

## Association Manager Onboarding

The attributes of the Association Manager hired to fill the position will play a major role; their bowling experience and subject matter expertise will be significant factors when determining how much time is spent in various areas of training and education. Their personality traits will also play a role. People skills - the ability to listen, communicate and relate to others will be essential.

Your plan must not only contain **what** must be addressed but **how** it will be accomplished. The answers to the questions below will be association specific; they cannot be answered here but, must be answered.

- Who will be responsible to oversee and/or implement?
- How long is the onboarding process?
- What are the priorities in the first 30, 60, 90 days?

In any case, solidifying and executing an onboarding plan will pay huge dividends. Proper onboarding will:

- Build trust and morale
- Enhance connection and culture
- Increase productivity
- Improve retention

As stated previously, people skills are vital and there are key people that are important to know and develop healthy relationships with. Be sure to set time aside to make phone calls and visit centers, leagues and local business partners.

- Association Members & Partners (local businesses)
- Center Proprietors & Managers
- League Secretaries & Officers
- USBC Regional Manager

## Onboarding Checklist

This checklist is provided for you to check-off those assets that you know are prepared and ready to be provided and completely explained to a new Association Manager. Any items remaining unchecked become action items to be completed – what needs to be done? by who? by when?

- Registered Volunteer Program (RVP)
- Association Bylaws
- [USBC Association Policy Manual](#)
- Association Operations Manual - How your association operates in detail
- SMART account information and responsibilities
- Association Governance & Operations Calendars
- Annual Meeting - Event specifics and responsibilities
- Financial & Tax information - policies & procedures, banking, budget, financial statement, IRS (990 filing), state filing, corporate renewal, gambling license (see state law)
- Insurance information
- Center Proprietors/Managers - names, contact information, relational status
- Leagues - history, status, officers, League Secretary meetings/packets, relational status
- Tournaments - history, status, managers, marketing strategy, operating platform
- WinLABS training - WinLABS Help Center & local subject matter expert
- Local & National Award/Recognition Programs
- Email Marketing & Communication – platform, administrator(s), calendar/plan
- Social Media - platform, administrator(s), calendar/plan
- Association Website - platform, administrator(s), calendar/plan
- Bowl.com – ARC | Association Leaders Facebook page | Association Managers & Officers Facebook page
- Member Benefits - USBC Member Rewards; Local Benefits
- Customer/member service expectations
- Center inspection/certification - center status, inspector information, proprietor relations, association process; committee/team
- Fundraising - strategies and action plan
- Association partners (local businesses) - names, contact information, status
- Hall of Fame - Event specifics and overall responsibilities

## Example Four-Week Plan

This example four-week plan may or may not fit your association. It is subject driven and is meant as a template or guide for associations to develop their own.

### Week One

- Orientation: Employment paperwork/forms, job description, benefits, etc.
- Office layout, equipment, supplies, etc.
- Registered Volunteer Program - [enrollment](#)
- Meet the Board (special meeting)
- Association Bylaws
- [USBC Association Policy Manual](#)
- Association Operations Manual
- WinLABS Training: USBC WinLABS Helpdesk
- Financials: policies & procedures, banking, IRS, [SMART](#) - [ARC](#)
- Review “Association Managers” content - [ARC](#)
- USBC Regional Manager introductory phone call
- Weekly check-in: questions & concerns

### Week Two

- WinLABS Training (cont.) - Local/in office (emphasis on membership processing & transmittals)
- Financials (cont.)
- Introduction to Award/Recognition Programs: Local & National - [ARC](#) and [Bowl.com](#)
- Introduction to Tournaments: history, current status, strategy and platform - [ARC](#)
- Introduction to Leagues: history, current status and strategy, officers - [ARC](#)
- Board meetings and committees: Association Manager role(s) – [ARC](#)
- Member Relations - email marketing & communication, customer service expectations, [Member Rewards](#)
- Weekly check-in: questions & concerns

### Week Three

- Introduction to Center Certification: current status, inspector information, proprietor relations, association process; committee/team - [ARC](#)
- Introduction to [IBC Youth Resources](#)
- Local Award/Recognition Program training (cont.)
- National Award/Recognition Program training (cont.)
- Tournaments training (cont.)
- Leagues training (cont.)
- Association Services Frequently Asked Questions ([FAQs](#))
- Weekly check-in: questions & concerns

### Week Four

- Governance & Operations Calendars - [ARC](#)
- Financials: demonstrate banking proficiency
- Member Relations (cont.)
- IBC Youth Resources (cont.)
- WinLABS - demonstrate proficiency
- Local & National Awards Programs - demonstrate proficiency
- Center Certification training (cont.) - as needed
- Association fundraising strategies & plan
- Weekly check-in: questions & concerns