

USGA Product Priorities for 2018

The USGA’s GHIN product suite is focused on:

- Providing Golfers, Associations and Clubs with an industry leading experience for the delivery and management of the USGA Handicap system.
- Providing best-in-class tools necessary to operate golf tournaments and events

Products suite to support this mission:

- USGA Admin Portal
- USGA Course Ratings
- USGA Golfer Products: GHIN.com, GHIN App and Kiosk
- USGA Tournament Management
- USGA Data Services

2018 Features to be Enhanced

- Redesigned Golfer products to encourage score posting and higher engagement with the Handicap System
- Data: Clean, secure and golfer accepted usage terms. This data will be used to power golfer segmentation and communication templates to engage current golfers in the handicap system.
- Reliable online Tournament Management solution featuring new functionality for clubs such as leagues and multiple scoring formats

2018 Features to be Decommissioned

- A CRM to support activities outside of retaining and attracting new golfers to the handicap system (Command and Microsoft CRM). APIs will be available to interface with SRGAs database applications.
- Club Billing Services (eClubhouse and manual club bills)
- Club website generation (eClubhouse)
- *eGolfer product will be decommissioned, but similar functionality will be available in the new Golfer products.

USGA Tournament Management Update

2017	Count	Total	%
SRGAs loaded	69	84	82%
Clubs loaded	10,065	~12,000	84%
Clubs activated	2,413	10,065	24%
Clubs upgraded to TM Club Premium	100	2,413	4%

User Surveys

- Every day, a portion of active users are surveyed by email
 - Users actively using the product for at least 60 days
 - Users are surveyed every 180 days
- The user (email recipient) selects a score from 0 to 10 to express how likely they are to recommend the product
- Responses are categorized by
 - Detractor (0-6)
 - Passive (7-8)
 - Promoter (9-10)
- Depending on the user's chosen score, they are asked a follow up question as shown below



- Responses are automatically collected and aggregated for scoring purposes
 - Net Promoter Score (weighting the number of Promoters to the number of Detractors)
 - Allows us to measure user satisfaction and how it changes over time
- In the case of Detractor responses
 - GGS Account Manager forwards these to the SRGA's GHIN Support Lead to coordinate the follow up with the club user
 - Excellent opportunity to:
 - Help the user learn how to accomplish something that is frustrating them and/or
 - Identify legitimate improvements needed in the product
 - Demonstrates that we value their feedback
- Sharing all responses
 - Balanced view (promoters, passives, detractors)
 - GGS Account Manager is sharing this information with the GHIN Support Leads at the SRGA

Transition of Level 1 Support

- GGS has continued to provide Level 1 support to USGA TM Club Premium users during the early part of 2017
- Includes:
 - Existing GGS customers who hit their annual renewal earlier this year and migrated to USGA TM Club Premium
 - New USGA TM Club Premium customers who came aboard earlier this year

- As planned, Level 1 support for these clubs is being transitioned to each SRGA four months after the loading of the SRGA club list
 - SRGAs loaded on or before Feb-1 have already hit the transition point and now have Level 1 support responsibility for these clubs
 - SRGAs loaded after Feb-1 will hit the transition point at their 4-month mark
- After the clubs have been transitioned, the associated revenue share payments will be folded into the current quarterly payment (paid shortly after the end of the quarter)

April/May Releases

- Scoring station mode for stroke play on mobile app
- Report Composer – Version 3
 - Sorting and filtering
 - Made available to all USGA TM users
- Ability to control the order of alternates below cut line
- Ability to show gross scores on net leaderboards
- Include “Local Number” when downloading GHIN rosters
- Enhancements to spreadsheet composer to export all needed tournament results (e.g. multiple rounds, aggregate score, etc.)
- Ongoing improvements and enhancements

June Release

- NMI support for online registration payments
- Include only the tees for the players on the scorecard
- Ability to remove handicap and net columns on scorecards for gross events
- Display under par rounds and totals in red
- Show next round tee times when current round complete
- Don’t show match as “F” until extra holes (if applicable) are completed
- Ongoing improvements and enhancements

Upcoming

- Scoring station support for match play on iOS and Android mobile app
- Pairing generation for multi-wave, multi-course, multi-tee, multi-day events
- Report Composer – Version 4
 - Navigation, organization, and sharing

2017 Road Map

	Q1			Q2			Q3			Q4		
Golfer Profile												
SRGA Player and Event Registration												
Members Programs												
Team Matches												
Season Points												
Continuous Development and Enhancements												

USGA Course Ratings

New User Requests

- Golf Association primary Course Rating contacts can request new users
- Send to CustomerSupport@USGA.org
- The following information is required:
 - Golf Association affiliation
 - First and last name
 - Gender
 - Email address
 - Address/City/State/Zip
 - Phone no.
 - Role (admin or read only)

Merging Associations

- Requests to merge Golf Associations should be submitted in writing to CustomerSupport@USGA.org
 - Example – Two associations shared responsibility for facilities in a given state/region, and moving forward one association will have full admin privileges for those facilities
- Prior to submitting, ensure each impacted facility has all required address information
- Our staff will complete the merger and provide notice as soon as it is completed

Removed Delete Link

- Removed Delete link from all Course tabs
 - Basic / Holes / Ratings
 - Eliminates risk of deleting a course when intent is to delete a Tee Set or Rating
 - Will still be able to delete a course on the Facility page (course list)

Help Resources

- Click Help for
 - Customer Support Contact Information
 - Download of User Guide with embedded Training Videos

USGA Data Services Management

- Introducing a new self-service API portal with detailed supporting documentation, user-guides and FAQs.
- Creating API calls and services to new industry standards.
- A simple and intuitive object reference guide for easier integration.
- Exposing a test sandbox via Apigee’s web portal, to test and run queries against the new API platform.
- Introducing identity and security management to track and monitor access and usage.
- Robust end-to-end monitoring helping with alerts and notifications.
- Access to detailed reports and dashboards showing usage, analytics and metrics.
- Support and community groups via Stack Overflow to help and guide technology partners with integration.

USGA Admin Portal

Update on Email Campaign

	5/1/2017	6/1/2017	% Change
Unique Active Golfers Without an Email	638,893	585,436	-9%
Unique golfers by SRGA	1,993,446	2,053,054	3%
Golfers by SRGA with email	1,356,636	1,467,628	8%

- All golfers will be required to have an email address in their profile
- All users will need to authenticate and accept terms in order to interact with the system

June Email Campaign

This month, we will be reaching out to each association with a listing of golfers within your association that share an email address

- Reach out to the golfers and ask them to provide a unique email address
- Email can be updated.
 - Through GHP Association or Club
 - By the golfer at GHIN.com

As a reminder, the support team can provide a listing of golfers in your association who do not have an email address. Send request to: ghinsupport@usga.org

- Excel file of golfers within your association who you do not have an email address on file.
- List will contain:
 - Golfer GHIN #
 - First and Last Name
 - Mailing address (if available)
 - Club and Service #

Data Considerations for Collaborating SRGAs

If you are collaborating with another golf association in 2018, we will want to migrate all of the golfer and club records under one GHIN Association number.

- Season end dates for SRGAs involved
- Last club bill date for SRGAs involved
- Map corresponding clubs in each association which will be merged into a single club
- Identify new club numbers for new clubs that will be brought over
- Define a target date to have the data migrated
- Identify and update the Course Rating association in CRS for both genders (if necessary)
- Identify and update USGA Tournament Management support (if necessary)
- Update security logins for all applications (if necessary)
- A checklist is available by contacting Fran Nee, fnee@usga.org

Data Considerations for all SRGAs

- If you are collaborating with another golf association in 2018, we will want to migrate all of the golfer and club records under one GHIN Association number.
- Season end dates for SRGAs involved
- Last club bill date for SRGAs involved
- Map corresponding clubs in each association which will be merged into a single club
- Identify new club numbers for new clubs that will be brought over
- Define a target date to have the data migrated
- Identify and update the Course Rating association in CRS for both genders (if necessary)
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Pilot

- SRGA Admin Pilot will start late summer
- Club Admin Pilot immediately following SRGA Pilot
- Focus areas:
 - Club maintenance
 - Golfer maintenance
 - Scores maintenance
 - Marketing cloud
- If your association is interested in participating in the Pilot please reach out to Fran Nee, fnnee@usga.org

Administrative Updates

- Paul Maya has left to be the new Chief Information Officer at the United States Tennis Association
- Gareth Londt has joined the Product team as a Director focusing on Data Services management
 - VASP (ex. Command)
 - ADA (ex. Golf Nations)
 - 3rd party handicap resellers
- Support Team
 - Ryan Magee has taken a position in the scoring department as an Associate of Scoring.
 - Nancy Macaulay in the GHIN Services area retired as of March 3
 - Lisa Christie in the Customer Support area retired on June 7

Immediate Areas of Focus

- Economic Model – the USGA is reviewing the change in billing and impact on the SRGA economic model
- Admin Portal – we are close to having the Admin Portal ready to Pilot by the SRGAs
- Training, Roll Out and Support – we are developing a comprehensive strategy to share with you at GHIN Users’ and enable you to support the transition to the new platform
- Cut over – the USGA is reviewing all alternatives available for the transition from current GHIN applications to the new platform. Once determined, it will be communicated well in advance to SRGA staff to plan accordingly.

2017 GHIN Users’

November 9-11

Mission Palms Resort

Tempe, Arizona

- Key Objectives:
 - Training on new GHIN products and services
 - USGA Tournament Management enhancements for associations

Next Meeting

Monday, August 14th at 11:00 am EST and Wednesday, August 16th at 2:00 pm EST

Register [HERE](#)