



Executive Directors Meeting
Thursday June 12th, 2014
08:30 – 17:00

AGENDA

08:30 – 08:35 Welcome

Mark

08:35 – 09:20 Event Management – Best practices

Chrissy Benz

EVENT MANAGEMENT BEST PRACTICES:

- COMMUNICATIONS
 - Social MEDIA vs Traditional Media
 - VA: Hired communications contractor (Sonja) , dedicated resource. Contests, onsite etc.
 - How long out to engage resource?
 - Event Coordinator manages Event communications to teams/participants
 - Social Media seems to be “fun” coverage of the event
 - Volleyball.ca and ISET event pages need to have similar info
 - Volleyball BC: Instagram seems to be best for VBC and youth events
 - National Team snippets- “Good luck messages”
 - VBC: highlight video daily
 - Sask Volleyball: hired student one week prior- would hire it earlier
 - Sylvie: Social Media needs a specific portion of the plan. Accumulating Twitter handles. Clear identification on website.

- COMPETITION MANAGEMENT SOFTWARE
 - Alan Ahac will take the lead on exploring this
 - Live scoring from the score tables is the ideal
 - ISET is no longer sufficient for our needs

- EVENT STAFFING/ VOLUNTEERS
 - Small group of experts pulling off the events
 - Payment = trust
 - VA: Better to pay individuals directly instead of group
 - VBC: Averaging agreements for full time staff. Different regulations in all jurisdictions
 - HR Plan for Events- VC is working on for 2015- will share resulting documentation

- VALUE ADDED EXPERIENCES- Things to improve our events
 - Fun Zones: Jump touch/serving accuracy/radar gun/ passing zone. National Team cutouts for photo booth
 - Event Photography: seems to be a cost only. Revenue splits are tough
 - Mandatory attendance at opening ceremonies or don't run it
 - National Team engagement: multiple suggestions on how to engage- speaking/ red & white matches, etc.
 - Communication of pre-sale/ pick up items, and evaluation of what we can lock in for revenue streams
 - VBQ: Parents Zone?

09:30 – 11:30 VRS – Update and Demo

Alan Ahac

- KEY DATES
 - 327 items to develop (86% have been created)
 - Customer testing - June 23 (Toronto training session?)
 - Category 1 items - June 23-26
 - Category 2 items - July 7/8
 - Final testing due - August 8
 - Live launch - Sept 1

- OTHER INITIATIVES AFTER REGISTRATION SYSTEM IS DEVELOPED:
 - website/storefront
 - event management
 - officials
 - online coaching

POLICIES TO DETERMINE

- **transaction fee structure - require deadline date for each PTA to choose**
- can be determined on annual basis or at site level (league)
- some PTAs plan to use sanction fee for leagues to offset cost of system to their participants/members
- estimate done by Linden/Joanne and can be paid quarterly with reconciliation at end of year (Sept-Aug)
- Message approval by PTA - does this include event participants or just general news?

OTHER ITEMS

- Athlete Transfers
- Membership Structures – Terry Gagnon

11:45 – 12:45 Heroes and Atomic

James Sneddon

What activities are happening in your region to develop volleyball at the 6-9 and 9-12 age categories?

SK

12 clubs running atomic, receive funding for running the program

Less on running clinics, more training programs for clubs and teachers

Free Mini Atomic programming – connect with a club or school – morning focus on teachers, in the afternoon they run sessions

Saskapalooza – celebration of volleyball – university is involved, 2 day - Play Day, testing

BC

Community Centres – they do the registration etc, VBC provides technical expertise (very successful)

VBC Staff allocates 50% of his job

Provide start up grants (give \$500 to start)

Would like to see more clubs and schools running these programs

\$17000-20000 funding. Teach the teachers was the focus, but emphasized the participant numbers for applications

Concerns about coaches and facilities as growth continues. Seeing huge demand – may want to loosen coaching requirements.

Some clubs will add them as members, others are not (\$5 per person). A lot going on that is not tracked.

NU

Going north to put on week long clinics, after school programs, at the promotional stage, coaching clinics, adult clinics, week long events etc.

ON

Spikes – don't have them re-buying the program, not accurate numbers, they re-run the program on their own. Now offering a re-do on the Spikes program and Spikes on the Beach. Looking to access a Community Rec Fund, including equipment packages for 25k – 200k max. Club get their own insurance for the program

NL

Staff person goes around the province training PE teachers, adults, HS players to deliver after school program. Have placed lots of association dollars into the program. Have seen Elementary school programs take off.

Use Sr. HS teams to run a program in feeder schools. PE teachers carried on the after school programs. Not sure if NL receives direct funding.

Male numbers drop off in grade 8, female will double or triple at the same age

NS

Receive 12k in funding. Focus is on equipment and instructor training. Clubs are running it and access equipment. Seeing good in roads with municipal recreation centres. Seeing 13U age category increasing. Have gone into various school boards, with proper equipment (balls).

NT

Mini volley tots – bringing in coaches to tour schools, focusing on elementary outreach. No additional funding, all core funding. Provide leadership training and receive 2k to do so.

AB

Clubs running Atomic (provide kits). In the past during outreach programs, the teaches were using it as a break. Apply 20% of a staff person, and would like a full time staff doing this (Start in Sept). Saville Centre offers House league and Atomic sessions. The Dome league turns away 100's. There is a big interest to start rec house leagues.

PE

Grant issued to the club, they do register with PE. Run it on the beach as well. Bring staff to the events and partnered with a multi sport programs (8 weeks). Run instructors clinics once a year (3-4 hour session). Providing the manual or resources if they have already gone through the clinic. Run a Jamboree. Receive 10k in funding for 12U volleyball (for everything). This funding is used for start up grants and a Jamboree. Offer a leadership program (specific club). Have to apply each year for the funds (bilateral), without it would spend 3-4k. Purchase equipment as well. \$10 per person membership.

NB

10k – 5k from corporate sponsors. Planning to hire a TD to deliver the program. Running 2 clinics for students, teachers, coaches, parents, and an outdoor jamboree. Envisioning the vent on 8 soccer fields. 13-14 age group is growing.

MB

High priority. Little formal activity. Pockets of activity and encouraging clubs to take this on. Currently analyzing how to develop the 12U program. Need to get out more into smaller regions.

QC

Mini Volley program is geared toward schools. Invest through training PE teachers. This has been going on for several years. Lost track of numbers, groups are doing it on their own. Have had success to get this numbers by offering competition (counted up to 25000 kids). Staff person has 15% of his time to run training sessions. Provides 1 hour theory, 2 practical – manual for the PE teachers – done in collaboration with teachers to integrate with curriculum. Contest raises awareness – schools hear about it, and ask why they aren't involved. VBQ invest in staff time and receive no direct funds. Coaches and gym time is a problem and what limits growth. Taking a program already running and link ot to summer programs (ready made packages).

14:00 – 14:45 Registered Participants/members (what does each PTA and VC Offer) Sylvie Bigras

COMPETITIVE PARTICIPANT RATES/RECREATION RATES

BC - \$30, \$2

AB - \$33-48, \$25 beach , \$5 rec

SK – \$59, \$5

MB - \$40, \$25

QC - \$33, \$16
NB - \$35.50, \$10
NS - \$33, \$12
PEI - \$20, \$7
NL - \$10
NT - \$10
NU - \$10

Benefits of registered participants: discounts to other services/sponsors, insurance, certified officials, clinics/courses, leagues, provincial championships, national championships, provincial team, athlete development, Volleyball Source magazine, newsletter, voting rights, letter of good standing, gift cards (Subway, Booster Juice), photos at championships, webcasting, tv coverage, rental car discount, eblast, membership assistance funding, free Atomic clinics, registration system, SaskSport grant (universities are members), discounts at sporting goods store, discount at coaching clinics, discount at international matches, good standing status, elite programs, technical literature, summer camps, technical support (event hosting), awards/recognition, staff/administration, coach certification, discounts at hotels, spring leagues, access to provincial funding, senior leagues, highschool leagues, discount at AUS matches, parent code of conduct, mentor staff, flight discounts.

15:00 – 16:15 Sponsorship

Colin Young

Overview: solid signs of progress
good time to integrate provincial events & value (along with VC)
event presentation kits - standardize & professionalize
more clarity in revenue sharing
we need to assign value to our properties

what do sponsors want?
large special events or new events
lots of lead time
professional proposals/delivery
youth & connection to them (social media)
corporate name in title
customers, sales programs, contacts

big & small ideas:
how to attract sponsors?
targeted approach, knowing our value, feature court (signage), join with other sports in area (Waterloo), age category event sponsors, secondment programs, combine tournaments with concerts, parents of athletes (approach their companies), story-telling/human component, tourism/hotel groups, e-newsletter advertising (measure stats), on-site activation-connect to athletes, gold medal plates (buy an experience)

Next steps (info to collect):
need templates & checklist
how to ask for cash instead of just VIK
evaluating value of events/properties
stats on volleyball in Canada
steam assessments - access through CSTA/VC

16:15 – 17:00 Officials (Update and agenda development for 2015 Officials Summit) Scott Borys

Newsworthy: International Refs - 5 working around the world this weekend (1st time)

Scott McLean (CZE/NED)

Tara Ilkiw (FRA/GER)

Andrew Robb (SVK)

Azad Hosein (CAN-BEL)

Scott D. (MEX)

*selected by FIVB based on talent/experience

Updates:

officials uniform moved to VC HQ in Ottawa

expanded to jackets, whistles, sanction cards, etc

Intl Committee & High Performance - Guy Bradbury

identifying potential International Ref at younger/earlier stages

more talent/potential rather than seniority

possible to include feedback from coaches/clubs - recommend to Scott

PTAs want targeted recruitment & retention

exit interviews to understand issues (NB has success with it)

opportunity for coaches to provide feedback - proper channels/pathways??

QC estimates that refs who don't get assigned, will quit.

AB has a full time staff to do assignments/provide support

Survey to officials - retention (Andrea)

Officials Summit - topics

sanctions for coach behaviour & bad standings

rules review - clarify for VC age groups to avoid judgment calls/centralized rules?

survey to officials - retention

incident reporting

bench & certifications

targeted recruitment & promotion (recommendations from PTAs/coaches)

2016-2017 Championships

development programs & structures in PTAs

retention & exit interviews

pay rates, uniforms, cost to be an official, income reporting

communication (newsletters/engagement)

VRS - scheduling, assigning (event mgmt)

relationship between ROC & PTA - accountability & support (standardize on national level)

certified refs @ non-sanctioned events (non-insured)?

Summit Dates

Along with ED/TD meetings & BoD

Recommended: 2nd week of January
Location TBD

Next Meeting 1:30 pm est. August 13th