



North Central Little League

www.NorthCentralLittleLeague.org

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Dear North Central Little League Families and Volunteers,

The purpose of this letter is to give you a basic **end-of-year report** for the 2010 season which I believe was a great success. My instinct is to produce a slick report detailing the many things we did this year – but experience tells me that most people do not benefit from it (because I don't think most people read it). Instead, I offer a few major points that I believe to be important and interesting and if there is anything else you wish to know or ask – don't hesitate to contact me anytime.

For reporting our success and improvements, I use the following three benchmarks: our league's Mission Statement, our 2010 League Priorities, and a few quantifiable measures that are important and I believe to be "industry standards".

North Central's Mission is posted on the front page of our website to serve as a constant reminder about why we exist and what our primary purpose is as a league. While this statement is broad, it is helpful to us as we discuss issues and ideas. I can attest that our Board and the Executives are conscientious about our Mission and as such we remained steadfast that we are league dedicated to the baseball experience of our entire community. I believe our organization and execution support this.

Earlier this year we communicated to you the Executive Board's articulation of **2010 League Priorities** that we believe fit within our league's mission while providing us with more specificity to generate effective actions. These priorities can – and should – be used as a benchmark for our success. Here are some highlights about how I believe we met these priorities:

2010 League Priorities

Priority #1: Give our kids, parents, and volunteers a great experience

- *Overall feedback from the league survey was overwhelmingly positive.*
- *League's Player Agents were more engaged and communicative with players and parents.*
- *Several ideas direct from parents (board and non-board members) were pursued and executed.*
- *Overall volunteerism is up.*
- *1st annual Hot Dogs and Baseball event.*
- *1st annual Umpires & Ales event.*
- *1st annual Tee Ball Jamboree*
- *1st annual pre-season hitting and pitching clinics*

Priority #2: Invest in our coaches.

- *2nd year partnership with Positive Coaching Alliance.*
- *1st year we brought the PCA Double Goal coach course to Seattle.*
- *Allocated funds for every division to receive direct assistance from Mark Linden.*
- *Held/offered more skills & drills coach clinics than previous years.*
- *Had active and engaged Division Coordinators supporting coaches.*

Priority #3: Engage our community through timely and accurate information

- *Highest volume of league-wide communication to date.*
- *Vastly improved website updates and functionality.*
- *1st year presence on social networking sites which allowed for up-to-the-minute updates.*

Priority #4: Build organizational stability

- *Continued to document previously un-documented processes.;*
- *More job descriptions were documented.*
- *Board followed (and learned) proper Little League Operating Guidelines more than ever.*
- *Increased overall volunteer position fulfillment and engagement.*

Priority #5: Manage our financial resources responsibly

- *Grew rainy day fund which is approximately at \$30K. This includes funds dedicated to "major" field improvement projects.*
- *Followed proper expense protocols*
- *Increased sponsorship revenue*
- *If you are interested in more financial detail, we go over the finances at every board meeting.*

There are also a few key **quantitative metrics** that are important and that show the health of North Central.

Membership: For the 2nd year in a row we had a record number of kids in the program – 621. North Central had 47 baseball teams and 2 softball teams.

Finances: We were able to field, equip, and manage a record number of teams – invest in some long-overdue field equipment – provide coach training and development – and sponsor several coach/umpire/league events - all the while sustaining our reserve fund.

Volunteers: We had the largest volunteer pool to date with over 230 people officially register as a volunteer for North Central. That number includes many “parent volunteers” on teams. It also includes a growing number of people who are volunteering their time and energy on the board, project, event, and umpire level. This is a great measure that people are finding North Central as a good investment of their time.

Looking Ahead: Decisions, Improvements and Challenges

- **4 year olds in Tee Ball program.** Little League has approved local leagues accepting 4 year olds into their tee ball programs. Up to this point the minimum age was 5. The board will need to decide whether to keep our age requirement at 5 or lower it to 4 (based on child's age on April 30-2011).
- **Jamboree** There was a significant amount of feedback that our annual effort to hold our Jamboree in early April is futile as the weather has permitted us to do it about once every 3 years. Another difference for 2011 is that public school spring break occurs later in April. These two factors may interest the board to consider other options.
- **Umpire Scheduling.** Pat Murphy and others did yeoman's work to keep up with the umpire schedule and deserve appreciation by all. The board may want to consider – early in the process – different options to create a less labor intensive method.
- **Division Parity (draft rules).** The board has discussed ideas about how to prioritize parity in the divisions. In 2010 we did not have great parity as both in the Majors and Minors we had teams with records north of .700 as well as teams below .200. The board may want to reconsider options, including a full redraft of teams, to enhance parity within NCLL baseball divisions.
- **Field Improvement.** The board did a commendable job in 2010 pursuing ideas to improve the fields and facilities we use throughout the season. Fields need to stay high on the board's agenda and specific projects could be identified and pursued early.
- **10-12 year old baseball retention.** While North Central continues to grow, we are still experiencing attrition in the 10-12 year olds. While there are many contributing factors to this, it is a topic that should interest the board.