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## Volleyball in Canada Executive Directors' Meeting

In person

January 16<sup>th</sup>-17<sup>th</sup>, 2013 – Toronto, ON

*Attendees: Mark Eckert (VC), Linden Leung (VC), Kanika Thakar (VC), Russ Jackson (NLVA), Mike Gallagher (VNB), Michelle Aucoin (VNS), Cheryl Crozier (PEI), Steve Carroll (OVA), Ron Betts (VM), Aaron Demyen (SVA), Terry Gagnon (AVA), Lyric Sandhals (NWT), Chris Densmore (VBC)*

### January 16<sup>th</sup>, 2013

1. National Insurance Plan – David Sim
  - Kanika and Linden to be VC Staff contacts
  - Letter of intent is to be signed by each province and remitted to Linden or Mark by end of day on January 17<sup>th</sup>, 2013 – *Letters received from OVA, VM, NWT, NLVA, VNB, AVA, SVA, PEI, VNS*
  - Each ED was given a binder highlighting the National Insurance Plan
  - Provinces should submit total member number and number of insured members to VC – *Provinces have remitted numbers and Linden has sent out an adjusted membership count* Linden to provide policy for Limited Abuse Liability coverage
  - Takeaways: Price: \$1.79/participant. Better coverage, less administration for PTAs
  - David to provide an informal summary to explain coverage and benefits to PTA boards/memberships
  
2. Domestic and International Competitions – Chrissy Benz
  - Looking to verify PTA Championship dates for seeding purposes
  - Would like PTAs to send championship results to VC
  - Working on getting Host Bid Proposal for 2014-2015 out for February
  - Goals for 2015: Build on exposure from 2012
  - World League – new format, hosting 3 matches and away for 2, dates and venues have been confirmed and will be posted to VC website. To get to finals we need to win our pool.
  - Auction: March 8<sup>th</sup>-15<sup>th</sup>. Goals: over 100 packages, raise \$30,000+, supports all national teams (indoor, beach, sitting)
  - NORCECA Men's Championship: will be held in Langley, BC. Will host top 6 teams in NORCECA plus zone champions
  - Looking to find out what support provinces/territories need from VC
  
3. Membership and NRS
  - Kanika to create time table for system evaluation and rubric for success measures
  - Kanika provided summary of what NRS does, how it can help and next steps in development – *presentation has been sent to provinces*



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- Kanika presented strategies for membership engagement and participation growth  
– *presentation has been sent to provinces*

#### 4. Sponsorship

- Follow up from PEI meeting regarding exploring joint sponsorships agreement
- Mark presented some slides from Sport Brand outlining sponsorship strategy

### January 17, 2013

#### 5. VC Business Plan – Nora Sheffe

- a. Communicating areas for partnership between VC and PTAs
- b. Membership and Participation Growth
  - i. Some PTAs have dedicated staff to support membership services and programs, youth coordinators, have received gov't funding to support youth programming
  - ii. Some gov'ts are pushing after-school programs; great for those who run leagues
  - iii. Challenge: Need to teach the teachers – teachers will not continue to run programming after PTA resource leaves, need to demonstrate value of youth programs
  - iv. James has asked that everyone make a more concerted effort to support National Volleyball month – September
  - v. NLVA has set up “Adopt a Hut” program where CIS/CCAA players come to clubs/schools and run practices 2-3 times a week
- c. Resources
  - i. Debts from 2007 have been paid, now can start investing in other resources
  - ii. Need to increase fundraising opportunities; replicate what has worked: auction, Superspikes, championships
- d. Technical Development – Coaches
  - i. Increase number of coaches, female coaches and paid coaches
  - ii. Update technical resources – online delivery is key
  - iii. “Increased pool of Canadian coaches qualified to coach national teams” has been recognized as a real need by HP.
- e. Technical Development – Officials
  - i. Staff resource has been hired (Andrea Bailie)
  - ii. Baseball Canada is undergoing a similar process for a development model
  - iii. App on rules is being developed
  - iv. OVA is looking at a consultant to analyze referee logistics & challenges
- f. Athletes



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- i. LTAD goals to be finalized
  - ii. VCCE – PSO support, club support – communication piece will be very important
  - iii. University/college age athletes LTAD stages is being worked on. VC HP is aware of gap, and system is being adapted to address (FTC enhancement)
- g. International Excellence
- i. Hire additional assistant coaches (indoor)
  - ii. IST (travelling massage therapist with men) additions & enhancement
  - iii. Old is new again Canada Cup, women's program
  - iv. Beach: adjustment of goals- 2015 Pan Am Games Gold, not just podium. Medal at 2016 Olympic Games
  - v. Explanation of Personal Coaches vs. National Team Coach on the Beach. Professionalization of personal coaches
  - vi. Sitting: Grassroots development. Help with development through funding, and resources. Ian will share grant info (CPC Grants). The majority of provinces are not actively engaged with sitting programs in their province