



**Executive Directors Meeting  
Thursday June 13<sup>th</sup>, 2013 at 18:00  
Hawthorne Hall A**

Steve Carroll (OVA), Lyric Sandhals (NWT), Ron Betts (MVA), Cheryl Crozier (PEI), Terry Gagnon (AVA), Colin Young (Sport Brand), Alan Ahac (NRS), Riley Bowman (VNB), Dave Swetland (VNS), Michelle Aucoin (VNS), Mark Eckert (VC), Aaron Demyen (SVA), Chris Densmore (VBC), Martin (VQ), Scott Borys (NOC), Ed Drakich (VC), Linden Leung (VC), James Sneddon (VC), Ahren Cadieux (VC)

**AGENDA**

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**1. Welcome**

**2. Convention/AGM**

**2.1. Schedule**

**2.2. Registration – If need any assistance with registration please contact Lucie**

**3. ED's Best Practices**

**3.1. Governance Review**

OVA (slideshow by Steve Carroll) – Board wanted to address challenges in the non-volleyball operation. Needed to convince the 6 board members who were regional represented board members to be replaced with professionals; smaller more professional boards. Model that was put in to place 10-15 years ago was no longer effective. Committed to making governance an “evolving work in progress” rather than “fixed”. Needed to have two sets of committees – board committees (policy, etc); ED committees (operational, ad hoc). Need to have a regional council – advise OVA board of regional issues. Developed a governance policy and renewals document. Next step is a staffing re-org. Looking to Tennis Canada model for staff re-org.

**3.2. Individual versus Team Registration (AVA example by Terry Gagnon)**

Risk is a huge contributor, realized that clubs were putting themselves at risk because they are running tryouts with participants who are not yet members. Implemented an individual membership registration – needed to be registered to try out for a club; signed up as rec member (\$5 to AVA, \$3 to VC). Made registration much easier or clubs as all members were already in NRS. Set up laptops at tryouts. Up over 1000 members with only 300 pending. In the fall had a higher phone call rate, but should be easier for next year. Individual registration was really important, good information. Some issues as some people do not read how-to manuals. Need to communicate value of being a member.

**3.3. Communication (Slideshow by Chris Densmore)**

Need to have a staff person in this role. Need to have relevant information on your website with constant update. Social media – content creation by all staff members; need to have engaging information. Need to have area specific newsletters. Bring in an intern to help with your social media strategy. Social media can have great reach.

### **3.4. Coach Development (slideshow by Chris Densmore)**

Do not do enough of mentorship or evaluation. Are we allocating enough to this area? How can we be sustainable? Held Coaching Symposium – gave out drills, this is what coaches are looking for, gave them a USB key of drills then focused on everything else. Need to create shorter and small symposiums (better for teachers), needed to be cheap. Free coaching level 1 courses to 18U athletes. Female teams must have at least one female coach. Ongoing evaluation – members are looking for this. Mentor coaches are important, need to pay them a honourarium. Coach specific newsletter. Looking to other fields and sport.

### **4. Officiating in Canada Round Table (Scott Borys)**

Biggest issues: recruitment and retention. Had a 43 referee increase from 2012-2013, ~1% increase, not good enough. Need to get more referees in. We also need more qualified referees. Referee development: Manitoba has a ref re-cert clinic. Need more referee training hours; go to practices and get involved. Need more evaluation and better compensation. Also need some refs to give more back. Communication and consistency are other challenges: messages need to be consistent and well communicated. Referee supervisors used to help develop and police referees – this role was split into referee managers and evaluators. Background checks – is this something we need to start considering?

### **5. Volleyball In Canada Sponsorship (Slideshow by Colin Young)**

Focus is on Volleyball Canada as a whole but have also looked at provincial side. Sponsors want more for less and they want it all now. Want to connect with your members. Looking for major sponsorships. Looking for partnerships which help all volleyball in Canada. Looking for 3 a year. Need everyone to be looking for corporate connections that are involved somehow in volleyball. Need to come together to delivery one large opportunity rather than 11 smaller ones.

### **6. Business Process Review**

How can we use systems to work more effectively on a shoe string budget. We need to know our customers (who are they/what do they want/demographics).

NRS- where it is now – survey of the admins indicated dissatisfaction. System is not customer friendly. No perpetuity of info.

Custom system vs. Software Product

Business processes- documentation is a must- implicit knowledge leaves with a person

Core products? What do Volleyball Organizations do: Athlete/Coach/Official development, support Membership is a secondary service undertaken by the customer primarily because they want to do the above

What do we need from our technology- NRS was built as a membership registration system, but we are asking for so much more.

### **7. Interprovincial Club and Canadian Open Club Championships**

Due to time constraint this item was not discussed

### **8. Next Meeting 1:30 pm est. August 13<sup>th</sup>**