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# Executive Summary

Elevate The Ville Pole Vault Club, founded in 2022 by former collegiate coach Brooke Rasnick, was created to address the lack of accessible pole vault training in the Louisville metro area. Recognizing that youth athletes in the region had limited opportunities to receive proper coaching and access necessary equipment, Brooke leveraged her extensive experience as an NCAA Division I pole vaulter and coach to establish the club. Her goal was not only to provide a space for athletes to develop their pole vaulting skills but also to foster a culture of excellence, resilience, and support for young athletes.

One of the primary challenges Brooke identified in youth pole vaulting was the lack of proper equipment. To combat this, Elevate The Ville offers a pole rental program, giving athletes access to high-quality poles tailored to their specific needs. This service removes the financial burden of purchasing expensive equipment, ensuring that every athlete can train and compete with the tools necessary for success.

As the club grew, Brooke expanded her coaching staff, bringing on former athletes Chelsea Bingham and Ty McPhail. Both Chelsea and Ty were standout athletes under Brooke’s mentorship at the University of Louisville, and they now contribute to the club’s mission by offering their technical expertise and personal experience to the next generation of vaulters. Their combined coaching styles—Chelsea’s motivational approach and Ty’s technical precision—create a well-rounded training environment for athletes of all skill levels.

In addition to training and equipment rentals, Elevate The Ville provides essential on-site coaching support at high school competitions. Brooke and her team attend meets to ensure their athletes receive personalized instruction and guidance in real-time, helping them perform their best in high-pressure competitive environments. This hands-on support is a key factor in the club’s success, as it ensures athletes are continuously improving, even during competition.

Elevate The Ville also extends its reach beyond the local area by offering online recruiting resources to athletes nationwide. Brooke’s knowledge as a collegiate coach has been instrumental in developing a robust recruiting guidance system that helps athletes navigate the college recruitment process. Available on demand, these resources provide valuable insights into contacting college coaches, creating standout recruitment profiles, and understanding NCAA rules. Importantly, athletes do not need to be members of the club to access this information, which has allowed Elevate The Ville to make a national impact in the recruiting world, helping young vaulters from across the country pursue their collegiate athletic goals.

In summary, Elevate The Ville Pole Vault Club serves as a vital resource for young pole vaulters by offering high-quality training, access to equipment, personalized coaching at competitions, and comprehensive recruiting support. Through Brooke Rasnick’s leadership and her dedicated coaching staff, the club has become a beacon for youth pole vaulters, both locally and nationally, enabling athletes to reach their full potential and chase their dreams.

# History and Purpose

## History of Elevate The Ville Pole Vault Club

Elevate The Ville Pole Vault Club was established in 2022 by renowned track and field coach Brooke Rasnick, in response to a glaring need for pole vault instruction in the Louisville metropolitan area. Around 2021, Brooke recognized the absence of a dedicated pole vaulting club in Jefferson County, despite the presence of such clubs elsewhere in Kentucky. For aspiring young athletes in Louisville, none of these clubs were within a realistic distance to access for regular training. This lack of accessibility left a significant gap in the development of pole vaulting talent in the area, which Brooke saw as an opportunity to create something transformative for the local sports community.

One of the key reasons that no such club had existed before was the widespread lack of expertise in the pole vault event. High school coaches generally possessed only a rudimentary understanding of the discipline, often colored by misconceptions or incomplete knowledge. Even those who were passionate about coaching recognized that their skills were limited, making them hesitant to properly instruct athletes beyond the handful who might show interest during the spring season. This is where Brooke’s background as both an athlete and a coach gave her a unique advantage.

Having been a top-tier NCAA Division I pole vaulter at Wichita State University, Brooke was intimately familiar with the demands of competing at the highest level. Her personal experience as a collegiate athlete gave her not only the technical know-how but also the mental toughness required to succeed in such a demanding sport. But her journey didn’t end with her own athletic career; it was just the beginning of a long and successful path as a coach. Brooke went on to serve as an assistant coach at the University of Oregon, widely regarded as one of the premier collegiate track and field programs in the country. During her time there, she honed her coaching skills, working with elite athletes and helping them achieve excellence.

After a successful stint at Oregon, Brooke accepted a position at Kent State University, where she coached pole vaulters and multi-event athletes for about six years. Her ability to elevate athletes’ performance quickly became evident as she consistently developed top-tier competitors. In 2009, she brought her expertise to the University of Louisville, where she would spend nearly 13 years coaching some of the best vaulters and multi-event athletes in collegiate track and field.

Under Brooke's guidance, her athletes thrived, with many earning All-American honors, winning multiple awards, and even claiming national titles. Her tenure at Louisville cemented her reputation as a coach capable of developing athletes to reach the pinnacle of their sport. However, in 2022, after over a decade of collegiate coaching, Brooke made the decision to step back from the university scene to prioritize her family life.

This decision to refocus her efforts opened up a new chapter in Brooke's journey—one that involved giving back to her local community. Recognizing the lack of proper training opportunities for youth athletes in Louisville, she saw the perfect moment to fill the void. Leveraging her extensive experience, Brooke founded Elevate The Ville Pole Vault Club, providing young athletes with the opportunity to train under an experienced coach who had competed and coached at the highest levels. Her vision for the club was clear: to create a nurturing and knowledgeable environment where athletes could grow, refine their skills, and chase their personal bests with confidence.

Another significant challenge in youth sports, particularly in the pole vault, is the lack of proper equipment. Success in pole vaulting heavily relies on having the right poles and other necessary gear, which can be expensive and difficult to obtain for many young athletes. Brooke understood that even the most talented athletes could be held back if they didn’t have access to these essential tools. To address this issue, she made it a priority to provide an affordable solution for her athletes.

Brooke recognized that by offering pole rentals, she could give youth athletes the opportunity to use high-quality equipment without the burden of purchasing it themselves. Poles vary in size and flexibility, and each athlete requires a specific type to match their skill level, body weight, and technique. Without the right pole, even the most dedicated athlete can struggle to progress. Renting out poles allowed Brooke to ensure that her athletes had access to the right equipment for their individual needs, helping them reach their full potential.

By making pole rentals accessible, Brooke not only removed a financial barrier for athletes and their families, but she also created an environment where athletes could focus on improving their skills without worrying about the high costs of equipment. This practical solution further emphasized her commitment to the success and development of young athletes in Louisville, allowing them to pursue their pole vaulting goals with confidence and the right tools at hand.

As Elevate The Ville Pole Vault Club began to grow, Brooke realized that maintaining the high standard of instruction she envisioned would require more support. With more athletes joining the club, it became clear that having multiple coaches on the runway was essential to providing personalized attention and ensuring that each athlete was getting the best coaching possible. To accomplish this, Brooke decided to expand her coaching staff, bringing in experienced individuals who shared her passion for the sport and her dedication to athlete development.

The first addition to the coaching staff was Chelsea Bingham, a standout athlete whom Brooke had coached during her early years at the University of Louisville. Chelsea played a key role in establishing the pole vault legacy at Louisville, serving as a shining example of what can be achieved through hard work, discipline, and guidance from a knowledgeable coach.

Under Brooke’s mentorship, Chelsea became a highly accomplished vaulter, placing in multiple conference championships and contributing to the creation of an inspiring culture of excellence at Louisville. Her journey made her the perfect candidate to help lead the next generation of athletes at Elevate The Ville. Chelsea's experience as both an elite competitor and someone who had personally benefited from Brooke's coaching allowed her to connect deeply with the young athletes she was now mentoring.

Next, Brooke brought on Ty McPhail, another one of her former athletes from Louisville. Ty had just begun his collegiate career under Brooke's guidance shortly before she stepped away from university coaching, but he quickly embraced her technical approach to the sport. With Brooke's coaching, Ty earned All-ACC honors and even qualified for the USA U20 Championships, solidifying his reputation as a skilled and dedicated athlete. Ty's strength as a coach lies in his technical precision, which perfectly complements the holistic, motivational style that Elevate The Ville aims to cultivate. His sharp attention to the finer details of technique and form has been invaluable in helping athletes refine their skills and unlock their potential.

By assembling a team of coaches like Chelsea and Ty, who not only excelled as athletes but also understood the importance of a strong coach-athlete relationship, Brooke ensured that her athletes would have access to the best possible instruction. Together, the coaching staff at Elevate The Ville works collaboratively to nurture each athlete’s growth, offering diverse perspectives and insights while maintaining the club’s core values of hard work, technical mastery, and support. As a result, the club has continued to flourish, providing a comprehensive and enriching experience for every young vaulter who steps onto the runway.

With Brooke at the helm and a talented coaching staff by her side, Elevate The Ville quickly became the go-to destination for youth pole vaulters in the area. The club now stands as a beacon, offering athletes the chance to learn from a team of experienced coaches who deeply understand the sport and are passionate about helping the next generation of vaulters succeed. Brooke, along with coaches Chelsea Bingham and Ty McPhail, brings a wealth of knowledge, experience, and technical expertise to the club, creating a supportive and high-caliber environment for athletes to thrive.

## Purpose of Elevate The Ville Pole Vault Club

Elevate The Ville Pole Vault Club provides a range of services designed to meet the unique needs of young pole vaulters and support them in reaching their full potential. The club’s offerings go beyond just training, addressing crucial aspects like access to equipment, meet support, and college recruiting guidance.

One of the core services Elevate The Ville offers is a pole rental program. Since pole vaulting requires specialized equipment, which can be costly and difficult for families to access, the club makes high-quality poles available for athletes to rent. Poles vary in size, length, and flexibility, and it’s crucial for an athlete to use the right pole for their specific weight and skill level to perform optimally. By providing this service, the club ensures that athletes have the right tools to excel, regardless of their financial situation. This program eliminates a significant barrier for many young vaulters, allowing them to focus on their training and progress without the financial burden of purchasing equipment.

In addition to equipment rentals, Elevate The Ville offers on-site coaching support during high school competitions. Competitions can be a high-pressure environment for young athletes, and having experienced coaches by their side is crucial for success. Recognizing this, Brooke and her coaching staff attend high school meets to provide personalized instruction and guidance to their athletes during events. This hands-on support ensures that athletes receive real-time feedback, helping them adjust their techniques, maintain focus, and perform their best when it matters most. Having a knowledgeable coach on the sidelines during meets can be the difference between a good and a great performance, giving Elevate The Ville athletes a competitive edge.

In addition to its core training and equipment services, Elevate The Ville plays a pivotal role in supporting athletes with aspirations of competing at the collegiate level through its comprehensive recruiting guidance. One of the standout features of the club’s recruiting support is its availability on demand online. This service is accessible to all athletes, whether they are members of the club or not, which broadens its impact beyond just local vaulters.

Brooke Rasnick’s extensive background as a collegiate coach gives Elevate The Ville a unique advantage when it comes to helping athletes navigate the often complex college recruiting process. The online recruiting resources provide step-by-step guidance on how to contact college coaches, what key information to include in recruitment emails, and how to stand out in a competitive field of potential recruits. This information includes practical tips for creating strong recruitment profiles, preparing highlight videos, and understanding the NCAA recruiting rules and timelines. The club also offers insight into what college coaches are looking for in potential athletes, helping young vaulters position themselves for success.

What sets this service apart is its accessibility. Athletes do not need to be active members of Elevate The Ville to benefit from the wealth of recruiting information available. By making this resource open to a wider audience, the club has extended its reach beyond Louisville and is making a difference for young athletes nationally. Aspiring college vaulters from across the country can access valuable recruiting knowledge, ensuring that more athletes have the opportunity to pursue their dreams of competing at the collegiate level.

This on-demand recruiting support is making a significant impact, empowering athletes everywhere to take control of their recruitment journey and giving them the tools to connect with collegiate programs. By offering this service, Elevate The Ville is not only elevating athletes locally but also contributing to the success of pole vaulters nationwide.

Through its comprehensive services—including pole rentals, competition support, and recruiting advice—Elevate The Ville ensures that athletes have all the resources they need to succeed, both in high school and beyond. The club’s mission is not just to train athletes, but to provide them with the tools, guidance, and opportunities necessary to thrive in the sport.

# Management and Business Processes.

## Billing

## A key business process that Elevate The Ville needs to manage effectively is its billing system, which operates on a combination of subscription-based and session-based payments. The club's business model requires a clear structure for tracking both memberships and individual session purchases to ensure the club can consistently deliver its services while maintaining financial stability.

## The club runs on a subscription model, where athletes pay a base membership fee. This membership grants them access to the club's resources, including general coaching, equipment rentals, and access to purchasing training sessions. Once subscribed, athletes can purchase training sessions either in packages or as single sessions. This flexible approach allows members to tailor their training frequency to their personal needs and schedules, while still providing the club with consistent revenue streams.

## Athletes who wish to have personalized coaching at competitions can request these services for an additional fee. This requires the club to track not only regular training sessions but also special requests for coaching support at high school meets or other competitions. Effective tracking and invoicing of these services is critical to fulfilling the club’s mission of providing high-quality, consistent coaching and support.

## To manage this, Elevate The Ville needs a robust system for tracking memberships, session purchases, and payments. This system should provide an easy-to-use interface for athletes and their families to monitor their session usage, membership status, and upcoming payments. It also needs to offer flexibility to allow for one-time purchases, such as competition coaching, while maintaining clear and accurate records for both athletes and the coaching staff.

## By ensuring that billing and membership tracking are managed efficiently, the club can focus on delivering its core services—training, coaching, and equipment rentals—while also providing a seamless experience for athletes and their families.

## Scheduling

## Another crucial process for Elevate The Ville Pole Vault Club is scheduling, which involves coordinating various activities such as club training sessions, competition support, and private lessons. Effective scheduling ensures that athletes receive the appropriate amount of practice, coaching, and meet support to help them reach their goals.

## The club must schedule regular training sessions for its members. These sessions are held at designated times, and athletes need to sign up in advance, whether they are using individual sessions or session packages. The club must carefully manage the availability of coaches and the capacity of the training facility to avoid overcrowding while ensuring each athlete gets enough personalized attention.

## Scheduling for competitions is a key part of the process. Many athletes request the presence of a coach at their high school meets, and the club needs to manage these requests to ensure coaches are available when needed. This involves coordinating with athletes, coaches, and meet schedules, as well as organizing travel logistics when competitions are held in different locations.

## Private lessons are another offering that requires careful coordination. These one-on-one or small group sessions allow athletes to receive more personalized training outside of regular club hours. The club needs to manage time slots for these lessons, ensuring that both athletes and coaches are available at mutually convenient times.

## To streamline this process, Elevate The Ville would benefit from using a scheduling system that integrates with the club’s membership and billing systems. This system should allow athletes to book sessions online, track their available sessions, and manage their competition coaching requests. It also needs to provide flexibility for coaches to adjust their availability based on athlete demand and external events, like meets or private lesson requests. By efficiently managing scheduling, the club can maximize training opportunities for athletes while ensuring smooth operation of its coaching services.

## Equipment Rental

## The third critical business process for Elevate The Ville Pole Vault Club is managing pole rentals. This process is essential for providing athletes with the necessary equipment to train and compete, but it also involves specific challenges related to the maintenance and accountability of the poles.

## Elevate The Ville must establish clear terms and conditions for pole rentals that athletes and their families must agree to prior to using the equipment. These terms should outline the responsibilities of the athletes regarding care for the poles, including the potential costs associated with any damage or loss. For example, if a pole breaks during training, the athlete may be required to cover the repair or replacement costs, depending on the circumstances. Having a well-defined rental agreement helps protect the club's investment in its equipment while ensuring that athletes understand their responsibilities.

## The club must implement a system for tracking pole rentals. This system should include a log that records which poles are checked out, by whom, and when they are due to be returned. This will help prevent issues related to lost or unreturned poles. Athletes should also be reminded of the return policy, and follow-up communication should be sent as the return deadline approaches.

## Effectively managing pole rentals involves creating a robust system of accountability, clear communication of terms and conditions, and proactive maintenance. By addressing these challenges, Elevate The Ville can provide athletes with the necessary resources to train and compete while protecting its investments in equipment.

## Recruiting Content

## The fourth business process for Elevate The Ville Pole Vault Club is managing recruiting content, which involves overseeing the existing library of valuable resources designed to help athletes navigate the collegiate recruiting landscape. This process is critical in ensuring that athletes are equipped with the knowledge and tools necessary to effectively market themselves to college coaches.

## Elevate The Ville has developed a comprehensive library of recruiting resources, including articles, videos, templates for outreach emails, checklists for creating recruitment profiles, and information on NCAA regulations. This library provides athletes with a wealth of information covering every aspect of the recruiting process. With these resources readily available, athletes can learn how to highlight their strengths, prepare effective communication strategies, and understand what college coaches are looking for in potential recruits.

## Managing access to these recruiting services involves creating a secure and user-friendly system for athletes to obtain the resources they need. Since the recruiting content is accessible not only to club members but also to any interested athlete. The club should implement an online platform that allows athletes to easily navigate the available resources, complete their payments, and gain immediate access to the content they have purchased. This streamlined transaction process enhances user satisfaction and encourages more athletes to take advantage of the resources available.

## Tracking the usage of these resources is also vital for evaluating the effectiveness of the recruiting support provided by the club. By monitoring which materials are accessed most frequently and gathering feedback from users, Elevate The Ville can continuously improve its offerings and ensure they meet the evolving needs of aspiring collegiate athletes.

## Merchandise

## The fifth business process for Elevate The Ville Pole Vault Club is the management of apparel sales, which includes offering jerseys and other merchandise. This new initiative not only provides athletes with high-quality gear but also enhances the club’s brand visibility and fosters a sense of community among members.

## Effective inventory management is crucial for the success of the apparel sales process. The club needs to track stock levels and manage orders to avoid overproduction or shortages. Implementing an inventory management system can streamline this process, allowing the club to monitor which items are popular and adjust production accordingly. This system should also facilitate easy reordering of popular items, ensuring that athletes and fans have access to the gear they want.

## Marketing the apparel is another vital aspect of this process. Elevate The Ville can leverage its existing channels—such as social media, newsletters, and in-person events—to promote the new merchandise. Highlighting athletes wearing the apparel during training sessions or competitions can create a sense of pride and encourage others to make purchases. Additionally, offering limited-time promotions or bundles (e.g., a jersey with a training package) can help drive sales and create excitement around the apparel line.

## Managing the sales process is also critical. Elevate The Ville should establish a straightforward online ordering system that allows customers to browse available merchandise, select their sizes, and complete their purchases securely.

# Current IT Environment

## Hardware

Elevate The Ville Pole Vault Club currently relies on a minimal hardware setup, using personal mobile phones and laptops owned by the coaching staff and administrative personnel. There are no dedicated devices specifically allocated for club operations, which results in a fragmented hardware environment. The use of personal mobile phones for communication means that important messages, updates, and scheduling notifications are dispersed across various devices, increasing the risk of miscommunication. Laptops, while functional, vary widely in age, performance, and software capabilities. This inconsistency can hinder productivity, as older or slower devices may struggle with running multiple applications or handling large amounts of data, especially during peak usage times like registration periods or competition season.

The lack of standardized hardware also poses potential data security risks, as personal devices are often shared among family members or used for non-business activities, which can expose sensitive information related to the club’s operations. As the club continues to grow, investing in dedicated hardware—such as club-owned laptops, tablets, or a shared desktop system—could streamline operations, enhance security, and provide a more professional experience for both staff and members. Having standardized devices would also make it easier to implement new software solutions and integrate various processes across the organization.

## Software

The software environment at Elevate The Ville is built primarily on basic, easily accessible tools, with Google Sheets serving as the main platform for tracking operations. Google Sheets is used extensively for managing pole rentals, scheduling training sessions, tracking attendance, and recording payments. However, the current setup involves multiple, separate spreadsheets, which are not integrated or organized effectively. This decentralized approach leads to confusion, duplicated data entries, and a higher likelihood of errors. For example, session bookings and pole rentals might be recorded in different spreadsheets, making it difficult to cross-reference data and track overall usage accurately.

The club uses Venmo and cash payments as the primary methods for handling transactions. While these methods are convenient for quick, informal payments, they lack the robust tracking, reporting, and integration capabilities of a dedicated point-of-sale (POS) or customer relationship management (CRM) system. The reliance on cash and Venmo complicates financial tracking, often requiring manual reconciliation and increasing the potential for missed or incorrect entries. This process can be time-consuming and prone to human error, which could impact the club’s ability to manage finances effectively.

Elevate The Ville also maintains a basic Wix website, which serves as a platform for selling recruiting videos and providing limited advertising for the club. The website’s current functionality is minimal, offering little in the way of interactivity or online booking options. This underutilization means potential members or interested parties may have difficulty accessing up-to-date information, registering for services, or purchasing merchandise online. Upgrading to a more comprehensive website platform with integrated e-commerce and scheduling features could significantly enhance user experience, streamline operations, and improve the club’s digital presence.

## Staff IT Skills/Training

The staff at Elevate The Ville have minimal formal training in IT systems or advanced software tools. While the coaching team and administrative personnel are comfortable using basic digital tools like Google Sheets and mobile payment apps, their skills are limited to general functions.

The lack of formal IT training can lead to several operational inefficiencies. Limited familiarity with data security best practices could expose the club to risks related to information privacy, particularly when handling sensitive data or financial transactions. Offering targeted training sessions for staff on advanced software functions, data security, and system integration could greatly improve the efficiency and reliability of the club’s operations. Enhanced IT skills would also empower the team to adopt new technologies more confidently, making it easier to scale the club’s services as demand grows.

## IT Budgeting and Spending

Currently, there is no formal budget allocated for IT infrastructure, hardware upgrades, or software subscriptions at Elevate The Ville Pole Vault Club. The club’s existing technology setup has evolved organically, relying on free or low-cost tools. This approach has allowed the club to operate without significant upfront investment, but it also limits the potential for growth and efficiency improvements. As the club’s membership base expands and demand for services increases, the lack of a designated IT budget may become a significant bottleneck, hindering the ability to adopt more robust systems.

While the club’s owner is open to the idea of investing in technology improvements, the absence of a planned budget means there is no clear pathway for evaluating and implementing potential upgrades. Without financial resources specifically set aside for IT, the club may struggle to adopt new software solutions, invest in dedicated hardware, or provide necessary staff training. Establishing a modest, yet dedicated, IT budget would enable Elevate The Ville to make strategic investments in technology that could enhance operations, reduce manual work, and provide a better experience for both staff and athletes.

# Envisioned IT Capabilities

## Leadership’s Vision

The owner of Elevate The Ville envisions an IT environment that enhances the club’s ability to serve athletes while providing streamlined, reliable, and scalable processes. The vision focuses on modernizing the club’s technology infrastructure to better manage scheduling, billing, inventory, and athlete support services. She aims to adopt integrated systems that provide centralized data management, improve communication, and enhance the user experience for both staff and members.

The goal is to establish a unified digital platform that connects all aspects of the club’s operations, from scheduling and payments to equipment rentals and merchandise sales. This platform should be accessible via a mobile app and desktop, offering athletes and families an easy way to book sessions, track their progress, make payments, and access resources like recruiting content. The owner is also committed to improving the club’s online presence, ensuring that the website is functional, interactive, and listed on search engines and maps for increased visibility.

Ultimately, the vision is to create a streamlined, user-friendly IT ecosystem that not only supports the current needs of the club but also allows for future growth, providing athletes with a seamless experience and staff with efficient tools for managing operations.

## Top 10 Technology Issues

* **Lack of Hardware**
  + The club relies solely on personal mobile phones and laptops owned by staff members for all administrative and operational tasks. This reliance on personal devices creates inconsistencies in performance, as devices may differ significantly in terms of age, software, and capabilities. Additionally, the use of personal hardware raises concerns about data security and privacy, as sensitive club and athlete information could be compromised if devices are shared or not adequately protected. The lack of dedicated hardware also limits the club’s ability to implement more sophisticated software solutions and hinders overall productivity.
* **Lack of Standardization**
  + The current IT environment at Elevate The Ville is fragmented due to the use of various personal devices and a mix of software tools. There is no standardized hardware or software in place, resulting in inconsistencies in how data is managed and shared among staff. Different staff members may be using different devices and software versions, which can lead to compatibility issues and inefficiencies. This lack of standardization complicates communication and data sharing, increases the potential for errors, and makes it difficult to implement uniform processes across the organization.
* **Lack of Inventory System for Rentals**
  + Pole rentals are a crucial service offered by the club, but the process is currently managed using multiple, unorganized Google Sheets. This decentralized approach makes it challenging to track which poles are rented out, by whom, and when they are due to be returned. The lack of a formal inventory management system leads to issues like double-booking poles, difficulty in tracking damages, and potential financial losses due to unreturned or broken equipment. The manual nature of the current system is time-consuming and error-prone, making it difficult to maintain accurate records.
* **No Ordering System for Merchandise**
  + As the club expands into apparel sales, including jerseys and other merchandise, the lack of a formal ordering system has become a significant issue. Currently, merchandise orders are handled informally, often through direct communication with staff or via social media messages. This ad hoc approach makes it difficult to track inventory, manage orders, and fulfill requests in a timely manner. Without a centralized system for processing orders, the club risks losing sales, disappointing customers, and struggling with inventory control.
* **Not Listed on Maps**
  + Elevate The Ville’s physical location and business information are not currently listed on major navigation and mapping services like Google Maps or Apple Maps. This omission reduces the club’s visibility, making it harder for potential new members to find the facility. It also negatively impacts the club’s search engine optimization (SEO), as online searches for local pole vault training options may not yield results that direct people to Elevate The Ville. Being unlisted on maps can also affect trust and credibility, as potential customers may perceive the business as less established.
* **Disorganized Scheduling System**
  + The scheduling of club sessions, private lessons, and meet support is handled manually, often using separate Google Sheets for each activity. This disorganized approach leads to frequent scheduling conflicts, double bookings, and missed appointments. Coaches and athletes struggle to keep track of session availability, changes, and cancellations, which can cause confusion and dissatisfaction. The manual system also requires significant time and effort to maintain.
* **Inefficient Payment Tracking**
  + Elevate The Ville primarily uses cash and Venmo for handling payments, which complicates financial tracking and requires extensive manual reconciliation. The informal nature of these payment methods makes it difficult to maintain accurate records, leading to potential discrepancies in accounting. Staff must manually track each transaction, which increases the risk of errors. This lack of an integrated payment system also reduces the transparency and ease of financial operations.
* **Limited Website Functionality**
  + The current Wix website for Elevate The Ville is basic and lacks interactive features that could enhance user experience. While it serves as a platform for selling recruiting videos and providing some business information, it does not support online booking for sessions, merchandise purchases, or dynamic content updates. This limited functionality restricts the club’s ability to engage with potential members, streamline the registration process, and provide an efficient e-commerce experience. The outdated website design and limited features may also negatively impact the club’s professional image.
* **Lack of Data Analytics**
  + There is no formal system in place for collecting and analyzing data related to athlete performance, session attendance, pole rentals, or financial metrics. Without access to performance data, it becomes challenging to identify areas for improvement, optimize scheduling, or tailor training programs to meet athlete needs. The absence of data-driven insights also makes it difficult for leadership to assess the effectiveness of services and make strategic decisions for growth.
* **Limited IT Security Measures**
  + Given the reliance on personal devices and the absence of formal IT policies, the club currently faces significant risks related to data security. Sensitive information, including athlete personal details, payment records, and internal documents, may not be adequately protected. The use of shared or unsecured devices increases the risk of unauthorized access, data breaches, and potential legal issues related to privacy violations. Without proper security protocols, the club is vulnerable to cyber threats, which could compromise operations and damage its reputation.

# Closing the Gap

## Recommendation 1

## Recommendation 2

## Recommendation 3

## Recommendation 4

## Recommendation 5

# Conclusions

# Appendices

## Basis of Analysis

[In this section, explain findings in light of the theories and models used in the course, as outlined in Dr. Barker’s class meetings.]

## Technology Inventory

[Include details from Section 4.]

## Top 10 Technology Issues

[Include organizational documentation, if available.]

## Strategic Planning/Visioning Documents

none

## IT Budget/Spending Documents

none