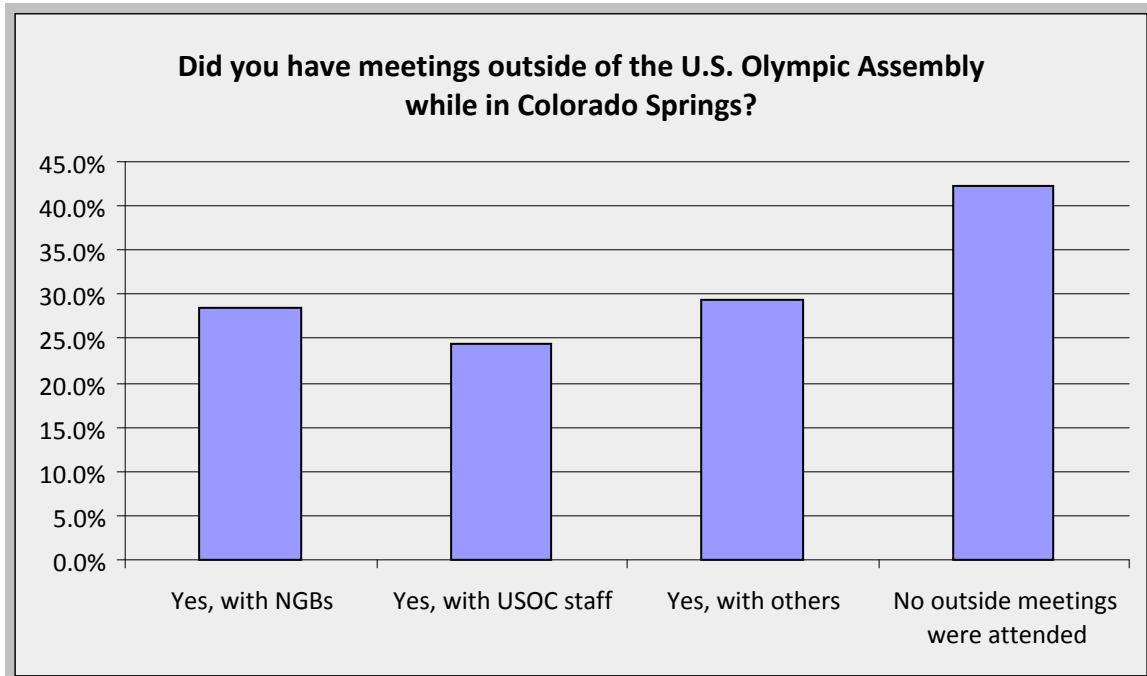
On which date did you depart the 2010 U.S. Olympic Assembly?		
Answer Options	Response Percent	Response Count
Thursday, September 23	0.0%	0
Friday, September 24	4.9%	5
Saturday, September 25	57.8%	59
Sunday, September 26	36.3%	37
Other (please specify):	1.0%	1
<i>answered question</i>		102

Other (please specify):
1 I live in CS



1.4 Did you have meetings outside of the 2010 U.S. Olympic Assembly while in Colorado Springs?

Did you have meetings outside of the U.S. Olympic Assembly while in Colorado Springs?		
Answer Options	Response Percent	Response Count
Yes, with NGBs	28.4%	29
Yes, with USOC staff	24.5%	25
Yes, with others	29.4%	30
No outside meetings were attended	42.2%	43
<i>answered question</i>		102



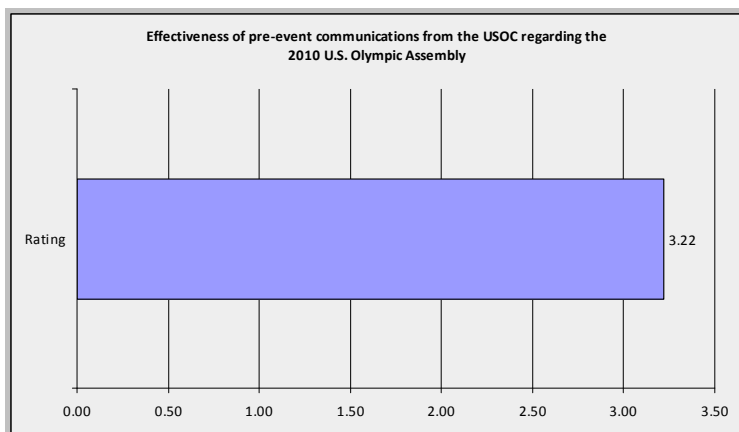
Section II Operations, Registration and Ground Transportation

On a scale of 1 (Poor) to 4 (Excellent), please rate your experience regarding the following elements of the 2010 U.S. Olympic Assembly

2.1 Effectiveness of pre-event communications from the USOC regarding the 2010 U.S. Olympic Assembly:

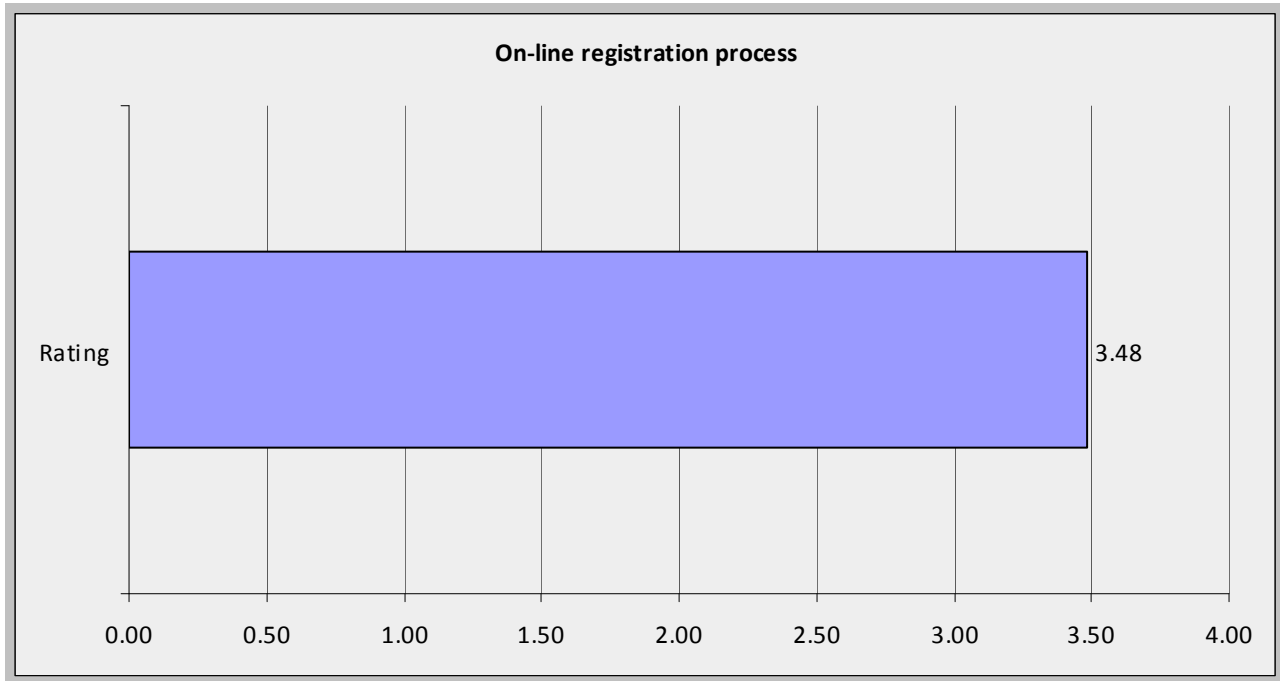
Effectiveness of pre-event communications from the USOC regarding the 2010 U.S. Olympic Assembly:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Rating	38	47	14	1	3.22	100

#	How can we improve upon this? Additional comments (20):
1	Agenda posted in well in advance of event dates and instructions for registering from USOC website
2	Clearer Communication on C-Events
3	Many items included the full schedule. Over and over.
4	Would like to see full agenda set before flights need to be booked
5	Earlier and more specific on the differences with and between the various meetings.
6	more phone conference calls with Councils
7	The early schedule (Jan 2010) was very helpful in planning. All the NGBs set schedules in place up to a year in advance (competitions etc.). The earlier the tentative dates are set the better is our attendance.
8	It was somewhat confusing with all the various groups and events – ACES, Assembly, SportsLink, etc.
9	Very little information given. Need to really start promoting about 4-6 months before event. In addition, please make sure you send an updated schedule prior to Assembly.
10	more detailed agenda listing all sessions including those your not scheduled to attend
11	Communication/final schedule seemed late to me.
12	One schedule from one person. One registration process where you can include others from your organization instead of registering individually and for each portion separate.
13	I did not know about the agenda for Saturday until I showed up at the hotel. I would have stayed an extra night had I know about the Saturday agenda items.
14	Hard to keep track of the e-mail with the link required to register, needing pass code etc...understand why it was needed but think this can be improved; don't know how many people had to contact USOC to request this information again?
15	Publication of Agenda earlier
16	have round tables times and places clearly printed ahead of time
17	Please provide the Assembly agenda and details sooner. This would allow for optimum travel planning and other logistics.
18	My president mistakenly tried to register and then un-register for my role in NGBC. not sure there is much the USOC can do about that kind of mishap.
19	There is a lot of work that can be done on this. There did not seem to be any real "order" to how it was being distributed and who was responsible.
20	Earlier notification



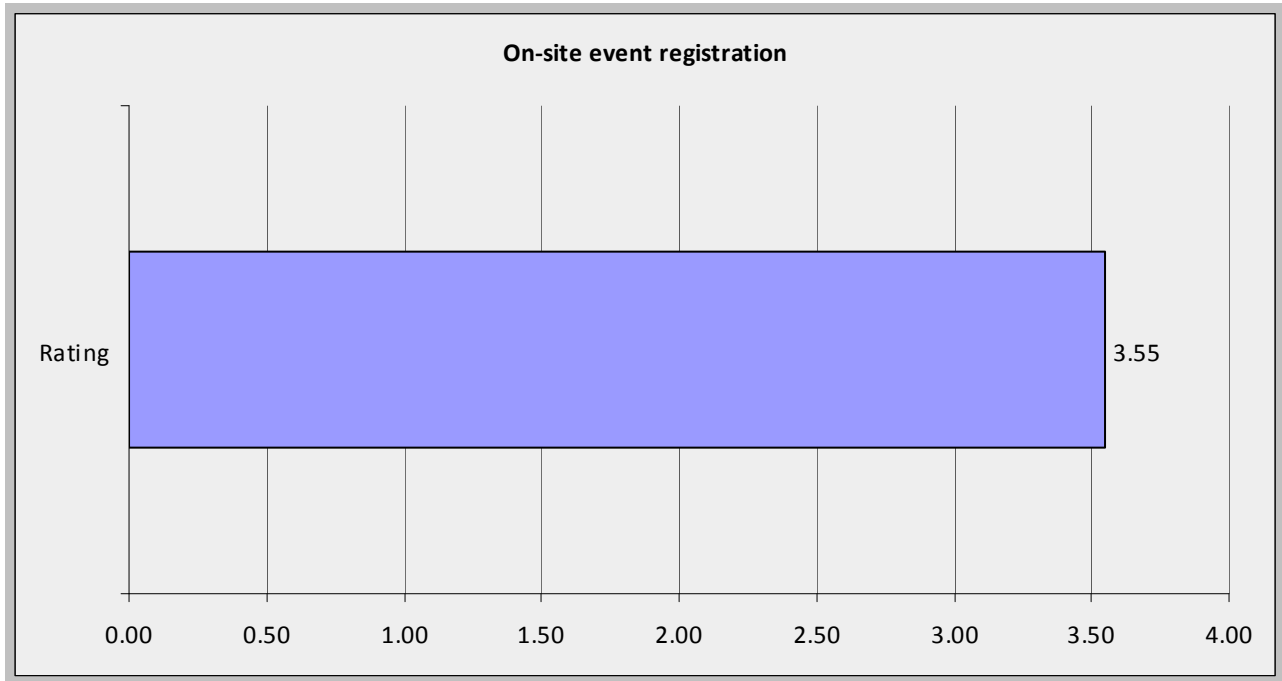
2.2 On-line registration process:

On-line registration process:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Rating	54	42	2	2	3.48	100



2.3 On-site event registration:

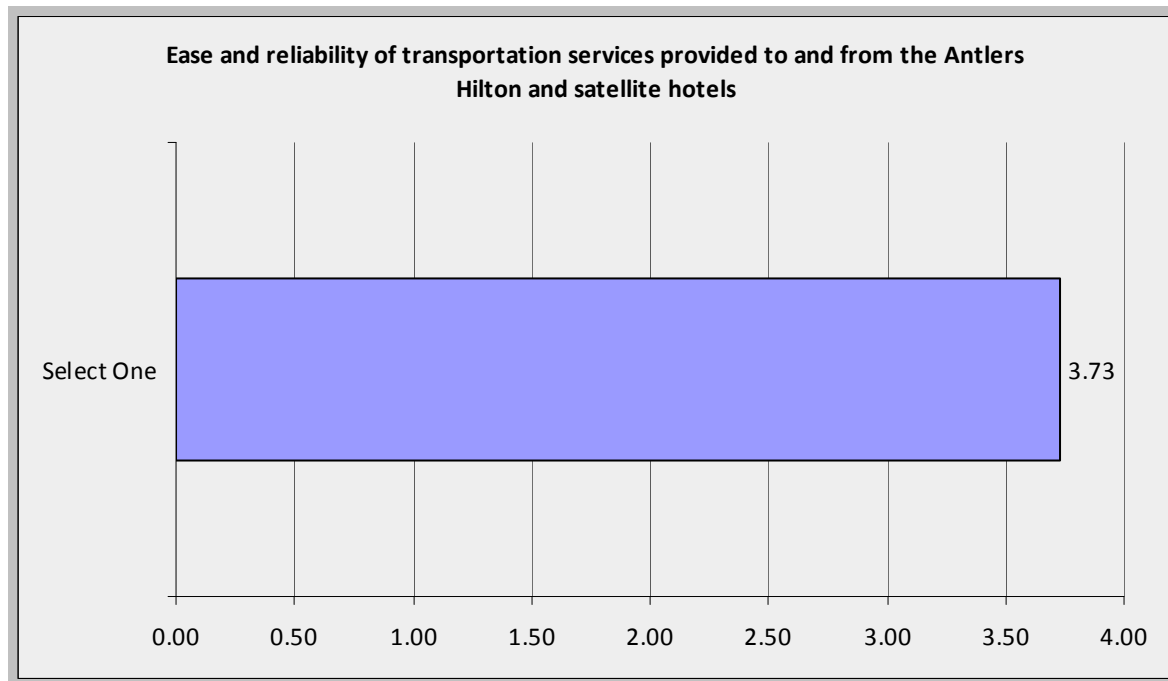
On-site event registration:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Rating	60	35	5	0	3.55	100



2.4 Ease and reliability of transportation services provided to and from the Antlers Hilton & satellite hotels:

Ease and reliability of transportation services provided to and from the Antlers Hilton and satellite hotels:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Rating	54	14	1	1	3.73	70

#	Additional comments regarding operations (13):
1	Very helpful
2	Dean was great!
3	The shuttle service from the satellite hotel was extremely limited.
4	GREAT job!
5	A hotel shuttle to and from the airport would have been nice, but I understand people are coming and going at so many different times. But, thought perhaps the hotel itself may have a normal shuttle schedule.
6	Did not register on site but NA is not available for #3.
7	Fantastic
8	Please list who gets transportation on your web site and alternate forms of transportation if not provided.
9	program a bit confusing....hard to know what was going on for which groups; perhaps large scale daily program posted in lobby with room assignments.....seems many folks don't wear their glasses, couldn't read the program and were always asking were something was?
10	More frequent options would have been good.
11	Very prompt pick up times and great volunteers/staff - much appreciated!
12	I live in CO Springs and went directly to the Thursday night dinner without having gone to the Antlers to receive my name badge. Sadly, AAC reps didn't have name badges at the Garden of the Gods Club unless they had gone to the Antlers to pick it up beforehand. I felt a little silly walking around without a name badge.
13	Truly a shining example of good work.

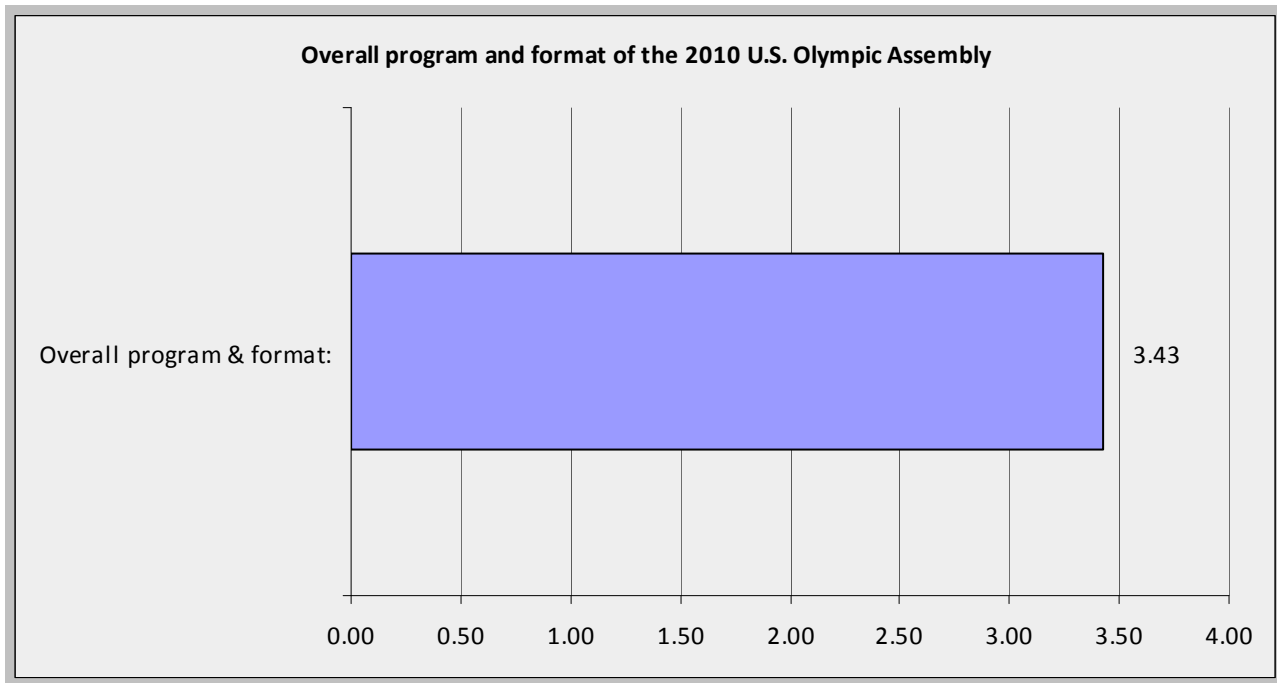


Section III 2010 U.S. Olympic Assembly Program

On a scale of 1 (Poor) to 4 (Excellent), please rate your experience regarding the following elements of the 2010 U.S. Olympic Assembly

3.1 Overall program and format of the 2010 U.S. Olympic Assembly:

Overall program and format of the 2010 U.S. Olympic Assembly:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Overall program & format:	40	46	2	0	3.43	88



3.2 What aspects of the 2010 U.S. Olympic Assembly did you find most beneficial?

65 Responses

#	Response Text
1	n/a
2	Speeches were very inspirational, and the other programs were welcoming
3	Reinvigorating the Spirit. NGB meeting along with AAC
4	Smaller group discussions...round tables, AAC small group meetings.
5	General sessions were mostly quite good
6	Loved the address from Larry and Scott. The Friday night reception was also nice to chat with people.
7	Staff briefings, reception at Pikes Peak
8	Cross-pollination, e.g. the joint AAC-NGB Council meeting.
9	Our meeting/discussion with some of the USOC Board Members.
10	Networking with other NGBs and Athletes, updates from the USOC and accessibility of USOC staff
11	Meetings with City Sports Commissions. Panel with Blackmun and NCAA President
12	Networking with other leaders in the Sports Movement.
13	I enjoyed the ability to network with peers in the lobby. Since I am new to the scene, I really valued hearing the strategic overview & plan to move forward.
14	Address from Scott & Larry, time with Senior staff at USOC and NGBs
15	Planning with the Multi-Sport Council Meeting with the USOC leadership
16	Too trendy and sessions not relevant. Why not ask us all what we want to hear about
17	Great networking.
18	Town Hall meetings were excellent. NGB-C and AAC joint meeting was great. Liked the reception with the sponsors/cities/etc.
19	Enjoyed the panel discussions.
20	I enjoyed Scott Blackmun's 8 steps for Strategic Planning/Culture change, it can be applicable in so many work places.
21	Much better than in year's past. I did not arrive in time to attend the welcome reception due to delayed flights.
22	The roundtables and seminars Security briefing on Mexico. How Communities Develop an Effective Relationship with NGBs. How to Engage the US Olympic Family in Utilizing Athletes for Events. How Social Media changed Event Promotion.
23	leaderships and keynote speeches, panel lunch, flow, interaction of all vested groups
24	It was great to hear the plan & strategy from our CEO. I really appreciated the BOD forum & the NGB-AAC collaborative meeting.
25	Networking with NGBs and USOC staff
26	Networking opportunities
27	Meeting time
28	Seeing the new culture and leadership of the USOC.
29	Town Hall and Round Tables
30	The larger sessions and the dinner on Friday was amazing.
31	Assembly general address and the MSO meetings
32	Speakers were broken up. Wish a formal presentation was made at Garden of the Gods as well.
33	The meeting with the NGB and athletes
34	Networking with others.
35	NGB Council-AAC combined meeting was beneficial. The dinner presentations were excellent, highly motivating.
36	Keynote, BOD Jair Lynch speaking to Olympians & Paralympians, Lunch with O & P and AAC
37	Working sessions, receptions
38	Town Hall with Councils, Town Hall with USOC Board, Commitment to Community event
39	Liked the access and speakers.
40	Organized planning session
41	Openness of the USOC. Willingness to listen and introduce the Board.

3.2 Continued: What aspects of the 2010 U.S. Olympic Assembly did you find most beneficial?

- 42 town halls both with the Board and the Councils....Q & A allowed real exchange vs. presentation of facts
- 43 Thought the vision and direction of Scott was clearly communicated to all Olympic Assembly attendees. Appreciate how candid he was with his direction.
- 44 Staff presentations at our Council meetings. Director interaction at our Council meeting.
- 45 Open dialog with USOC leadership,
- 46 Board and Constituency Panels. Cross constituency pollination sessions.
- 47 Interaction with USOC Board and the opportunity to interact with the other constituent groups.
- 48 Cross pollination meetings between groups (NGB/AAC, e.g.) and seeing the BOD on stage for the first time ever.
- 49 Excellent presentations that were applicable to all attending
- 50 Meeting people from all different sections of the Olympic movement
- 51 The breakout sessions for NGBs were very good. I also enjoyed the joint sessions and hearing about what other groups within the Movement are doing.
- 52 The discussion with Scott Blackman when he came into the MSOC meeting. He acted if he wanted to know our problems with the NGBs
- 53 Personal networking
- 54 The social networking with the partnerships at the cocktail reception at the Garden of the Gods....got to meet others and make significant contributions.
- 55 Access to Board members, Chairperson and CEO.
- 56 I thought the general session were excellent this time around. The joint NGB/AAC meeting was useful as well.
- 57 National to local best models information. Continue to invite venue city/counties to present.
The ability to spend quality time with attendees outside of scheduled meetings and panel discussions was much appreciated. That said, the choice of topics for scheduled panels was spot on and provided us a greater basis from which to forward our organization's plans for the coming years. The final night's dinner was tremendously uplifting with optimism and Summer Sanders was a great success as host.
- 58
- 59 Town hall format with USOC BOD members was most insightful
- 60 I appreciated the depth of content in NGBC meeting
- 61 The Q and A session town hall style, social networking luncheon, overall atmosphere and "oneness" of the entire assembly
- 62 I liked the Q and A session with the Board of Directors.
- 63 The small roundtable discussions, as we could tailor to our sports/athletes needs
- 64 The most beneficial aspect is the networking opportunity and the chance to meet with the variety of groups that attended.
- 65 Round table discussions

None, N/A or negative responses to the question: 1

N/A

3.3 What aspects of the 2010 U.S. Olympic Assembly did you find least beneficial?

42 Responses

#	Response Text
1	n/a
2	Town Hall Meetings
3	Some sessions, as always, didn't hit the mark
4	?
5	Sportslink, but that is more a function of our ngb
6	Research Panels
7	Nothing comes to mind.
8	It would have been helpful to have a website (or message board) for participants to get an overview of the different groups represented and their meeting agendas. During my off-meeting times, I would have sat in more meetings if I knew their discuss items. To my "most beneficial" point, networking is a skill many people have not mastered, so it probably was fairly intimidating to many people. There needed to be more opportunities for people to informally network and process the day's information.
9	Bus ride for the social event.
10	Larger breakout sessions. People there because they might as well be at something but not best use of time
11	Wish we had more time to interact with sponsors
12	Multi-sport Organizations meetings separate from NGB meetings
13	Guest Experience: Enhancing Your Events Through The Basics: Hospitality, and Visuals
14	Registration did not provide packet of information about Thursday afternoon activities upon arrival
15	The award dinner.
16	General Sessions
17	Some of the breakout panel presentations.
18	Inability to attend other important meetings because my meetings conflicted.
19	None.
20	n/a
21	There was some confusion on the round table discussions.
22	Everything was good
23	Wanted to attend conflicting roundtables
24	Loved every program
25	A little confusing which was the best meeting for me, at times.
26	None
27	roundtables need some work - timing and rotation process not well explained so some of the opportunity missed;
28	Scheduling the AAC meeting at the same time meant that the representatives could not attend discussion panels and round table discussions due to conflicting schedules. Would like to see schedules better aligned to allow AAC members to attend more of the Assembly and have their meeting at a different time.
29	Round tables felt a bit random. May have been better to have had these flow like the panels the following day.
30	Round tables
31	1st Town Hall (with different "family" members represented. It was great to hear about the different groups and what they are accomplishing, but it took me awhile to figure out the format. And Willie Banks is a hard act to follow!
32	Nothing stood out as being of no value.
33	Some of the breakout sessions were weak and some what disorganized. These can be a very valuable tool
34	Round table sessions and times were confusing
35	None
36	There really was nothing that appeared to be a weakness.
37	The open house option one afternoon where there were mini-round tables set up for people to rotate around; felt far less organized and only minimally beneficial. I left early.
38	I hate the social meet and greets but I suspect I'm in the minority on this.
39	Not much time to really focus on our groups items/needs/concerns as so much time was slotted for joint sessions.
40	The initial welcome assembly (aside from state of the USOC address including the USOC's future goals)
41	Least beneficial was the NGB Council meeting.
42	Opening meeting for MSOC on Thursday was in a room not conducive to conversation among participants.

3.3 Continued: What aspects of the 2010 U.S. Olympic Assembly did you find least beneficial?

None or positive responses to the question: 11

Nothing stood out as being of no value

None (3)

N/A (2)

Loved every program

?

Everything was good

There really was nothing that appeared to be a weakness

Nothing comes to mind

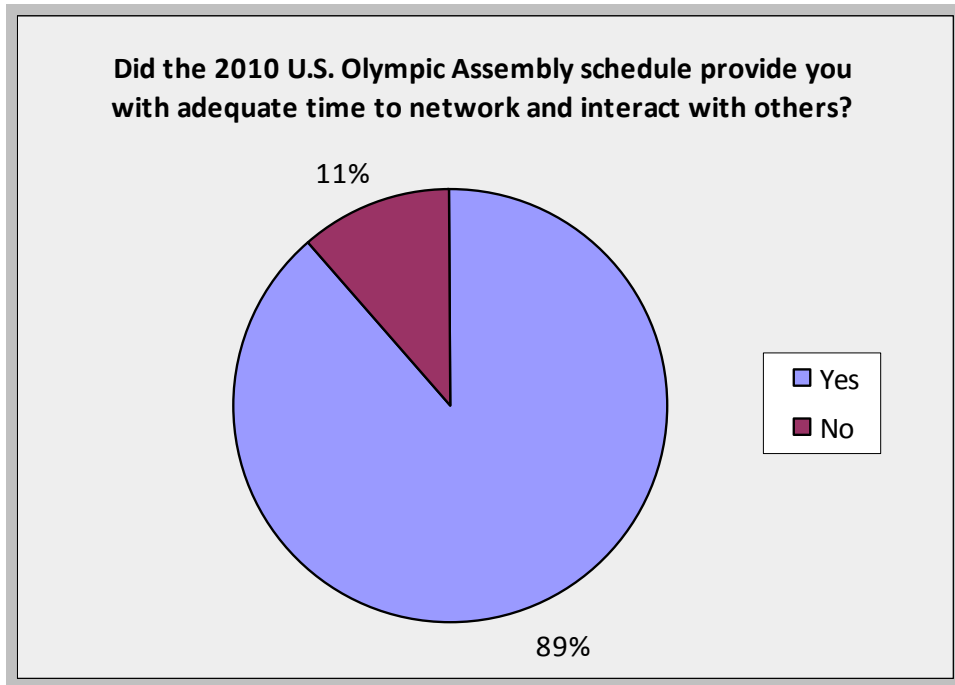
3.4 Did the 2010 U.S. Olympic Assembly schedule provide you with adequate time to network and interact with others?

Did the 2010 U.S. Olympic Assembly schedule provide you with adequate time to network and interact w/ others?		
Answer Options	Response Percent	Response Count
Yes	88.6%	78
No	11.4%	10
answered question		88

#	What changes would you recommend? (23 Comments)
1	n/a
2	Packed schedule--only real "open" time at breakfast!
3	need more time with USOC staff
4	Is there anything prohibiting us from having quarterly conference calls? This way the agendas would be less aggressive, and we could spend more time processing and creating actionable items and takeaway tasks.
5	Have some more time for the NGB and Partners to connect - we really had no information about the Partner Workshop and I think that was a missed opportunity.
6	More time for NGB-Council.
7	Include programming or scheduling at the US Olympic Training Centers along with tours, not all visitors have been there before.
8	One or two more official time built in for "coffee" (networking) breaks during USOPA meeting Or have meeting the day before to attend the panels discussed below
9	Include the Olympic and Paralympic Training Sites to attend the meetings in italics. They are a big part of the Olympic family in my humble opinion.
10	Try to find time so that the councils can meet together more.
11	Reception Time was good but not enough hours to spend quality time with everyone
12	The meetings with the NGBs were a bit chaotic. The tables were really close together and then many of the NGBs we signed up to meet with weren't there.
13	Publish the agenda electronically so that it can be seen on smart phones and iPads. This way, people do not have to carry the paper around. However, still publish a few paper copies for those that prefer paper.
14	breakfast time was well used for informal conversations and the longer break between the town halls
15	Schedule was very full, would have been nice for additional open time. Required scheduling meetings with USOC staff and NGB during assembly round tables. Had to trade-off time at the round tables with meeting time for USOC and NGB members.
16	Can always use more time.
17	The schedule was really tight. I would have liked to attend some of the visitors breakout sessions but couldn't because of the overlap.
18	More time with corporate side....from an Olympian perspective. Would love to have more face to face with AAC NGB US Olympians MSO...maybe a mixer for just those groups...
19	This is always important, but I thought this year these opportunities were plentiful.
20	Appreciated the moments of down time we received to connect with my NGB staff and other AAC members
21	Possibly make introductions or something before the initial dinner/drinks evening on Thursday. I was a new AAC rep and knew no one going into it, so it was hard to know who would be most beneficial to talk to. maybe group tables for dinner or something would have been better
22	I would try not to overlap the elements as much. In particular, as an NGB CEO it would have been nice to have participated more in the marketing elements. I strongly encourage going back to a model more similar to the previous Congress type of meeting, which was more business oriented, less governance.
23	Friday reception before the banquet was very crowded. Have it in a larger space. Thursday reception was great!!

N/A responses to the question: 1 N/A

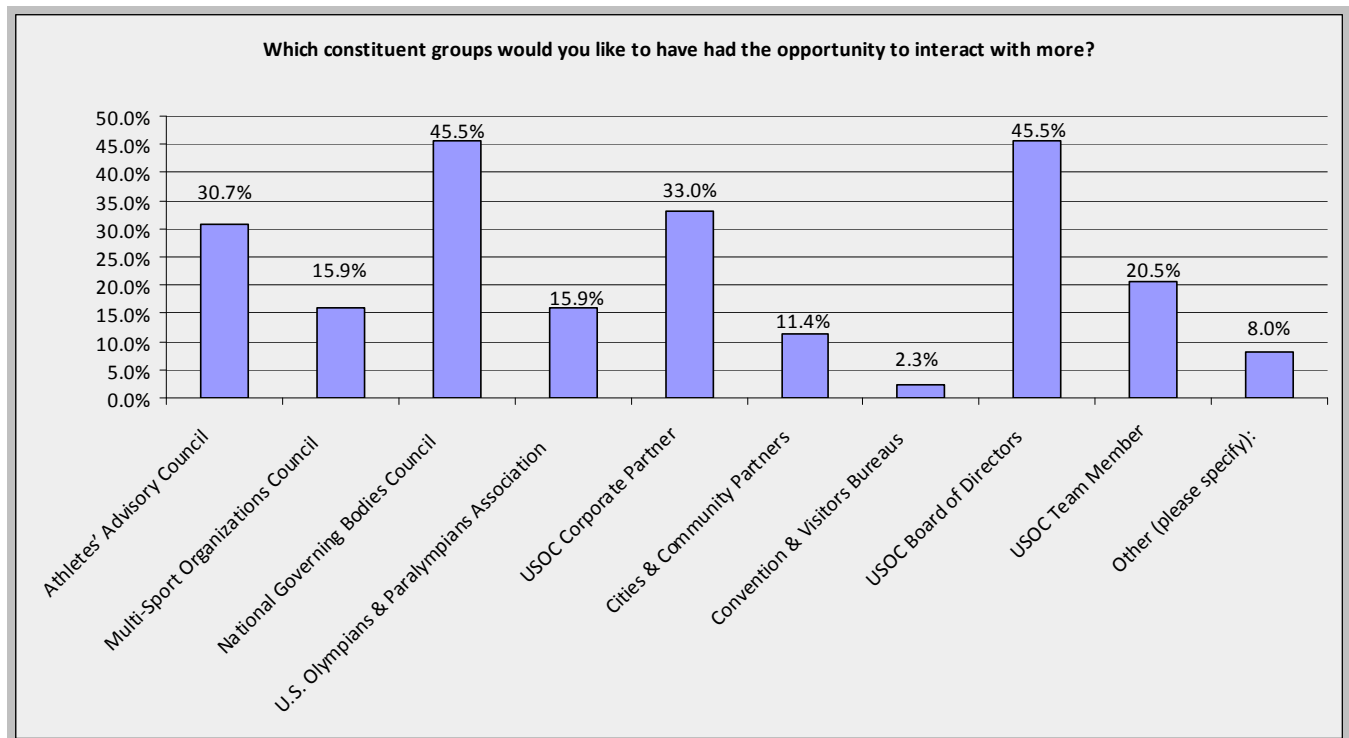
3.4 Continued: Did the 2010 U.S. Olympic Assembly schedule provide you with adequate time to network and interact with others?



3.5 Which constituent groups would you like to have had the opportunity to interact with more?

Which constituent groups would you like to have had the opportunity to interact with more?		
Answer Options	Response Percent	Response Count
Athletes' Advisory Council	30.7%	27
Multi-Sport Organizations Council	15.9%	14
National Governing Bodies Council	45.5%	40
U.S. Olympians & Paralympians Association	15.9%	14
USOC Corporate Partner	33.0%	29
Cities & Community Partners	11.4%	10
Convention & Visitors Bureaus	2.3%	2
USOC Board of Directors	45.5%	40
USOC Team Member	20.5%	18
Other (please specify):	8.0%	7
answered question		88

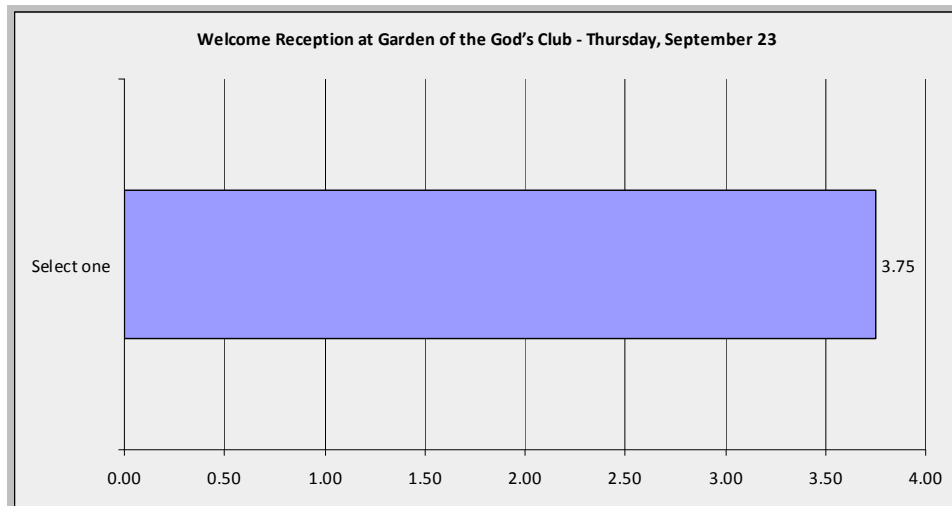
- # **Other (please specify):**
- 1 n/a
 - 2 I thought this was fine the way it was
 - 3 Would be great to have had the board circulate more
 - 4 CODP sites
 - 5 Scott
 - 6 I communicated with each sufficiently.
 - 7 such as the USOC fundraising organizations or athlete services associations



3.6a Welcome Reception at Garden of the God’s Club - Thursday, September 23:

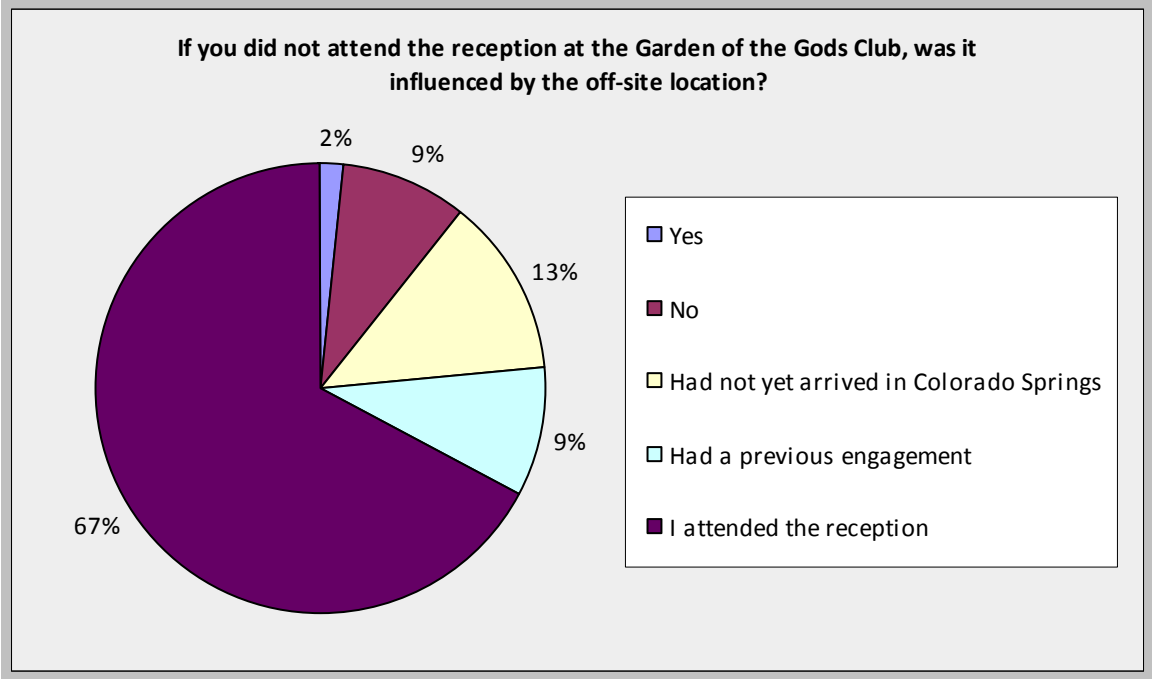
Welcome Reception at Garden of the God’s Club - Thursday, September 23:							
Answer Options	Excellent	Good	Fair	Poor	Did not attend	Rating Average	Response Count
Select one	57	14	2	0	15	3.75	73 (15 Did not attend)

- # Additional comments (23):**
- 1 n/a
 - 2 Wonderful evening, location and food
 - 3 Need more standing tables and food more finger-friendly.
 - 4 It was perfect!
 - 5 ended too early
 - 6 It was a beautiful setting. Yet it was very dark so difficult to see all those in attendance. The night was gorgeous so it provided a great setting; just wish there was more light to see everyone.
 - 7 Nice venue, great food.
 - 8 Great setting for a meeting and the weather was awesome
 - 9 Wonderful view, very pleasant networking overall
 - 10 Not enough time
 - 11 Fantastic!
 - 12 Could a reception possibly be to big and unyielding...it felt to big with to many rooms and way to many places to escape to.
setting, food, unstructured nature was perfect....glad we were able to toss the planned "welcome"
 - 13 comments.....needs to be left as just mingling; really liked that wide spectrum of "friends and family" showed up....would expect even more next year when they hear it was a welcoming atmosphere....
 - 14 There could have been formal (or at least informal) remarks from USOC leadership & lights outside on the patio.
 - 15 OFF THE CHART!!! PERFECT!!
 - 16 The best!!
 - 17 Very EXCELLENT!!!!!!!!!!!!!!
 - 18 An absolutely perfect location both as a facility and for the view. Attendees were even more inclined to positive networking and conversation because of this beautiful place.
 - 19 Very nice venue, should offer more sit down seating
 - 20 Wow
 - 21 Crowded so difficult to move throughout venue
 - 22 As a new AAC member, it seemed very loose for a first event, even though it was optional. Just a bit more structure could have really helped make that evening more beneficial (and less awkward).
 - 23 Great location!



3.6b If you did not attend the reception at the Garden of the Gods, was it influenced by the off-site location?

If you did not attend the reception at the Garden of the Gods Club, was it influenced by the off-site location?		
Answer Options	Response Percent	Response Count
Yes	1.8%	1
No	9.1%	5
Had not yet arrived in Colorado Springs	12.7%	7
Had a previous engagement	9.1%	5
I attended the reception	67.3%	37
<i>answered question</i>		55



3.7 Panel Discussion #1: “How communities develop an effective relationship with NGBs” – Friday, September 24

Description: With perspective from National Governing Bodies, U.S. Olympic Training Sites and Community Olympic Development Programs, this panel discussed opportunities for building and maintaining successful relationships in community sport development, as well as in the staging of events.

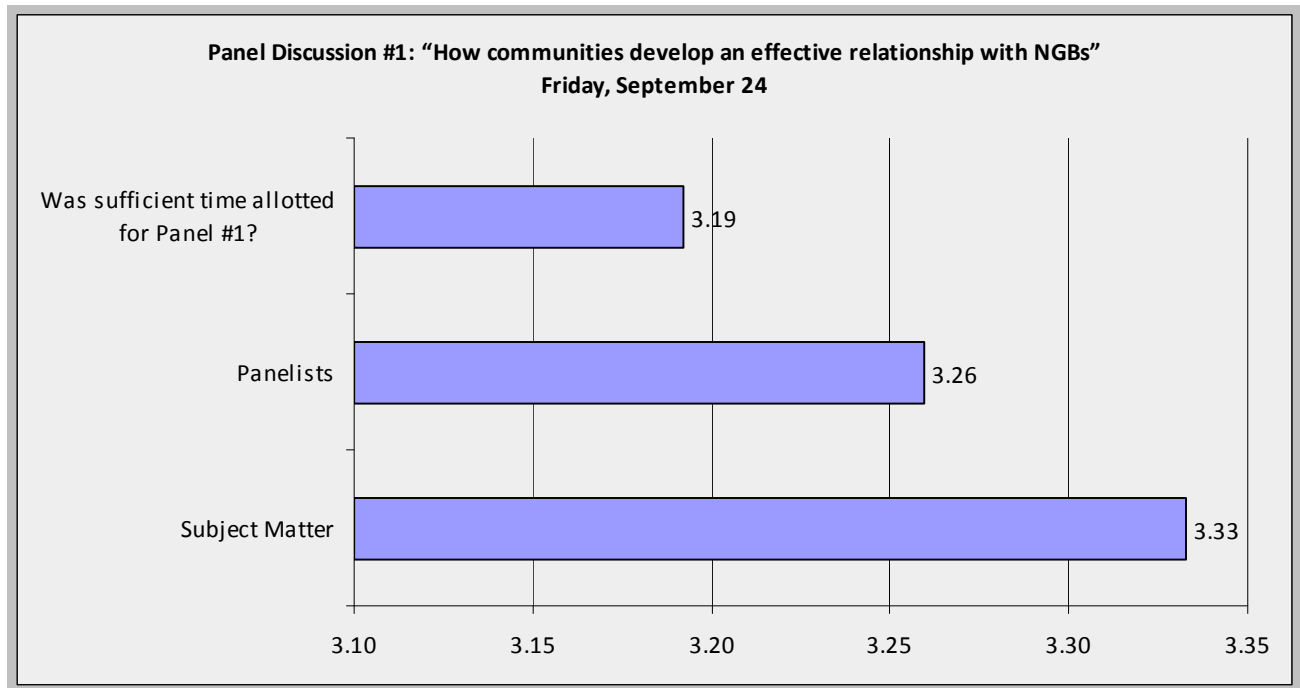
Panelists: Jodie Adams, Springfield-Greene County Parks & Recreation; Matt Farrell, USA Swimming; Kerry Klostermann, USA Volleyball; Mike Knopp, Oklahoma City Boathouse Foundation

Moderator: Bobbi Ullman, USOC Athlete Services & Programs

Panel Discussion #1: “How communities develop an effective relationship with NGBs” - Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject Matter	10	16	1	0	3.33	27
Panelists	11	12	4	0	3.26	27
Was sufficient time allotted for Panel #1?	8	15	3	0	3.19	26

Additional comments (8):

- 1 n/a
- 2 The round tables/NGBC Meeting conflicted with that discussion
- 3 All participants did well and had a unique perspective.
I appreciated Jodie Adams meeting the attendees, before the forum, by personally introducing herself to those seated one-by-one.
- 4 Did not attend panel discussions because I was in meetings for the AAC. Would like to see a schedule where AAC members can also attend the panel discussions.
- 5 I really wanted to attend this session, but NGB meetings were scheduled over the top of this program.
- 6 This is an important session. Needs to be longer.
- 7 MSOC did not have an opportunity to attend this panel discussion



3.8 Panel Discussion #2: “How to utilize athletes in your community event” – Friday, September 24

Description: An interactive audience/panel discussion on how community leaders can work with the USOC, U.S. Paralympics and U.S. Olympians Association to integrate athletes in newly created or existing local events.

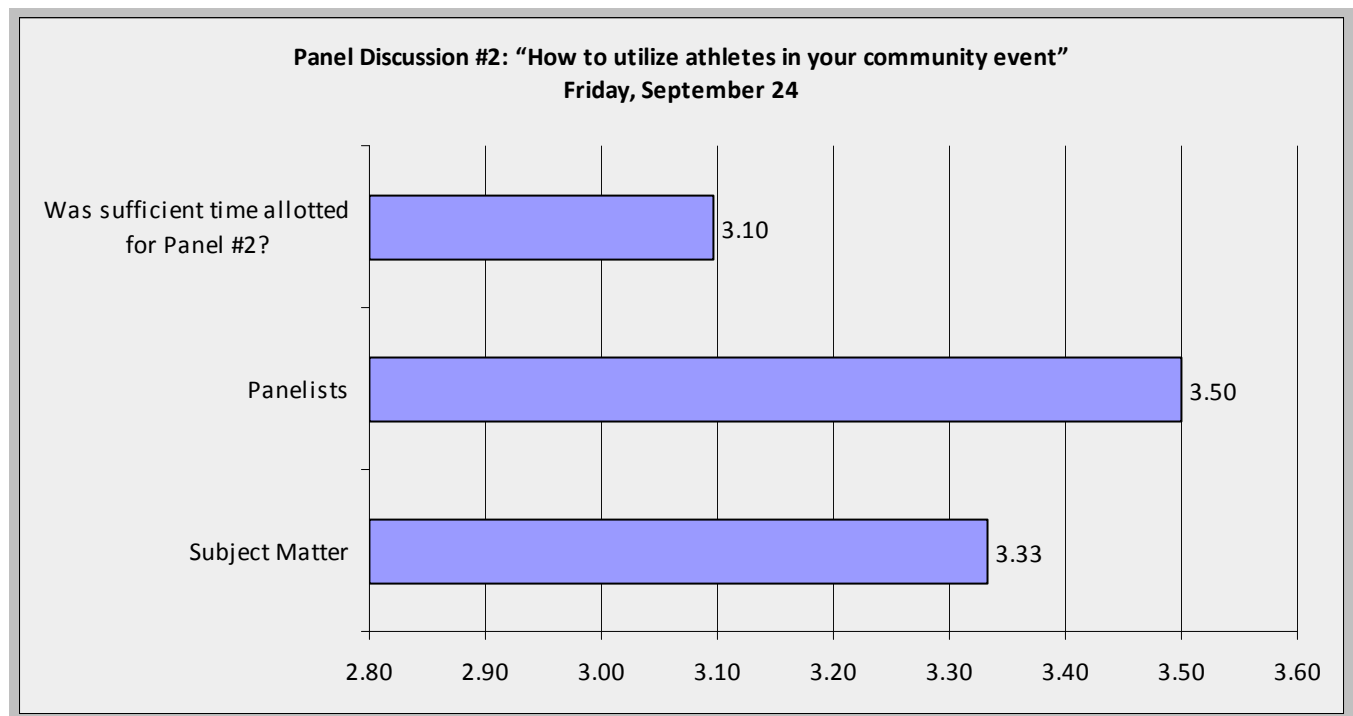
Panelists: Anne Warner Cribbs, Bay Area Sports Organizing Committee; Hill Carrow, Sports & Properties, Inc.; Carissa Gump, 2008 Olympian, Weightlifting, Athlete Liaison Adecco Group North America & Olympic Day Account Manager; John Register, US Paralympics, Community & Military Programs

Moderator: Chris Coleman, USOC Athlete Marketing

Panel Discussion #2: “How to utilize athletes in your community event” – Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject Matter	12	18	2	0	3.33	32
Panelists	17	14	1	0	3.50	32
Was sufficient time allotted for Panel #2?	7	20	4	0	3.10	31

Additional comments (4):

- 1 n/a
- 2 The round tables/NGBC Meeting conflicted with that discussion
- 3 Good subject - needed more time.
- 4 MSOC did not have an opportunity to attend this panel discussion



3.9 Panel Discussion #3: “How social media has changed event promotion” – Friday, September 24:

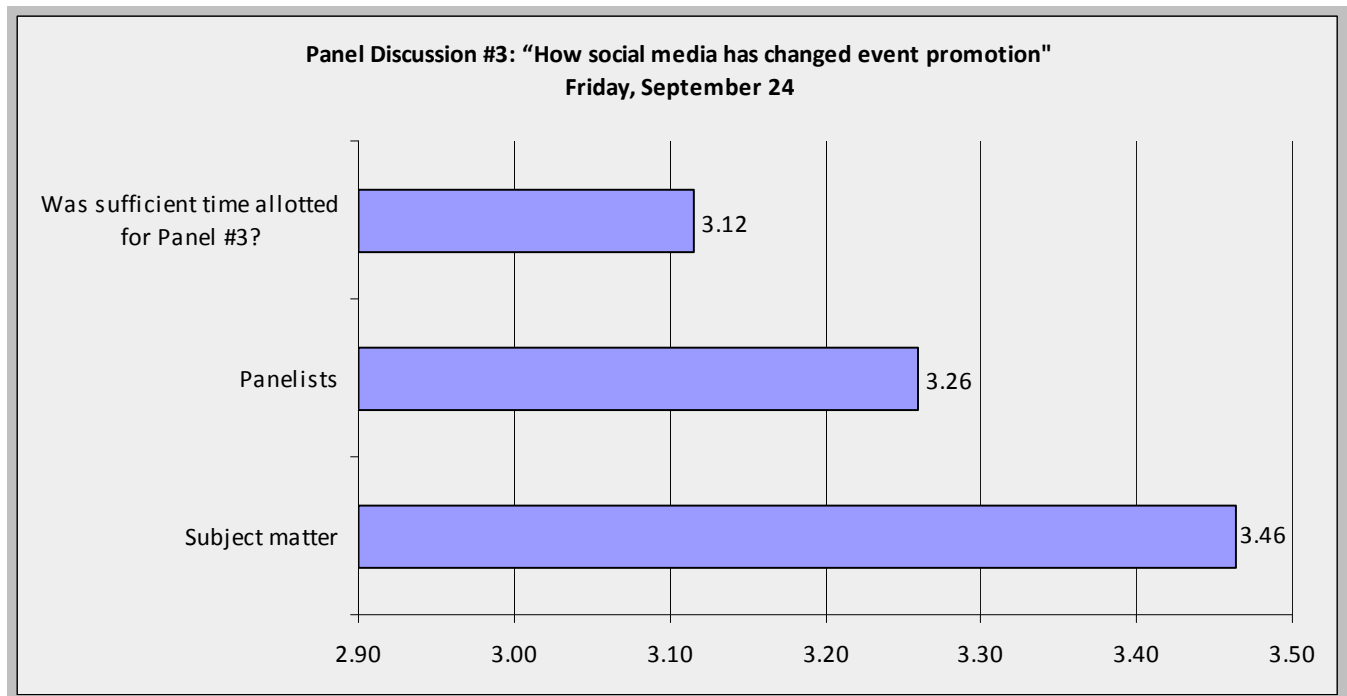
Description: Facebook, Twitter, YouTube, Flickr, blogs – promoting and hosting has evolved in the digital media space. This panel discussed driving traffic, creating awareness, reaching new audiences, growing followers and the benefits of active involvement on various social media platforms.

Panelists: Jamie Blanchard, USA Softball; Erin Kanaley, Facebook; Brooke McMillan, Lance Armstrong/LIVESTRONG Foundation

Moderator: Lauren Pasquale, USOC Digital Media Director

Panel Discussion #3: “How social media has changed event promotion” – Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	16	9	3	0	3.46	28
Panelists	10	14	3	0	3.26	27
Was sufficient time allotted for Panel #3?	7	15	4	0	3.12	26

- # Additional comments (8):**
- 1 n/a
 - 2 The round tables/NGBC Meeting conflicted with that discussion
 - 3 This topic is SO overdone everywhere This was not the best forum
 - 4 Was in meetings for all of these meetings...
 - 5 Lauren was outstanding. A very skilled moderator.
 - 6 Could not attend due to the other sessions for NGBs
 - 7 Wanted to attend, but couldn't find the time/location until after
 - 8 Need to include more advance examples of usage.



3.10 Forum Discussion #1: “U.S. Olympic Family Communication” – Friday, September 24

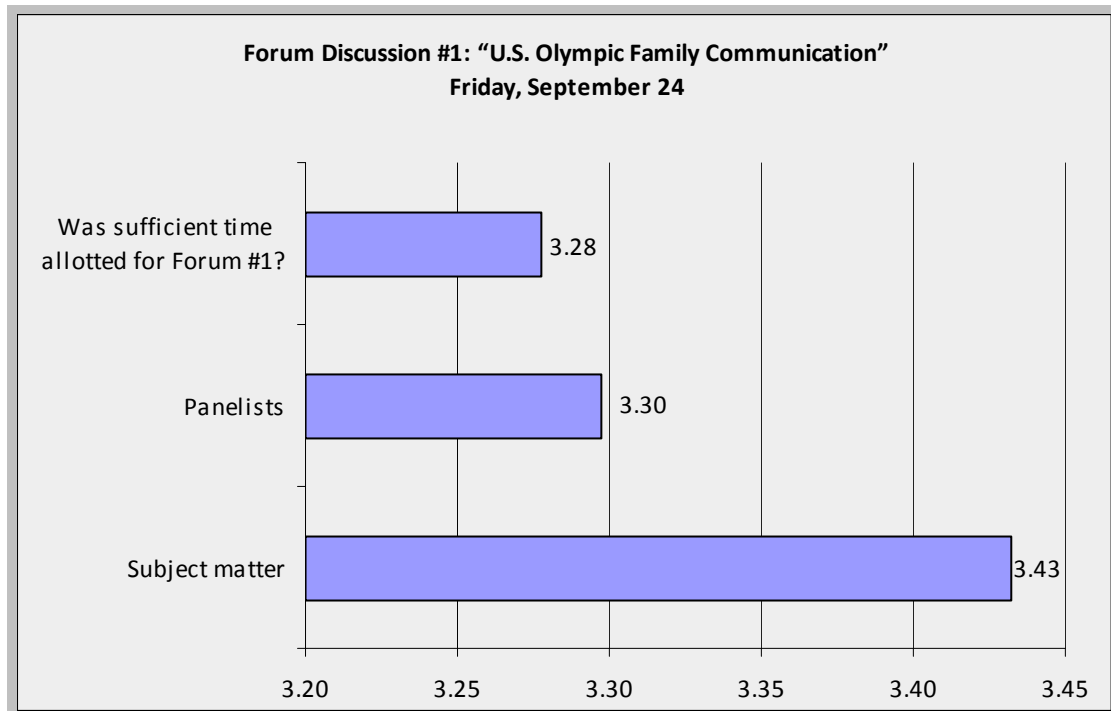
Description: Promoting and enhancing communication among the U.S. Olympic Family, including the sharing of content, maintaining websites, improving collaboration and discussing ideas to be consistent and current.

Panelists: Caryn Davies, US Olympians Association; Kate Johnson, Athletes’ Advisory Council Lauren Pasquale, USOC Digital Media Director; Steve Penny, National Governing Bodies Council; Cindy Stinger, Manager, U.S. Olympians & Paralympians Association

Moderator: Carol Brown, Chair of Assembly Committee

Forum Discussion #1: “U.S. Olympic Family Communication” – Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	18	17	2	0	3.43	37
Panelists	17	15	4	1	3.30	37
Was sufficient time allotted for Forum #1?	14	19	2	1	3.28	36

- # **Additional comments (8):**
- 1 n/a
 - 2 As a panelist I was a little unclear of what was expected of me.
 - 3 The round tables/NGBC Meeting conflicted with that discussion
 - 4 Too broad a topic. Interesting but hard to make relevant
 - 5 had not planned for note taker....corralled an intern and she did a great job but need to factor that into the planning in the future
 - 6 This panel needed more focused discussion and less undirected rambling.
 - 7 Conflict with other meetings.
 - 8 Good information.



3.11 Forum Discussion #2: “Paralympic Opportunities: Performance, Collaboration & Funding - Friday, September 24

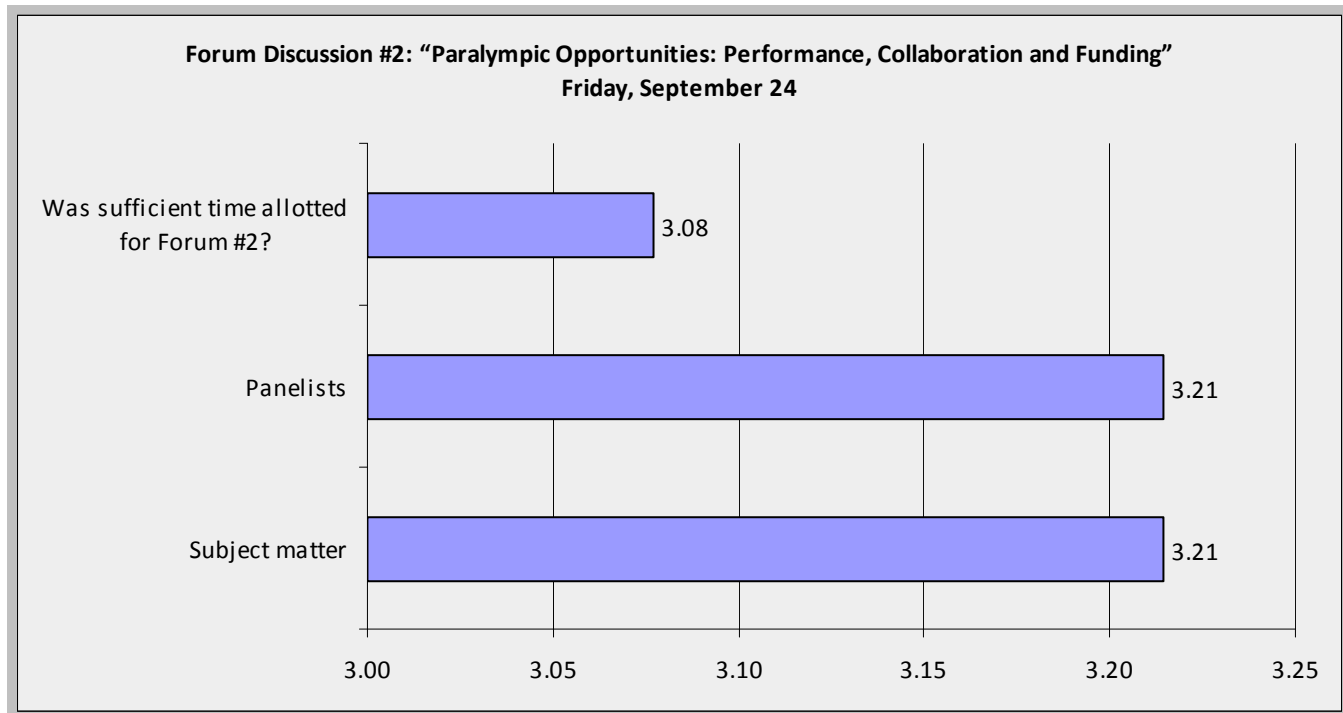
Description: Interactive overview of opportunities to develop, collaborate and fund Paralympic programs.

Panelists: Julie O’Neill, USOC Team Leader, Paralympic Sport Performance Roger Neppi, USOC Director, Paralympic Military Program Mike Mushett, USOC Director, Paralympic Community Programs

Moderator: Charlie Huebner, USOC Chief of Paralympics

Forum Discussion #2: “Paralympic Opportunities: Performance, Collaboration and Funding” – Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	5	7	2	0	3.21	14
Panelists	6	5	3	0	3.21	14
Was sufficient time allotted for Forum #2?	4	6	3	0	3.08	13

- # Additional comments (4):
- 1 n/a
 - 2 The round tables/NGBC Meeting conflicted with that discussion
 - 3 Good information.
This is an important topic that was overlooked by almost all except those that are already involved in the Paralympic movement. I think it's important to put this topic at a time that doesn't conflict with other meetings so that more people are encouraged to attend.
 - 4

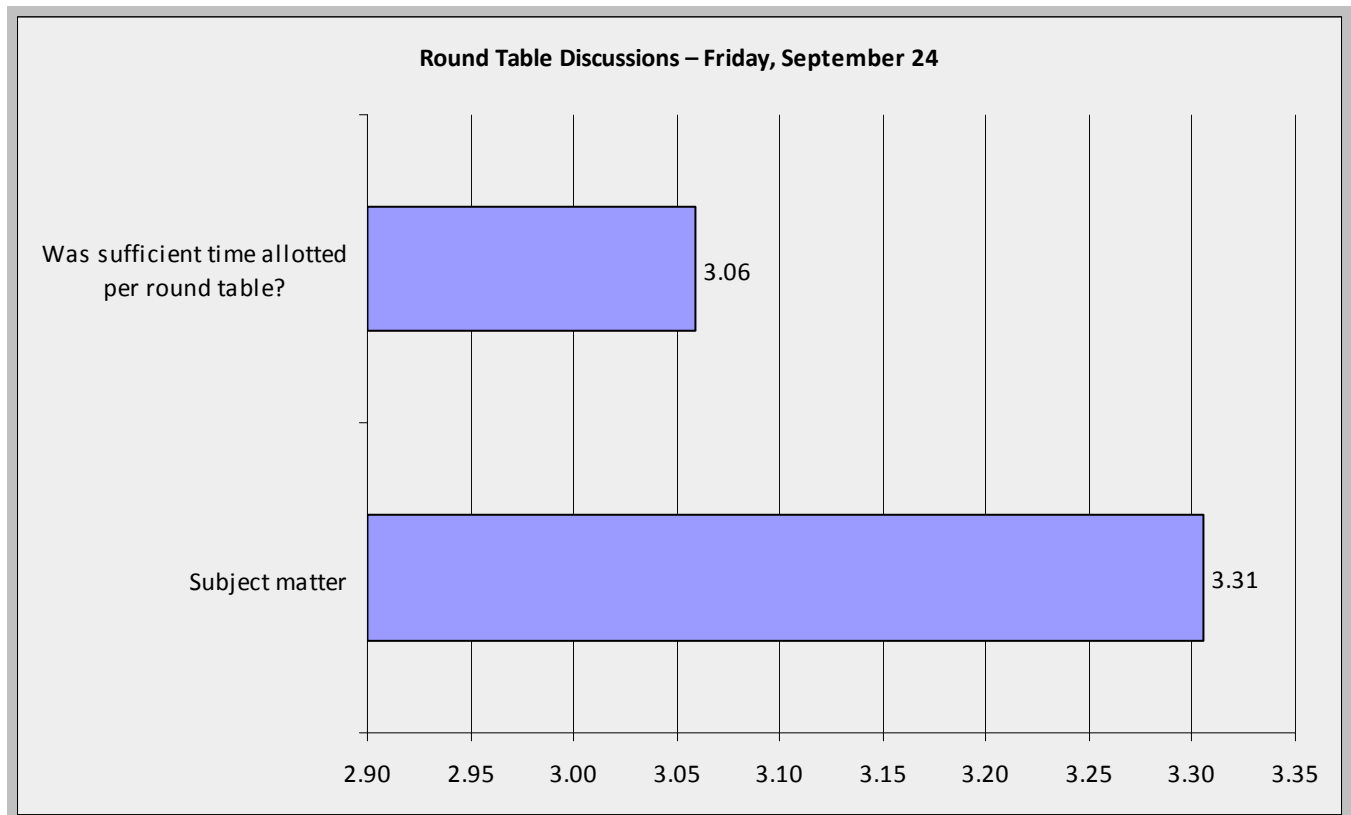


3.12 Round Table Discussions – September 24:

Round Tables included: London & Guadalajara Planning, Olympic Fan Segmentation, Community Partner Opportunities, Support a Sport, Olympic Giving Circles, 2011 Olympic Day, Marketing Topics, USOC Coaching Education/2011 National Coaching Conference, U.S. Entry & Visa Support, President’s Council on Fitness, Sport & Nutrition, International Relations, World Fit, and Art of the Olympians

Round Table Discussions – Friday, September 24						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	16	16	3	1	3.31	36
Was sufficient time allotted per round table?	12	15	4	3	3.06	34

- # What changes would you recommend? Comments (9):
- 1 n/a
 - 2 Don't have the round tables/NGBC meeting conflict with the other sessions
 - 3 More information in advance on the speakers/topics so could plan accordingly.
 - 4 I did not attend for long as this was the only time to network with others...
 - 5 Order of the session would have been good.
 - 6 Better signage on the tables, pamphlets to hand out
 - 7 information re: roundtables and forum sessions and timing and rotation schedule etc....no one knew how to tell how many they could attend nor that it was possible to go from roundtables to forum or vice versa
 - 8 Could not attend because had scheduled meetings with USOC & NGB members.
 - 9 Should have a fixed time rotation and rotate in groups; it was difficult to go to round tables as presenters were already in the middle of one-on-one conversations with others.
 - 9 This was one of the most useful parts of the entire Assembly - more time would have been great here.

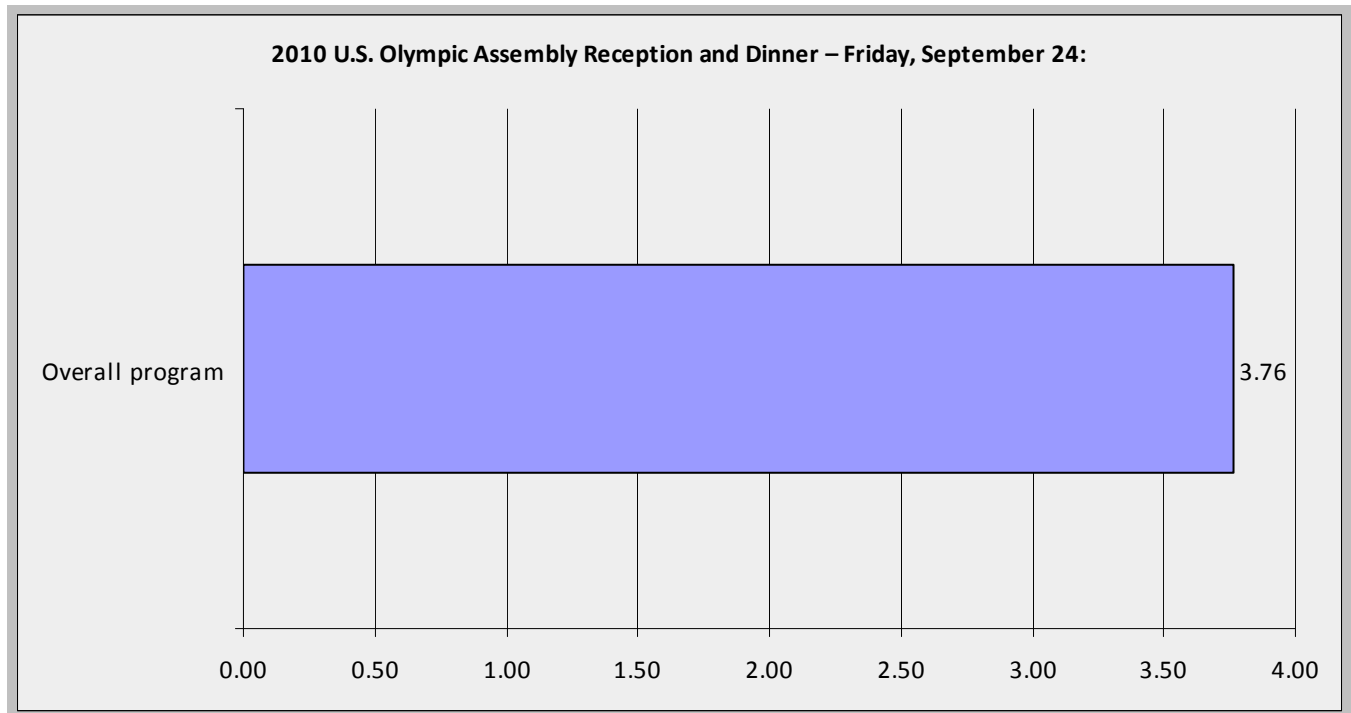


3.13a 2010 U.S. Olympic Assembly Reception and Dinner – Friday, September 24:

Overall Program Rating

2010 U.S. Olympic Assembly Reception and Dinner – Friday, September 24:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Overall program	63	15	2	0	3.76	80

- # Additional comments (14):**
- 1 n/a
 - 2 The reception and dinner was "First Class"!
 - 3 The food was excellent...
 - 4 Ebersol was great - Great coming together of the Olympic family
 - 5 Enjoyed Dick Ebersol, but thought he seemed rushed and would have loved to have heard more.
 - 6 Food was fantastic. Nice touch with the Olympic pin
 - 7 Inspirational
 - 8 Dick Ebersol was a great choice and delivered well
 - 9 Very nice. Appreciated the table placements; and the Pin.
 - 10 Beautifully done and I was proud to be a part.
 - 11 The first true celebration of the Olympic family I've attended... and this was my fifth O. Assembly.
 - 12 Top notch.....another perfect main event!!!
 - 13 More time for Keynote speaker. Try to get Tony Dungy next year, very encouraging and positive
 - 14 It was a great dinner, and gratefully, did not take too long either, which was excellent since everyone was very tired already
 - 15 Dinner was very good. Reception was very crowded for the small space.

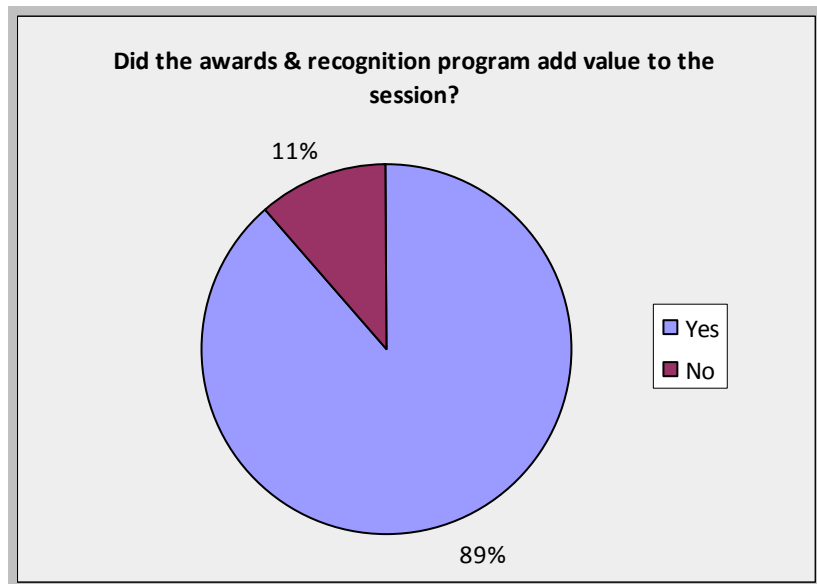


3.13b Awards and recognition program at the 2010 U.S. Olympic Assembly Reception & Dinner – Friday, September 24:

Did the awards and recognition program add value to the session?

Did the awards and recognition program add value to the session?		
Answer Options	Response Percent	Response Count
Yes	88.6%	78
No	11.4%	2

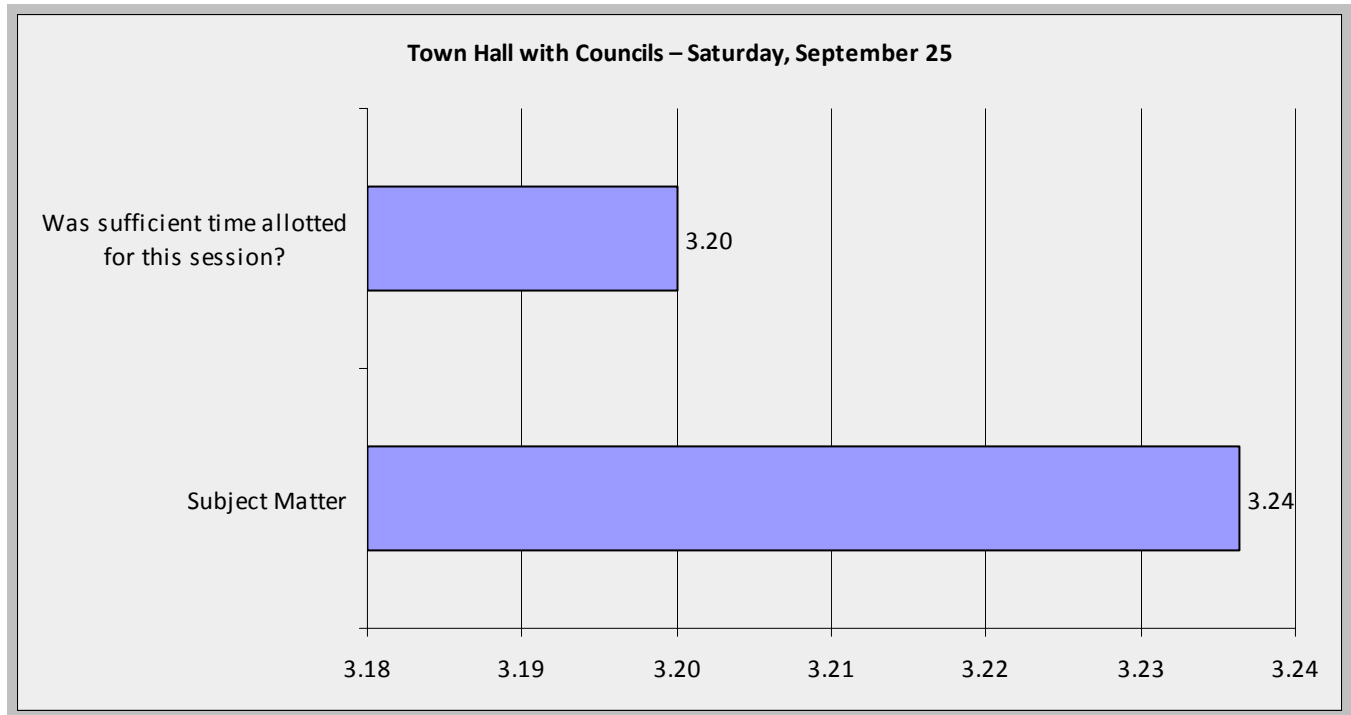
- # Please explain. Comments (8):**
- 1 n/a
 - 2 some of these were long overdue and therefore, very well received.
 - 3 Yes, I epically appreciate the entire scope of athleticism (fair play) being recognized.
 - 4 We should make much more of this time and topic. We give a number of awards during the year. Why not make it a real celebration
 - 5 Enjoyed hearing Dick Ebersol speak.
Dick Ebersol was amazing. Loved the entire program and recognition of so many Olympic
 - 6 Family members. In Memoriam was well done and heartfelt. Jack Kelly Fair Play Award presentation was outstanding.
 - 7 the reason for sportsmanship, the example and honoring those who apply it.... PERFECT message
 - 8 Celebrating the achievements and even more importantly the dedication to Olympic ideals by deserving recipients should be honored in just such a setting. It is tremendously important for the USOC and its partners to be aware and share in these great success stories.



3.14 Town Hall with Councils – Saturday, September 25:

Town Hall with Councils – Saturday, September 25:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject Matter	22	24	9	0	3.24	55
Was sufficient time allotted for this session?	20	27	7	1	3.20	55

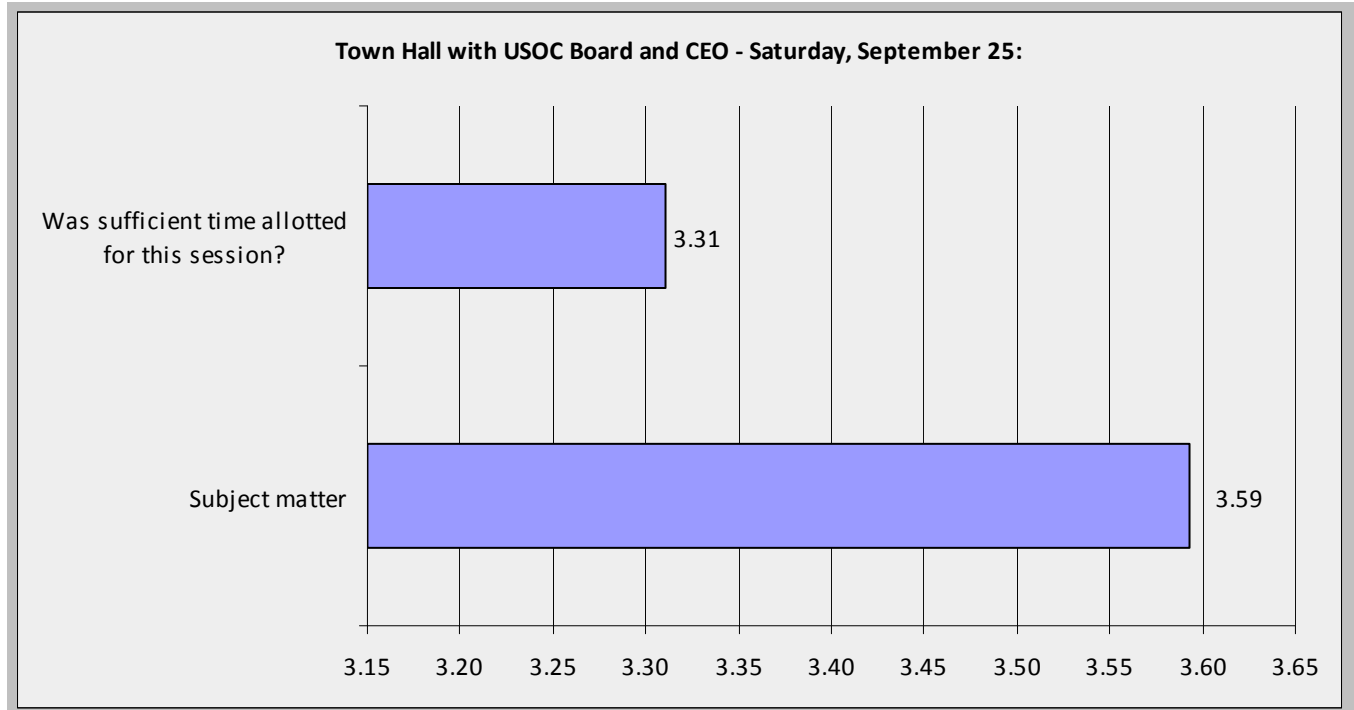
- # Additional comments (9):
- 1 n/a
 - 2 Great start - will look forward to more interaction and sharing of ideas with panelists and audience in the future.
 - 3 Informative
 - 4 This was by far the best and most important part of the "one team" theme, & something that's not been done before.
 - 5 Wonderful to hear from all these constituent groups in an open forum.
 - 6 will need to work closely with Councils next year to balance basic information about the councils but bring new material and sharing of successes and challenges into the presentations
 - 7 The AAC should not have had 3 people present and should have put better speakers forward. I found Matt VanHouten hard to hear and not particularly impressive as a speaker. Nina Kempel alone would have been fine. We should help the councils think about the audience when assigning presenters. The Chair isn't always the best choice just because he's chair.
 - 8 Some of the presentations were hard to hear/understand and not as focused as I would've liked... as if many councils are too caught up in their details to see the big picture.
 - 9 Odd assortment of questions, I was part of panel, had no clear idea of what it would be like until the actual session.
- Overall a good session though.



3.15 Town Hall with USOC Board and CEO - Saturday, September 25:

Town Hall with USOC Board and CEO - Saturday, September 25:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	37	20	2	0	3.59	59
Was sufficient time allotted for this session?	24	29	4	1	3.31	58

- # Additional comments (11):
- 1 n/a
 - 2 MSOC still did not get dedicated time with independent directors...
 - 3 Very informative and allowed us to get insight into the leadership's value and style
 - 4 Great start...
 - 5 Loved having an opportunity to hear from the USOC Board members.
felt we could have continued and fully utilized the time allocated in the program....some confusion and discussion
 - 6 was cut off early; will need to work to determine how to keep Board introductions fresh and not same old same old in future years....
 - 7 Topics may have helped drive the subject and discussion a bit better
 - 8 Great to see the BOD in person for the first time! And I appreciate the sense of candor and "one team" that is being fostered from the top down.
 - 9 Great opportunity for the Olympic Family to interact with the Board and CEO. But I felt it was not sufficiently attended or utilized.
 - 10 Tired of people using this kind of stage for special interest commentary and questions.
 - 11 Would have liked more time for questions and answer period.



3.16a U.S. Olympic Assembly Lunch – “Digital Media Landscape/Impact on Olympic Movement” – Saturday, September 25

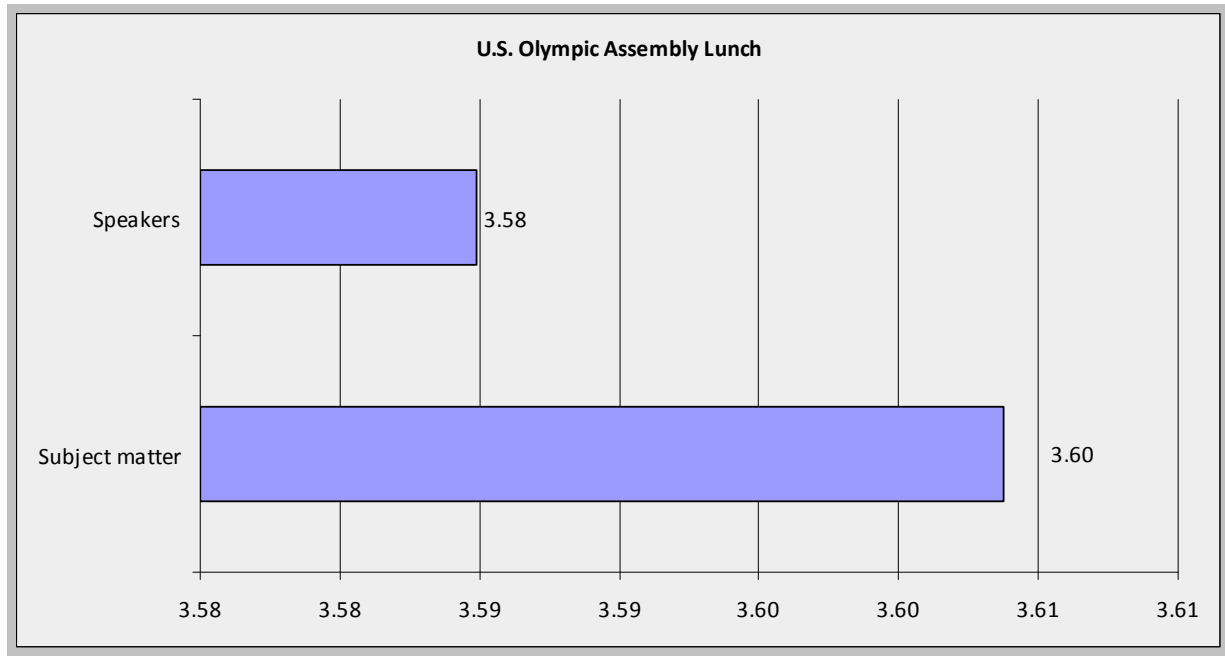
Guest Speakers:

Robbie Bach, President of Microsoft Entertainment & Devices Division
Peter Scott, Vice President, Emerging Media, Turner Sports

Moderator: Alan Abrahamson, Columnist, 3 Wire Sports

U.S. Olympic Assembly Lunch – “Digital Media Landscape/Impact on Olympic Movement” - Saturday, September 25						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Subject matter	34	17	2	0	3.60	53
Speakers	33	18	2	0	3.58	53

- # Additional comments (15):**
- 1 n/a
 - 2 On point, great information
 - 3 This was an excellent discussion. Alan Abrahamson did a great job moderating and I loved the high profile speakers. I wish this one went longer and that more NGB CEO's would have been in attendance.
 - 4 This honed in on my profession (journalism), so it was right "up my alley"
 - 5 Very good!
 - 6 I really enjoyed this panel discussion.
 - 7 This was very good.
 - 8 Subject warrants more time to allow for more specific information tailored towards the USOC family and for Q & A.....
 - 9 Thought the program was to short. These are key leaders in media industry and have a lot of information to offer all constituents in attendance.
 - 10 A fascinating view into the future, and also a peek into the way different generations react to media.
 - 11 Need to blow this up bigger next year....more time neededthis is a quality event....PERFECT.....
 - 12 Wish I could have attended.
 - 13 Interesting topic
 - 14 Interesting topic; fell a little flat. Facebook, social networking is 24 months ago. Watching live video on my iPhone, 14 months ago. What is going to be the next cool new thing I should be engaging? That is the key to these kinds of talks.
 - 15 Good luncheon presentation



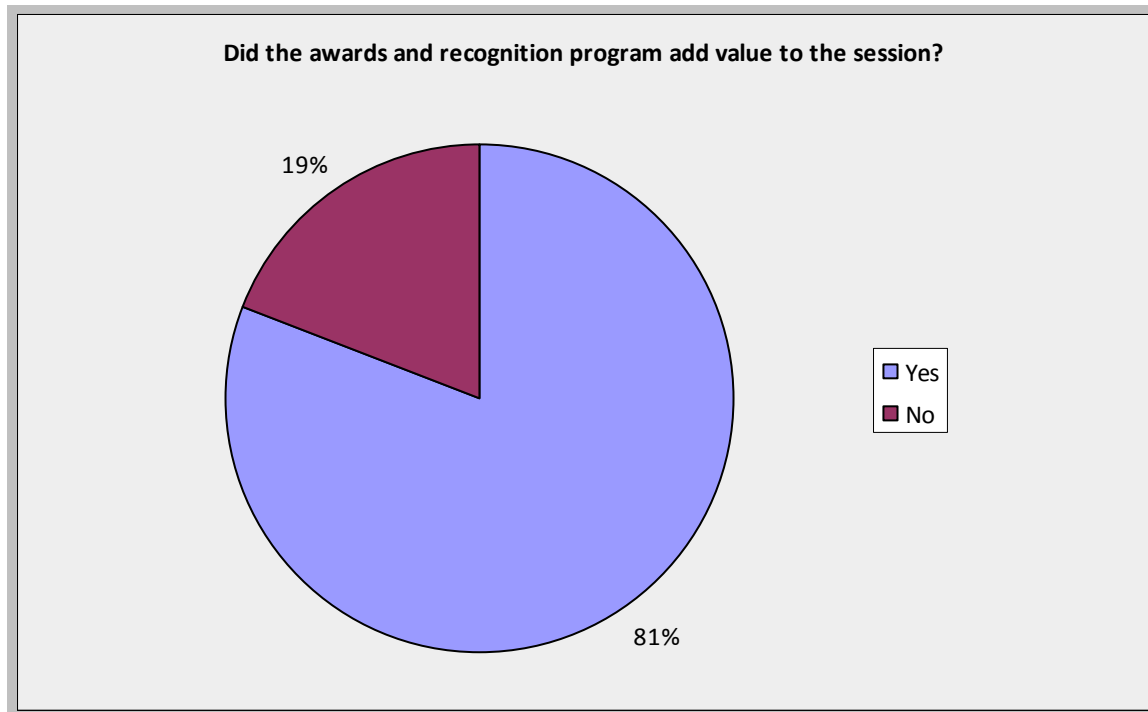
3.16b U.S. Olympic Assembly Lunch – “Digital Media Landscape/Impact on Olympic Movement” – Saturday, September 25:

Did the awards and recognition program add value to the session?

U.S. Olympic Assembly Lunch – Did the awards and recognition program add value to the session?		
Answer Options	Response Percent	Response Count
Yes	80.9%	38
No	19.1%	9

Additional comments (8):

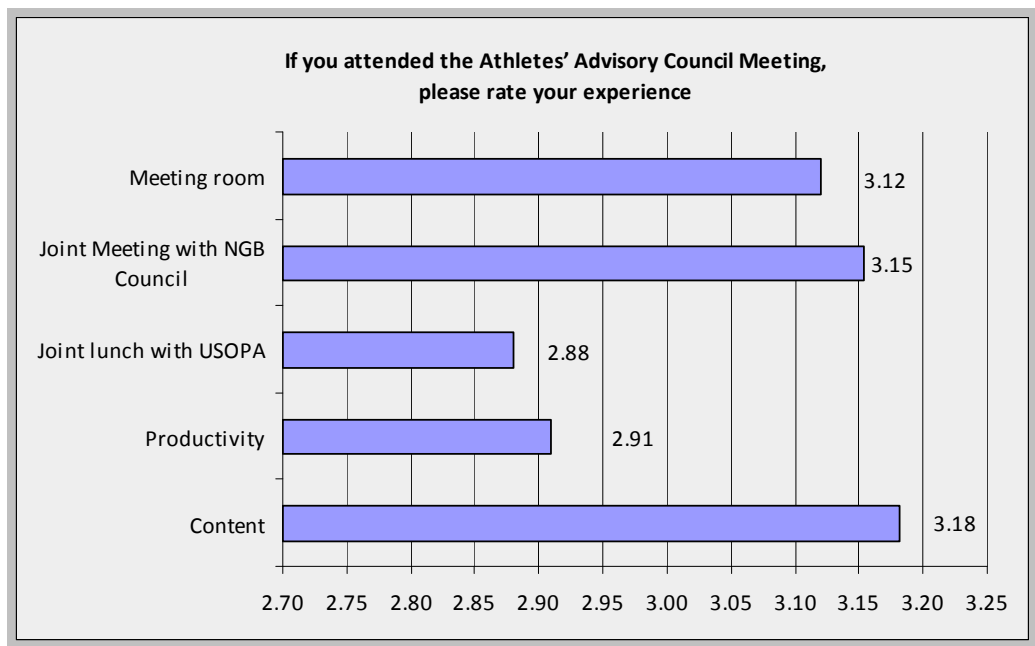
- 1 Awards seemed to get washed out
- 2 The awards were appropriate and deserved; the video presentations were descriptive and moving. I particularly recall the award given to the Make a Splash campaign.
- 3 I don't recall any awards or recognition.
- 4 Loved the awards and the swimming video for Make a Splash was awesome!
- 5 I would have preferred more interaction with the guest speakers than the awards ceremony.
- 6 Again...knowing the programs that are working like Splash and others add value, meaning...and get folks to focus on the things that make a difference.
- 7 I do not remember the awards program?
- 8 I am biased in not truly enjoying awards in general.



3.17a If you attended the Athletes' Advisory Council Meeting, please rate your experience:

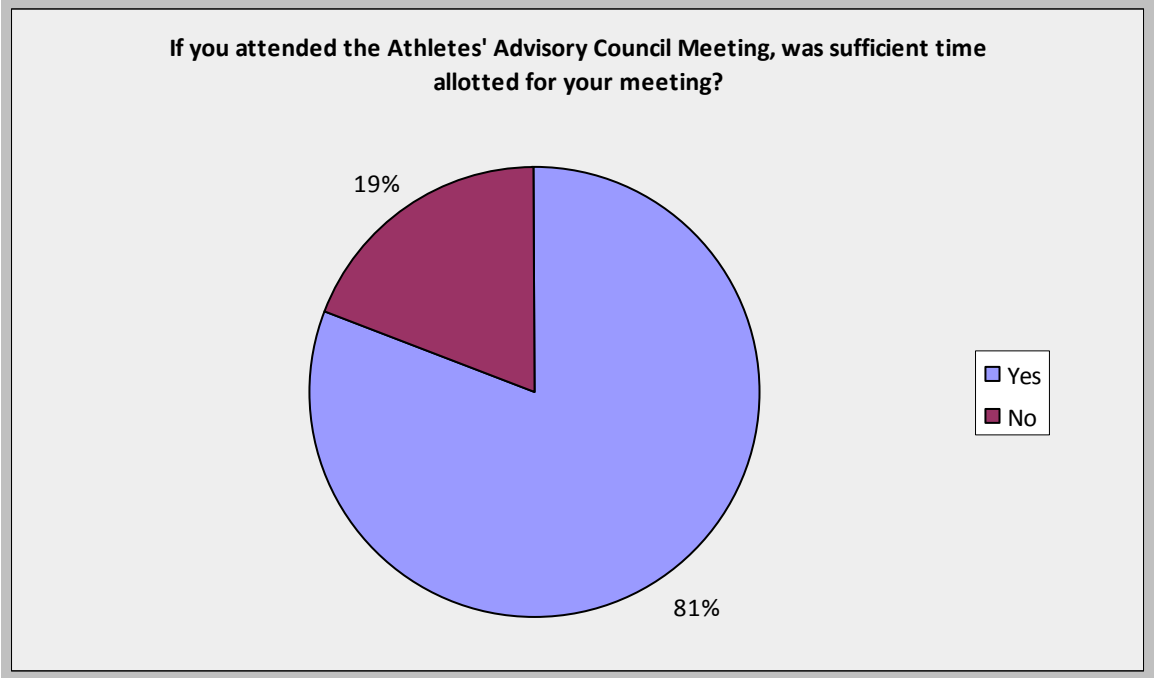
If you attended the Athletes' Advisory Council Meeting, please rate your experience:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Content	6	14	2	0	3.18	22
Productivity	4	12	6	0	2.91	32
Joint lunch with USOPA	7	10	6	2	2.88	25
Joint Meeting with NGB Council	9	12	5	0	3.15	26
Meeting room	4	20	1	0	3.12	25

- # Additional comments (8):**
- 1 n/a
 - 2 We needed a "mixer" to get the two group talking to each other.
 - 3 The lunch with the US Olympians was a bit of a bummer as the groups didn't intermingle much as we arrived from previous meetings at different times...so the AAC was already seated and eating by the time the others arrived.
 - 4 A more formal meeting with U.S. Olympians would be better. The lunch room setting was not conducive to communication on a large scale.
joint session not very well orchestrated....athletes given no direction and came in and all sat in very back of the room as though observing....took time to redistribute them in the room; the agenda topic could have been presented more succinctly and with better positioning....AAC Chair and NGB Council had never even met each other and had not discussed how they were going to handle the meeting at all!
 - 5 The joint lunch with the US Olympians and Paralympians Association did not allow for any discussion or meeting. We were to spread out amongst the restaurant to have anything productive come out of the meeting. Next time I would suggest having a meeting room, with lunch provided in the room. That way we can all better communicate with one another.
 - 6 The meeting with the NGB was good glad that it was initiated and we would like to have more meetings with them on a regular basis. For the first meeting I think it was a productive discussion between athletes and NGB members exchanging ideas and thoughts. Again, I believe more time is necessary for something productive to come out of these meetings.
 - 7 Joint lunch should have had assigned seating to ensure better cross pollination
 - 8 Good to have them at NGBC



3.17b If you attended the Athletes' Advisory Council Meeting, was sufficient time allotted for your meeting?

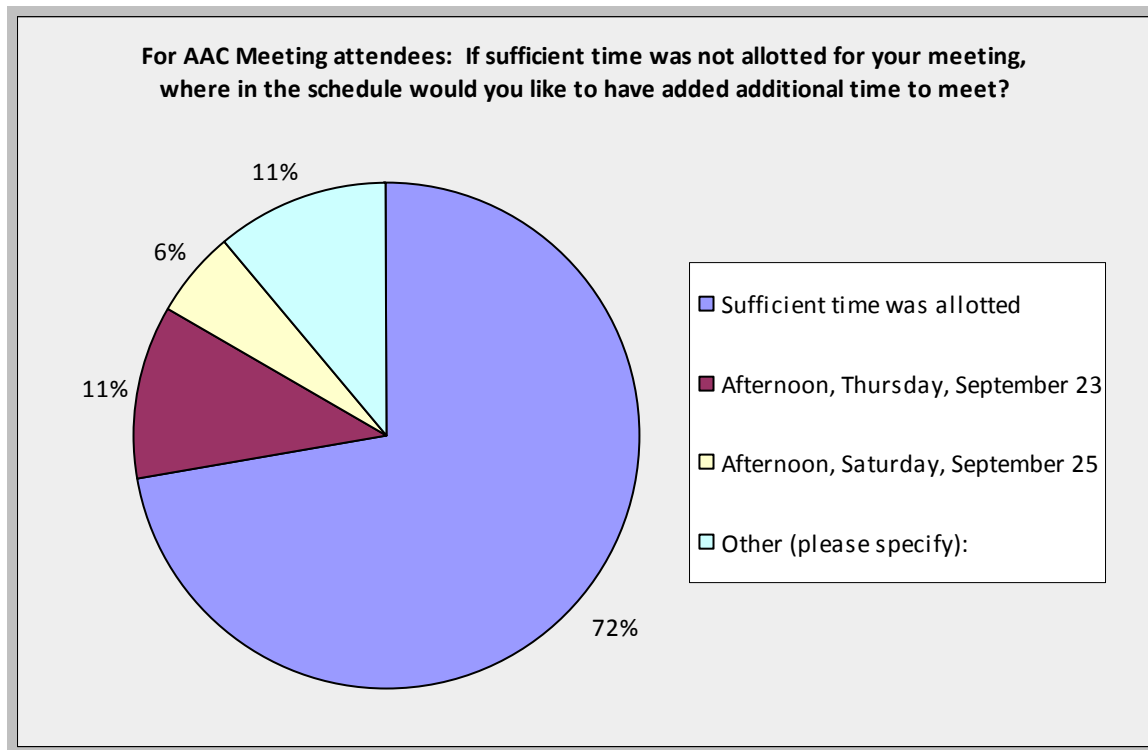
If you attended the Athletes' Advisory Council Meeting, was sufficient time allotted for your meeting?		
Answer Options	Response Percent	Response Count
Yes	81.0%	17
No	19.0%	4
<i>answered question</i>		21



3.17c For AAC Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?

For AAC Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?		
Answer Options	Response Percent	Response Count
Sufficient time was allotted	72.2%	13
Afternoon, Thursday, September 23	11.1%	2
Afternoon, Saturday, September 25	5.6%	1
Other (please specify):	11.1%	2
<i>answered question</i>		18

- # Other (please specify):**
- 1 Difficult to say, a lot of was compacted into a few short days. Assembly agenda was well planned. Although I'd like to have more time in our AAC meeting, I am not really sure where we could have made that time other than adding another day.
 - 2 wherever best suits the schedule

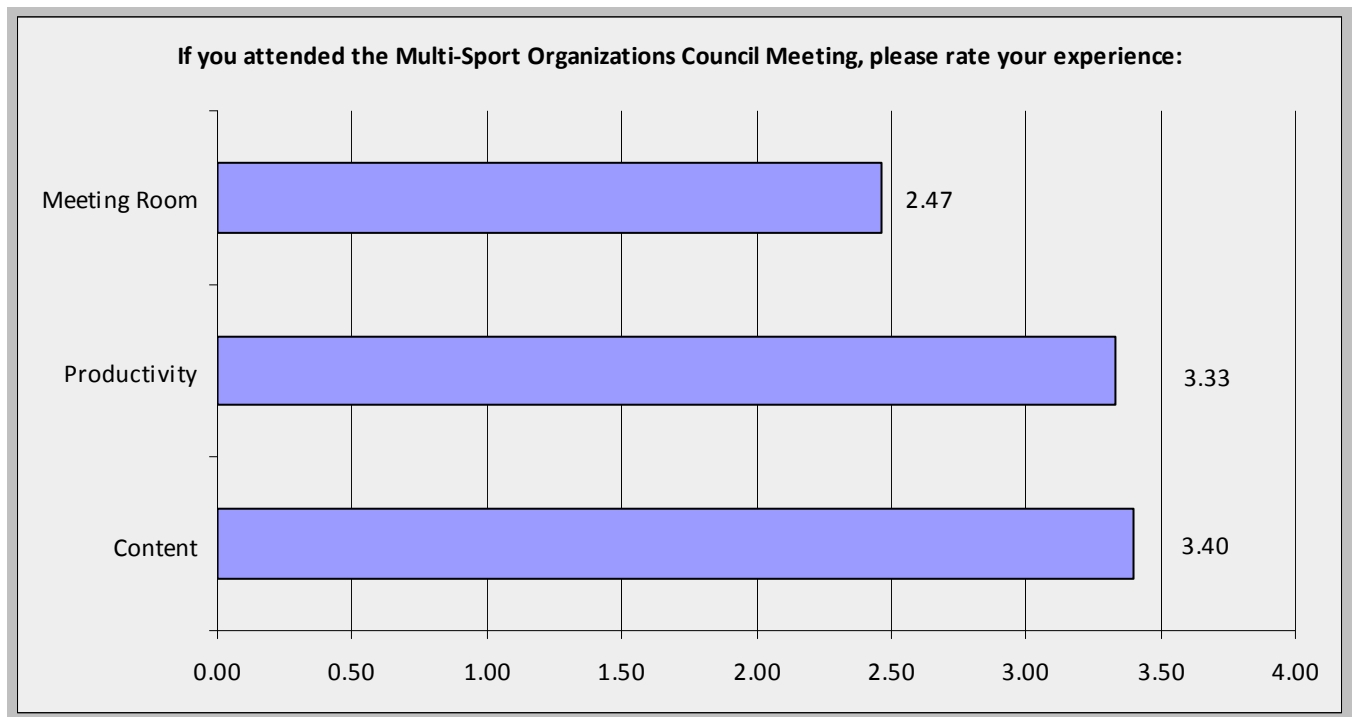


3.18a If you attended the Multi-Sport Organizations Council Meeting, please rate your experience:

If you attended the Multi-Sport Organizations Council Meeting, please rate your experience:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Content	8	6	0	1	3.40	15
Productivity	7	7	0	1	3.33	15
Meeting Room	2	7	2	4	2.47	15

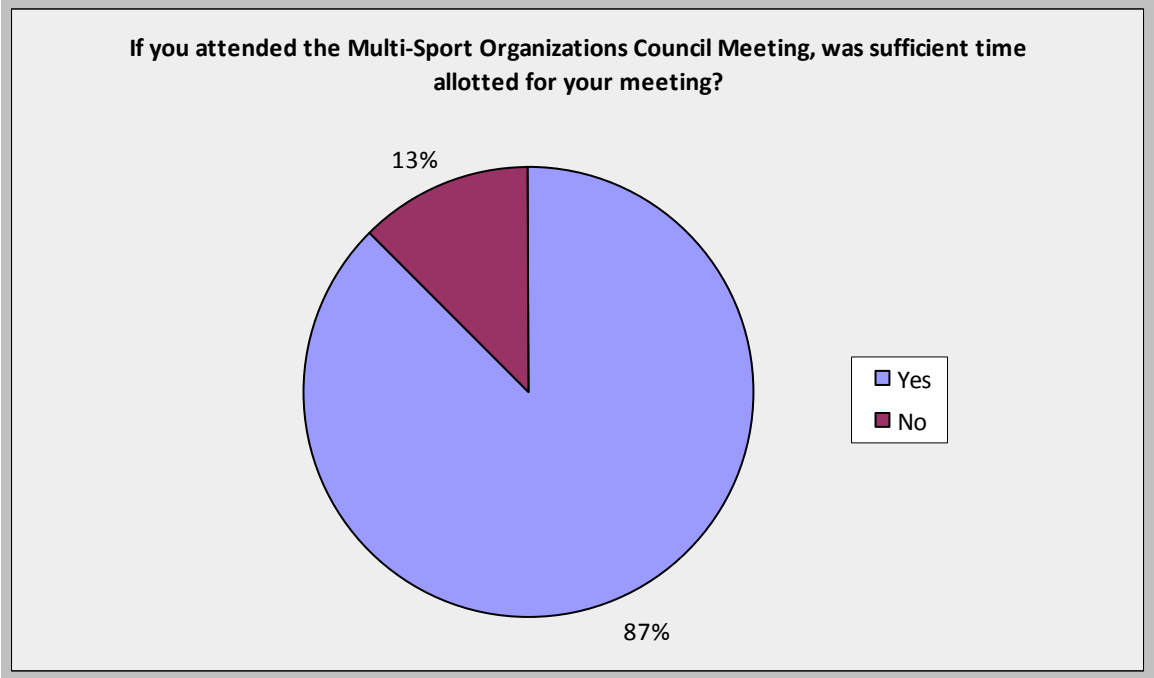
Additional comments (4):

- 1 n/a
- 2 Jeanne Picariello did a great job keeping us on track and keeping the MSOC members informed.
- 3 Mostly informative with little or no action
- 4 Thursday meeting room was not appropriate for the group. Friday meeting room was fine



3.18b If you attended the Multi-Sport Organizations Council Meeting, was sufficient time allotted for your meeting?

If you attended the Multi-Sport Organizations Council Meeting, was sufficient time allotted for your meeting?		
Answer Options	Response Percent	Response Count
Yes	87.5%	14
No	12.5%	2
<i>answered question</i>		16

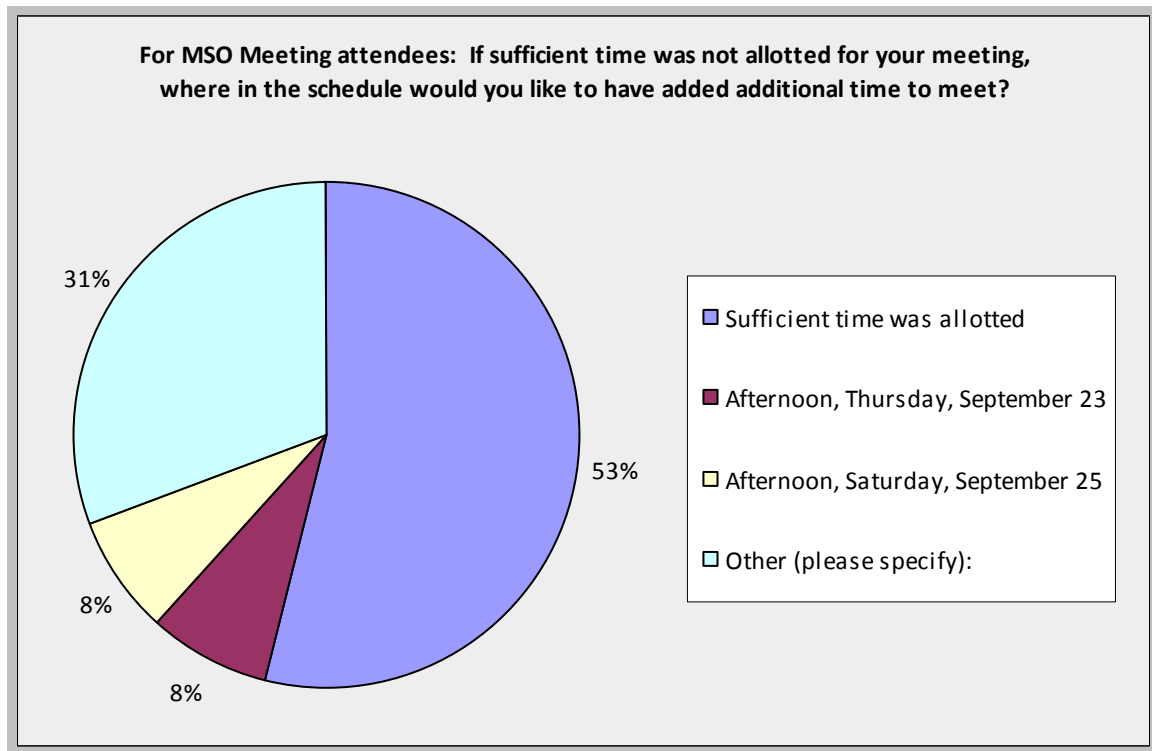


3.18c For MSO Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?

For MSO Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?		
Answer Options	Response Percent	Response Count
Sufficient time was allotted	53.8%	7
Afternoon, Thursday, September 23	7.7%	1
Afternoon, Saturday, September 25	7.7%	1
Other (please specify):	30.8%	4
<i>answered question</i>		13

Other (please specify):

- 1 n/a
- 2 It conflicted with my US Olympians and Paralympians meeting.
- 3 Not sure.
- 4 I would have liked the opportunity to attend some of the panel discussions, but they were placed opposite the MSOC meeting.

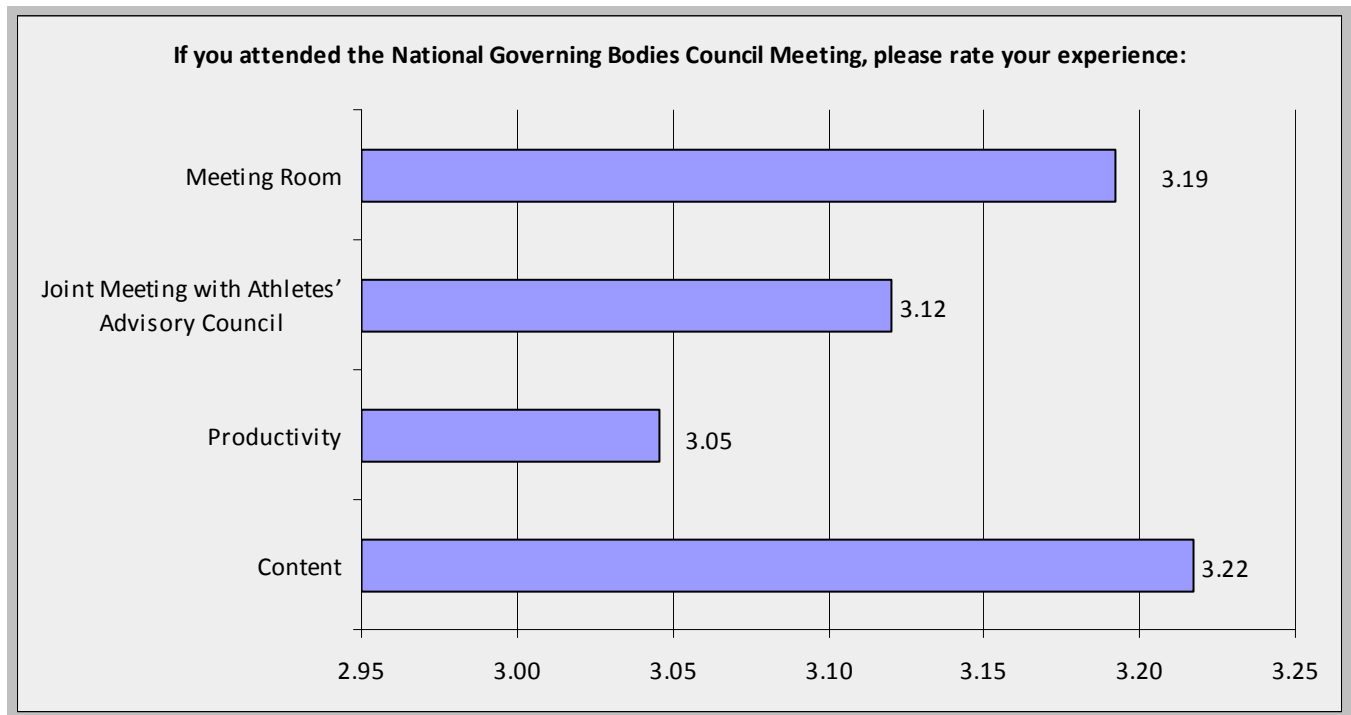


3.19a If you attended the National Governing Bodies Council Meeting, please rate your experience:

If you attended the National Governing Bodies Council Meeting, please rate your experience:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Content	7	14	2	0	3.22	23
Productivity	8	8	5	1	3.05	22
Joint Meeting with Athletes' Advisory Council	11	7	6	1	3.12	25
Meeting Room	7	17	2	0	3.19	26

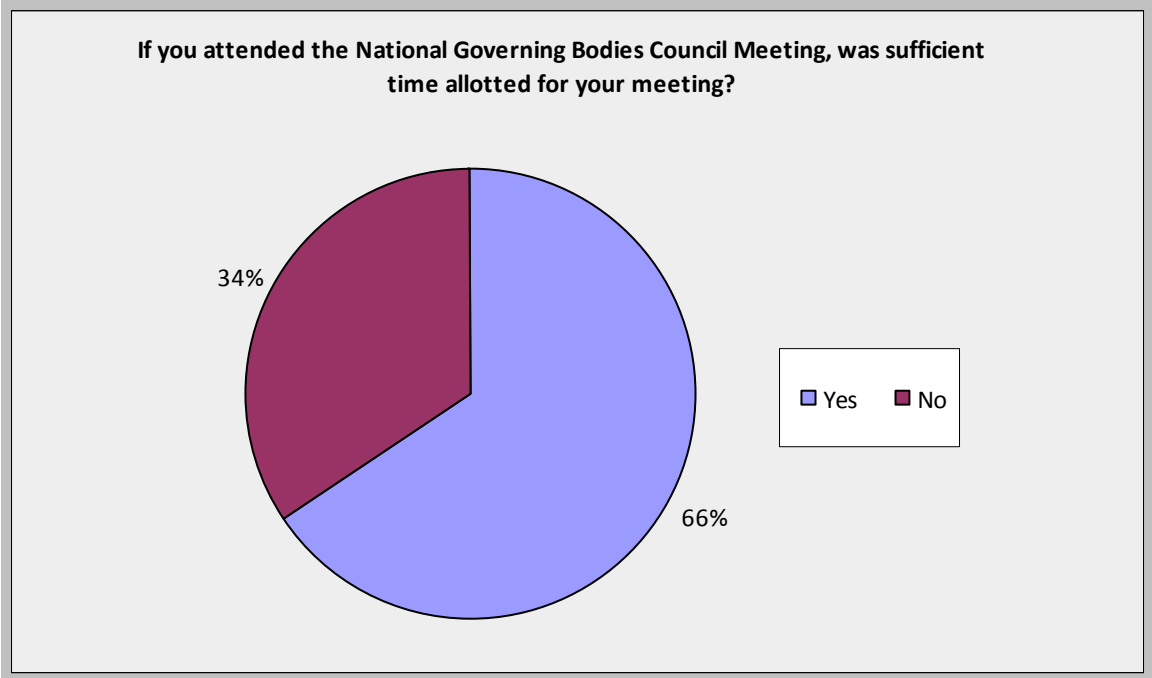
Additional comments (5):

- 1 n/a
- 2 The commercial pitches from CoSport and other companies were perhaps not the best use of our time - if they want to present they should be limited to not more than 10 min and then they should have a booth where we can get more info later
- 3 Much, much better than previous years...
- 4 I am not able to select multiple of the same ratings. I felt this was a great meeting
- 5 Need more time now that we have an agenda worth sitting through.



3.19b If you attended the National Governing Bodies Council Meeting, was sufficient time allotted for your meeting?

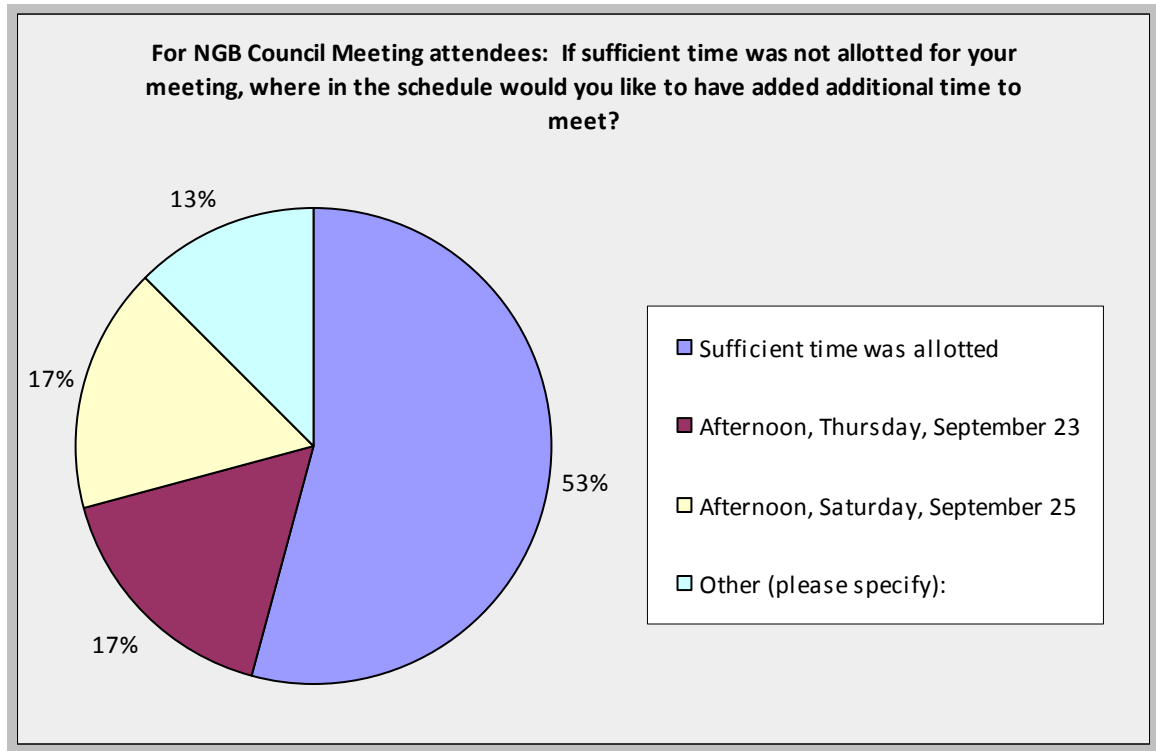
If you attended the National Governing Bodies Council Meeting, was sufficient time allotted for your meeting?		
Answer Options	Response Percent	Response Count
Yes	65.6%	21
No	34.4%	11
<i>answered question</i>		32



3.19c For NGB Council Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?

For NGB Council Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?		
Answer Options	Response Percent	Response Count
Sufficient time was allotted	54.2%	13
Afternoon, Thursday, September 23	16.7%	4
Afternoon, Saturday, September 25	16.7%	4
Other (please specify):	12.5%	3
<i>answered question</i>		24

- # Other (please specify):**
- 1 n/a
 - 2 same as above
 - 3 Add additional hours before or after, we are captive at hotel all day and evening.

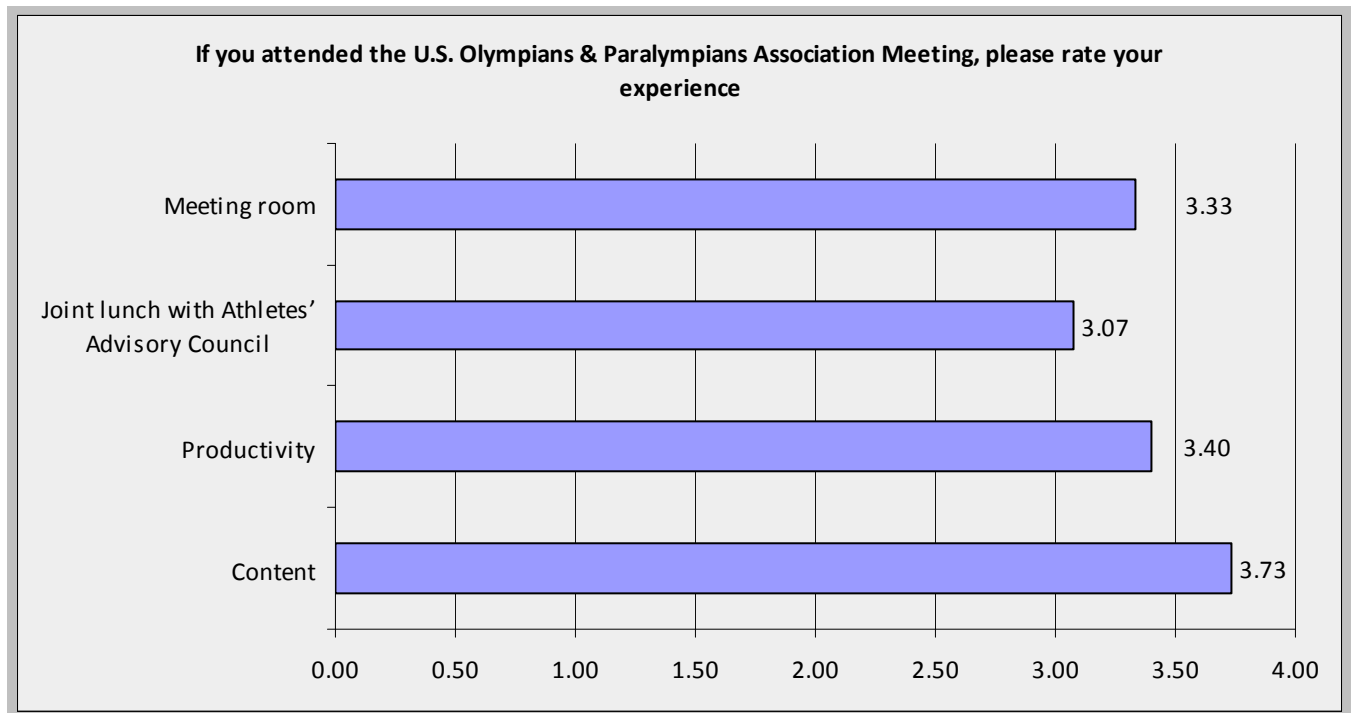


3.20a If you attended the U.S. Olympians & Paralympians Association Meeting, please rate your experience:

If you attended the U.S. Olympians & Paralympians Association Meeting, please rate your experience:						
Answer Options	Excellent	Good	Fair	Poor	Rating Average	Response Count
Content	11	4	0	0	3.73	15
Productivity	7	7	1	0	3.40	15
Joint lunch with Athletes' Advisory Council	6	4	3	1	3.07	14
Meeting room	8	5	1	1	3.33	15

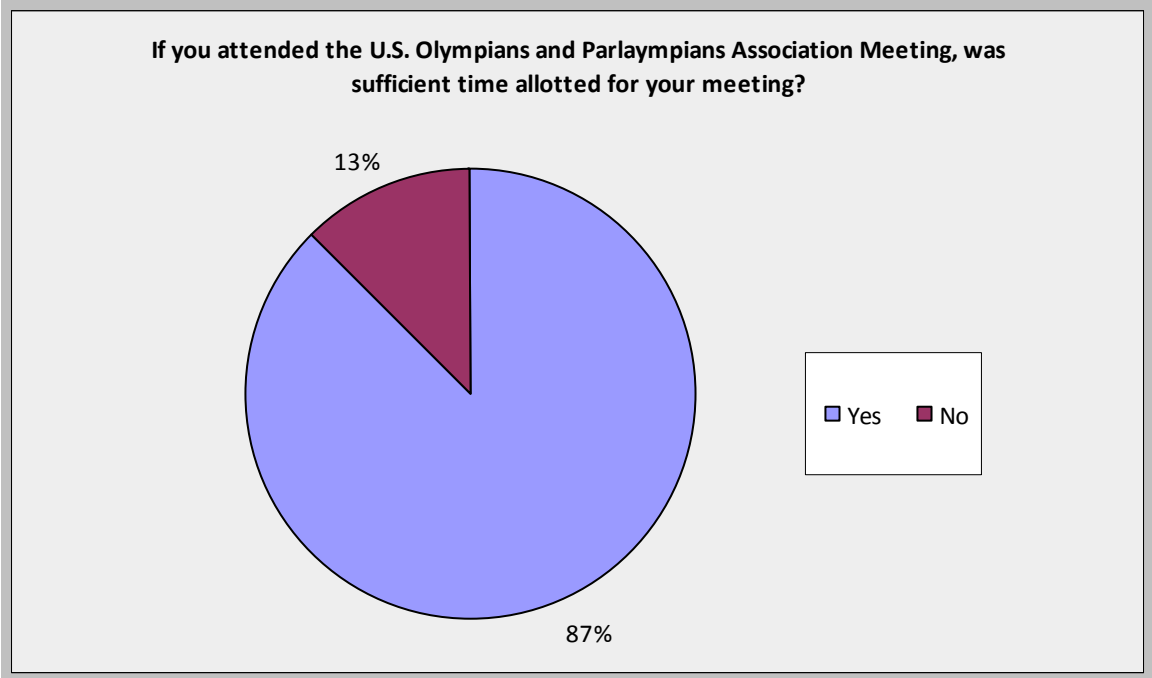
Additional comments (8):

- 1 n/a
- 2 The joint lunch was logistically not set-up for networking...lost opportunity, too bad
I'd have liked to spend more time covering two or three bullet items per chapter and reviewed our plans moving forward with other constituent groups including the USOC, AAC and the NGBs v. the length of a couple of presentations. I'm very grateful for the time and recognition that USOC leadership, including Scott Blackmun, Larry Probst and Norm Bellingham and Board member Jair Lynch took to attend!
- 3
- 4 The lunch area was cramped and in an "L" shape so no real discussion could be made.
- 5 Cindy and staff always do a great job.
- 6 May need to have more space in the future. Unexpected guests are always welcome and we need to be able to provide for them.
- 7 We will find more ways to work together in the future.
- 8 Not enough time



3.20b If you attended the U.S. Olympians and Paralympians Association Meeting, was sufficient time allotted for your meeting?

If you attended the U.S. Olympians and Paralympians Association Meeting, was sufficient time allotted for your meeting?		
Answer Options	Response Percent	Response Count
Yes	87.5%	14
No	12.5%	2
<i>answered question</i>		16

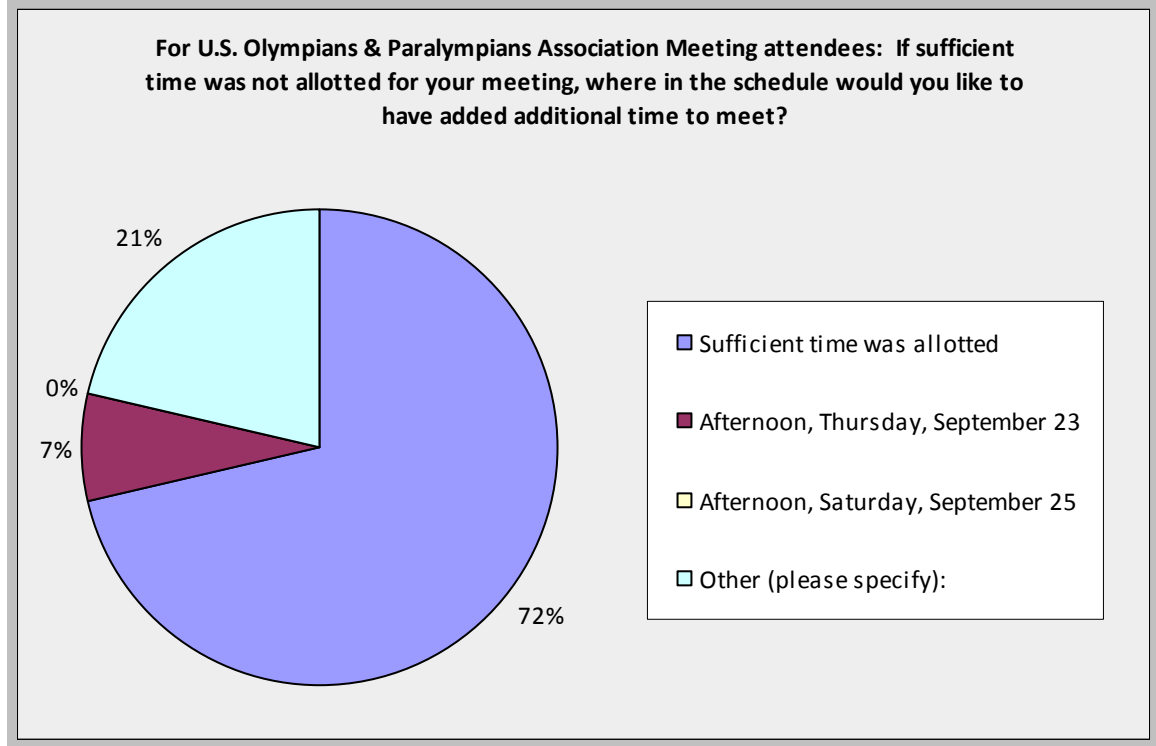


3.20c For U.S. Olympians & Paralympians Association Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?

For U.S. Olympians & Paralympians Association Meeting attendees: If sufficient time was not allotted for your meeting, where in the schedule would you like to have added additional time to meet?

Answer Options	Response Percent	Response Count
Sufficient time was allotted	71.4%	10
Afternoon, Thursday, September 23	7.1%	1
Afternoon, Saturday, September 25	0.0%	0
Other (please specify):	21.4%	3
answered question		14

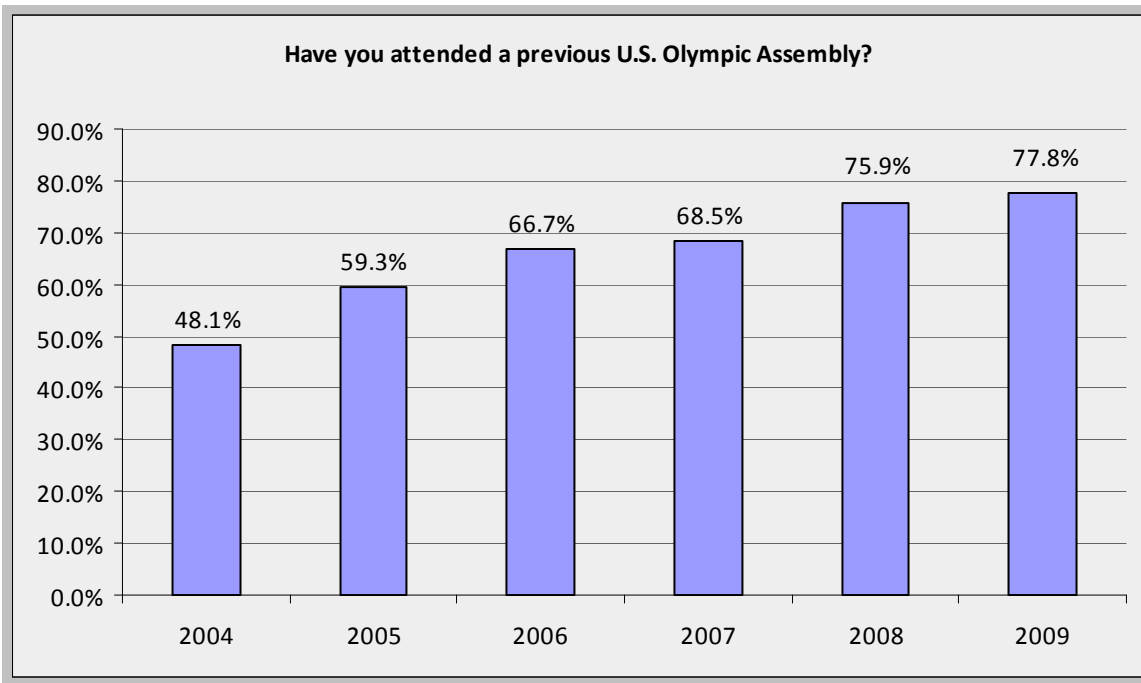
- # Other (please specify):**
- 1 Being limited to an annual meeting creates a crammed and aggressive agenda. I suggest quarterly conference calls to vet concerns and non-production chatter.
 - 2 Just one hour to two hours longer would likely have been sufficient. Perhaps an earlier start would have worked??
 - 3 We reconvened for an hour right before dinner so that worked out well.



Section IV Future Assemblies

4.1 Have you attended a previous U.S. Olympic Assembly?

Have you attended a previous U.S. Olympic Assembly?		
Answer Options	Response Percent	Response Count
2004	48.1%	26
2005	59.3%	32
2006	66.7%	36
2007	68.5%	37
2008	75.9%	41
2009	77.8%	42



4.2 What would you like to see changed or improved upon for future U.S. Olympic Assemblies?

29 Responses

#	Response Text
1	More exhibits? Olympic pin displays? Meet and greet Olympians?
2	Would like to see the Winter NGB Council resurrected
3	more interaction between the 3 Councils (mix up some of the meetings to include all 3 councils)
4	Add another day by scheduling some sessions (panels, etc) on Thursday
5	Bring in the some of the current Olympians - we did not celebrate the Vancouver team
6	1) Have an on-site vendors table selling USOC items. (e.g., everyone loved the water bottles, you could have made money selling the extras) 2) Provide an informational tour of the training facilities (especially since you are trying to increase usage) 3) Either create a website or display an "information board" with the different group's meeting agendas. This way people are informed of discussion items
7	I thought it was excellent. I really liked the new format. One addition would be more time to network informally. Maybe a "rookie" camp or new attendee orientation. That may be more geared toward SportsLink though. Olympic Reunions-- I was fortunate enough to work the Olympics fresh out of college in 1996, moving to Atlanta for 4 months and had the time of my life. It would be nice to have a dedicated & organized function for "alumni" of these events to gather and mix & mingle. I
8	know this includes ALOT of Olympic staff members that have a career in the Olympic Movement, but for those not involved daily with the Olympics it could be a rewarding event. Also, I think that people that attend may have an interest in working for the Olympics or know young people in college looking for a career or intern opportunities & knowing about these opportunities would be beneficial. I thought this was a fantastic event. The best one -- with the most shared aspects -- which I have attended. I would've have liked to have had more interaction with the AAC, but the room we were in wasn't so productive for relationships during the luncheon unfortunately. I know they have long meetings, but perhaps some built in time for the USOPA to come into their room for round tables of athletes in respective or related sports would be helpful? I think the USOPA would also like to provide more mentoring opportunities for elite and grassroots athletes within their respective NGBS going forward, so perhaps this message should come from the AAC?
9	
10	I would like to hear from the individual USOC Board Members, not just the CEO and the President.
11	It would be nice to have the training site meetings closer to the Assembly, maybe a part of it like the MSO & NGB mtgs.
12	More time to mix with other councils.
13	Even more interaction with the Board, NGBC, AAC, MSOs
14	Continue the direction you are currently focusing on. Clearer directives and directions is always a need.
15	Huge improvement this year over last. Keep doing the same thing. Print the names of attendees on both sides of paper. Many times, I would see someone's badge turned around & see a blank backside of the badge. Being a visual person, I find learning names easier when I see their name in writing. Also, print their name in as large of font possible, so it can be seen at a distance. Print the name at the top of the badge, so that if their packet fills up with business cards, we can still see their name at the top of the badge. I did like the large badges.
16	
17	More online video of sessions
18	I would be willing to discuss the World University Games at future events. It is an event the USOC formerly sponsored but now supports in a different way.
19	This year was s great model
20	Continue to provide the members with time to interact with the Board. Continue to provide the members with concrete meeting takeaways. Give them tools to be better members.
21	more interaction/networking time
22	More opportunity to meet jointly with other constituent groups.
23	Keep doing what you've done this year... making it easy and fun for the different members of the Olympic family to interact and celebrate the movement.
24	More joint sessions with AAC, Multi-Sport Org, Community Programs
25	Include Paralympic in the name. Add Paralympic to the spelling dictionary for this survey!! The survey should not tell me that Paralympic does not exist.
26	Good conference and meetings.
27	I really felt this year's Assembly was well organized and very relevant
28	I'm probably off on when I previously attended, I had stopped because I found it wasn't efficient use of my time. 2010 was much better & I will attend again. Keep this format, encourage AAC/NGBC meetings & add a couple more sessions to NGBC.
29	More time to attend panel discussions and to interact with NGB Council.

4.3 What topics might you like to see addressed at the 2011 U.S. Olympic Assembly?

21 Responses

#	Response Text
1	n/a
2	Social networking, Olympian health care
3	Prep for 2012 Games; USADA/WADA update
4	A workshop on transitioning active athletes to post-athletic lives, especially the crosswalk of athletic skills to life & professional skills
5	Update on strategic planning.
6	USOC Board Vision, we know what Scott's vision is, but would like to hear from the Board individually. Perhaps a session for the NGBs about utilizing training sites would be nice. A lot of NGBs don't know their options.
7	An overall session about the US Paralympics would be good for everyone to hear. It would raise awareness of the movement which would be helpful. Federal Funding
8	Joint Marketing Joint events
9	Olympism in America
10	more team work of AAC and O & P
11	World University Games and outsourcing. Amateur Sports Act/Athlete's Rights - history 101 and how it impacts current USOC and NGB decision making and operations (this would need to be a required session for all attendees.) Many/most board members, many NGB Execs, many/most USOC staff have limited understanding of the background and its continuing influence and how it provides the basis for so much of our structure and priorities.
12	Application of sports science in youth sports - this was suggested for this year with some specific panelists but too late to include them. Lots of angles here - overtraining, cross training, injury prevention, etc.....build forum around this or perhaps lunch panel?
13	sponsorship - fundraising - grassroots marketing
14	Paralympics. Athlete support.
15	More coordination between attendees.
16	AAU/NGB PROBLEMS NEED TO BE BROUGHT OUT INTO THE OPEN AND DISCUSSED.
17	I took a tour of the training facility and found it fascinating; it would make a good optional activity.
18	Continue to offer sessions with local Olympic development best practices - like CODP programs!
19	More ways in which communities and organizations, like ours, can get involved with the USOC's "One Team" vision and programs. new media- next generation of smart phone technology interactive video as revenue stream
20	how to monetize social networks sponsor activation, with USOC sponsors offering their thoughts, not there for NGB pitches, but to say what they value in engagement strategy.
21	Experiences of athletes whose sports are not yet in the Games - Pan American and World Game participants. Also more about how these NGBs work and the major issues facing them.

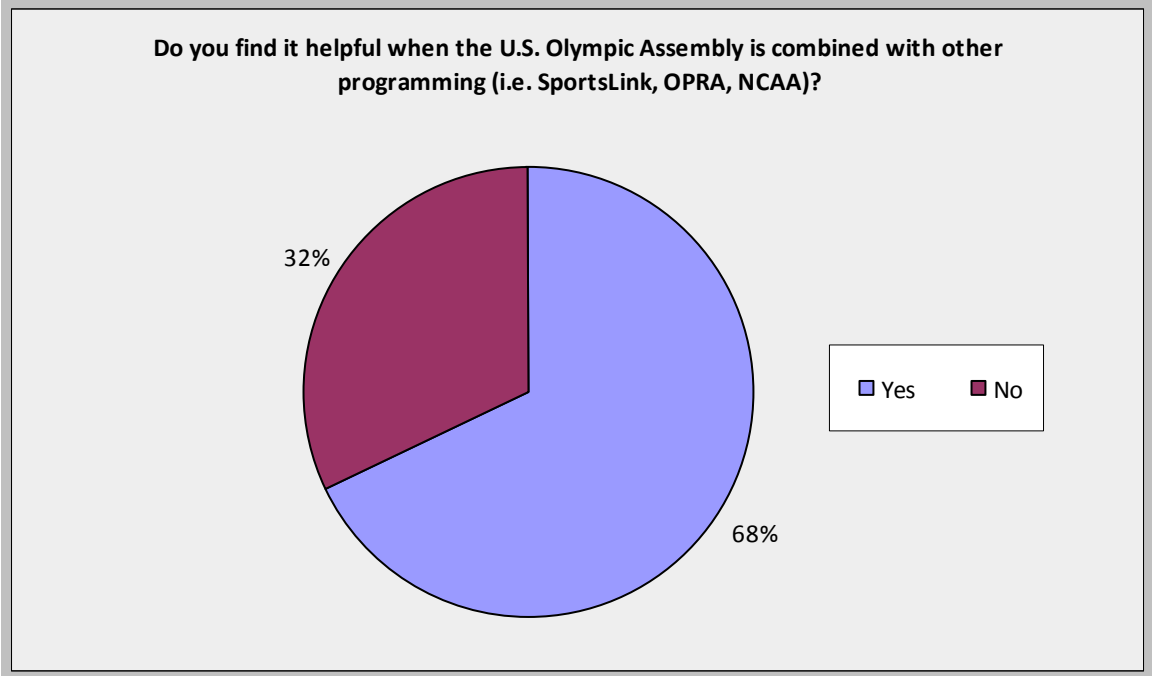
4.4 Do you find it helpful when the U.S. Olympic Assembly is combined with other programming (i.e. SportsLink, OPRA, NCAA)?

Do you find it helpful when the U.S. Olympic Assembly is combined with other programming (i.e. SportsLink, OPRA, NCAA)?		
Answer Options	Response Percent	Response Count
Yes	67.9%	55
No	32.1%	26
answered question		81

#	Please explain. 27 Comments
1	n/a
2	It is all I can do to try to meet members of the Olympic Family.
3	Perhaps the combination of programming makes sense for those that are in Colorado Springs, but for those traveling to the Springs, the combination of programming makes for too long a period out of the office.
4	Sometimes hard to do all you may want---and the schedule can be confusing.
5	No opinion on this - insufficient relevant experience.
6	Maybe--other venues for these interactions are available, but it is good that everyone is in the same place at the same time
7	I did not participate in other programming.
8	Makes attendance easier for some
9	I assume...being new, I really do not have enough knowledge to respond with credibility
10	It was efficient.
11	I would've liked a bit more information about the SportsLink, OPRA or NCAA as a potential to be involved with -- even at our own cost to attend as USOPA board members or perhaps at a reduced rate. I think this would help with networking and professional opportunities, as well as relationships.
12	Take the next step and combine it with TEAMS and it would be a big winner.
13	Those programs do not affect me.
14	I did not attend SportsLink. I think it would helpful, to schedule them at the same time. good so long as able to clearly separate where these other events start and end and that they don't overlap into the
15	Assembly at all.....seems we may need to keep all day Thursday clear for Assembly and Council time next year so that could push other programming to Tues/Wed.?
16	Think that the key executive staff members from the USOC are overworked by the time all of the programming is complete. The assembly entails a lot of time preparation and meetings outside of the scheduled programming. Every entity wants a moment with select key USOC executives. By putting additional seminars at the same time/week it limits the availability of those key USOC executives.
17	Not necessary to require other constituents
18	SportsLink has only limited applicability to my NGB
19	The more stakeholders present the better, it helps you cover a wide range of meetings.
20	Not if the MSOC are not invited.
21	better networking
22	Confusing
23	Would be good to consider combining it with TEAMS as well.
24	USOC meetings
25	First of all, it adds even greater value to those of us attending the Assembly. Secondly, I believe it improves attendance for all of the individual events rather than if they were held separately. More attendees, more networking, more opportunities all of which are beneficial.
26	I don't attend the other events, I send other staff
27	Though I have not experienced a combined meeting, so I don't know

4.4 Continued: Do you find it helpful when the U.S. Olympic Assembly is combined with other programming (i.e. SportsLink, OPRA, and NCAA)?

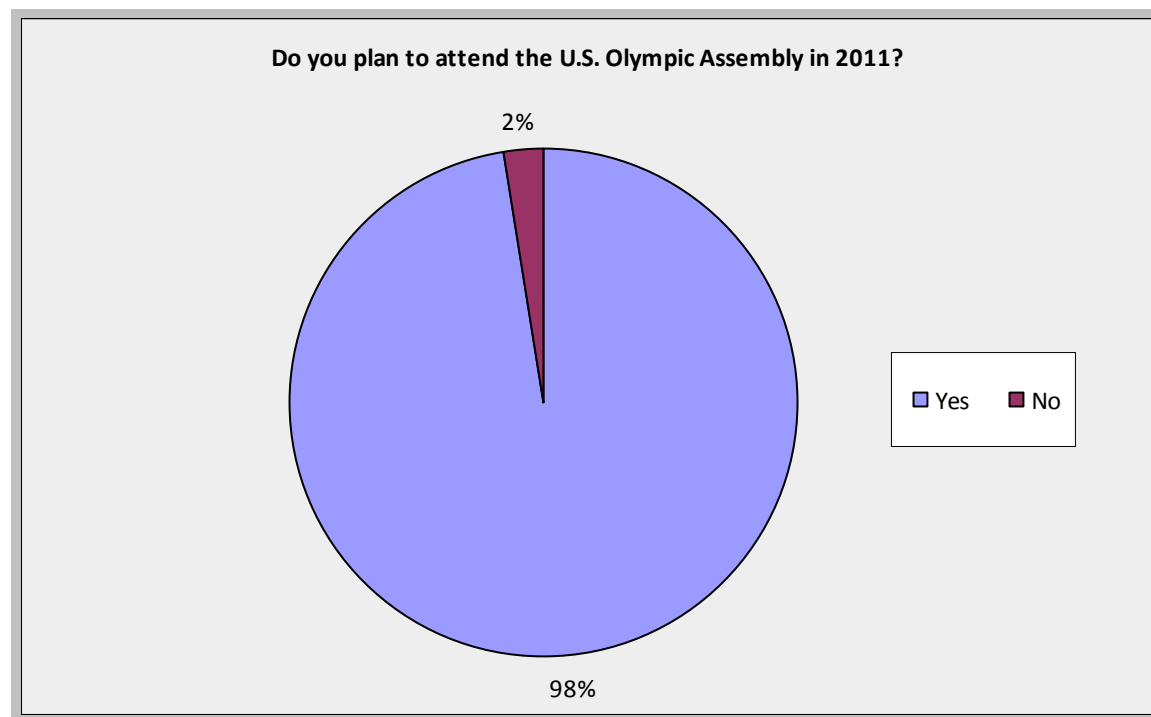
Do you find it helpful when the U.S. Olympic Assembly is combined with other programming (i.e. SportsLink, OPRA, NCAA)?		
Answer Options	Response Percent	Response Count
Yes	67.9%	55
No	32.1%	26
<i>answered question</i>		81



4.5 Do you plan to attend the U.S. Olympic Assembly in 2011?

Do you plan to attend the U.S. Olympic Assembly in 2011?		
Answer Options	Response Percent	Response Count
Yes	97.5%	79
No	2.5%	2
<i>answered question</i>		81

Number	If no, please explain:
1	Scheduling will be difficult.
2	I think I will be more comfortable to join other activities in the future. Was not sure I was invited.
3	This year was so good!
4	A matter of funding - uncertain.



4.6 Additional Comments and/or feedback for 2010 or future U.S. Olympic Assemblies:

14 Responses

#	Response Text
1	n/a
2	Job wonderfully done! Thank you team!
3	On a completely different topic--Find a different survey tool that allows branching--think respondents may be frustrated at having to click on did not attend over and over and are likely to abandon their replies. People should only have to indicate that they didn't attend a session once, then be branched on to the next group of relevant questions. Survey Monkey and other online tools have this capability and are really easy to set up. I think you'll get many more (and more thoughtful) responses with a more efficient format.
4	I attended the 2008, 2009, and the 2010 Assemblies and 2010 was by far the best. Great Job! This was the best of all the assemblies I have attended.
5	I think some more attention could be paid to when flights arrive and depart in planning the time table for the assembly Longer NGB-Council meetings.
6	It was great to have the new leadership as it really is helping to provide transparency and trust to the body. I think the overall format of the assembly worked to help Scott & Larry really take a leadership role and show the organization is changing.
7	Think about moving your annual SportsLink and Assembly to cities supportive of the Olympic Movement. such as cities that have CODPs... It would be a good way to engage these communities and for the communities to showcase their "Olympic Spirit" and commitment.
8	This was the most interaction I have seen among all groups. Let's keep up this incredible trend of working as "one team." I felt renewed energy and inspiration about the Olympic Movement and the USOC and NGBs coming out of this meeting after a devastating Olympic bid loss in Copenhagen.
9	having it in COS provided such value in being able to include a lot more staff and a feeling of being in our "home" ".....would like to seriously consider every other year rotation to COS and focus programming to use /feature elements that can't be included when elsewhere.....
10	reception in hallway was too crowded
11	GREAT JOB reinvigorating the movement. Really liked the theme as well. Energy was great.
12	Thank you for a great conference!
13	Much better content.
14	I would like to see a tutorial for how to apply for USOC grants. I would also like an opportunity to interact with NGBs, particularly those that are in the World and Pan American Games, but not yet on the Olympic program.