NATIONAL EXECUTIVE COMMITTEE
OF
THE AMERICAN LEGION
INDIANAPOLIS, INDIANA
MAY 4 - 5, 2016

Resolution No. 5: Creation of American Legion Baseball Department Website Network
Origin: American Legion Baseball Committee
Submitted By: Finance Commission

WHEREAS, American Legion Baseball was organized in 1925 to teach practical lessons in sportsmanship and citizenship by emphasizing such qualities as loyalty, respect for the rules, fair play, courage and physical fitness; and

WHEREAS, Team enrollment in American Legion Baseball has seen a consistent and dramatic decrease; and

WHEREAS, Competition in youth baseball and youth sports overall has never been more fierce, which has contributed to the declining team enrollment; and

WHEREAS, An overwhelming majority of national governing bodies, including most youth baseball organizations, have website networks; and

WHEREAS, Department baseball chairmen and The American Legion Baseball Committee have repeatedly expressed the need for an increased national marketing and promotions presence; and

WHEREAS, The position of assistant director for baseball promotions was created to further the efforts to grow the program; and

WHEREAS, Websites are essential in the modern age for organizations to disseminate information; and

WHEREAS, Consistent branding is crucial in promoting a positive image of the program; and

WHEREAS, Currently, only 32 of 50 departments have active American Legion Baseball websites with vastly different designs; and

WHEREAS, Mobile access to information has grown exponentially, including becoming the majority of all internet traffic, the majority of American Legion Baseball newsletter, "The Dugout," traffic and the overwhelming majority of web traffic from American Legion Baseball's core demographics; and

WHEREAS, Marketing studies show that a third of users will not use any websites that are not mobile friendly; and

WHEREAS, Search engines punish websites without mobile-friendly capabilities, making these sites hard to find; and

WHEREAS, Only three department baseball websites are mobile friendly; and

WHEREAS, Based on survey results conducted by the staff, the overwhelming majority of department baseball chairmen have expressed the desire to improve their online presence but lack the technical savvy, time and/or financing to do so; and

WHEREAS, The creation of a department website network would allow each department to have a professional online presence at a low cost; and

WHEREAS, It is anticipated that advertising and corporate sponsorship would greatly offset the cost of department website network, as the national baseball website had over 2.5 million views in 2015; and

WHEREAS, Proposals have been submitted by leading sports technology companies which would allow for the creation of a network of 53 websites; and

WHEREAS, It is necessary that The American Legion enter into a contract for the purpose of designing a website network, providing customer service, migrating content from current department websites and securing advertising partnerships on the website; and

WHEREAS, The Americanism Commission, the Media, Marketing & Communications Commission, and the Finance Commission have each approved this resolution and recommend it to the National Executive Committee for favorable action; now, therefore, be it

RESOLVED, By the National Executive Committee of The American Legion in regular meeting assembled in Indianapolis, Indiana, on May 4-5, 2016, That The American Legion enter into an agreement to create a national network of American Legion baseball websites; and, be it further

RESOLVED, That the agreement shall not exceed five years in length with a cost not to exceed $25,000 per year; and, be it further

RESOLVED, That departments be given the option to participate in this program at a cost not to exceed $500 per year; and, be it further

RESOLVED, That departments be given the opportunity to offset the costs by allowing advertising on their respective websites; and, be it further

RESOLVED, That departments be given autonomy and control of the management and the content of their respective website, consistent with branding standards as established by the National Headquarters; and, be it finally

RESOLVED, That after review and approval by the national judge advocate of said agreement for legal sufficiency, the national commander be and is hereby authorized and directed to execute said agreement to accomplish the purpose of this resolution, and that the national adjutant be and is hereby authorized and directed to attest to the same.