

Successes:

- 2007 National XC Championships
 - o Jnr Women, 3rd team
 - o Jnr Men, 3rd team
 - o Snr Women, 2nd team
 - o Snr Men, 1st team
 - o Masters, 2nd team
- 2007 National Road Rankings
 - o Marathon
 - 2nd Jerry Ziak, 2:17:34
 - 3rd Suzanne Evans, 2:45:38
 - o Half Marathon
 - 2nd Ryan Hayden, 1:04:44
 - 3rd Jon Brown, 1:04:55
 - o 10K
 - 2nd Ryan Hayden, 29:33
 - o 5K
 - 2nd Lucy Smith, 16:32
 - 3rd Steve Osaduik, 14:40
- Welcome Vancouver and Victoria Marathons and a number of other major events back as sanctioned events. With the Vancouver Island Race Series also committed for 2008.
- The popularity of events such as the Vancouver Sun Run (54,317 registrations in 2007) continues to grow.

Truths:

- Proportion of sanctioned events was declining
- Membership numbers have flat-lined despite growth in participation
- Interest in our provincial championships is declining
- Numbers of BC athletes on national podiums and selected to national teams has declined

Priorities:

- Retain and grow membership by improving the delivery of services and demonstrating the benefits of sanctioning and membership.
- Provide the serious athlete with an environment in which they are inspired to achieve their full potential.

Goals:

- More sanctioned events
 - o Deliver on the benefits and services that sanctioning claims to provide to events.
 - Timely and comprehensive Calendar of Events
 - Additional promotion of sanctioned events
 - On the website

- In the bulletin
 - Wherever promotional opportunities exist
- Develop a Race Directors information package, pulling all relevant information together.
- Encourage the certification of more road races
- Develop a officials program for off-track events
- Increase membership of BCA
 - More sanctioned events = more discounted entry fees = more reasons to join BCA
 - More memberships = more funds to develop new programs
 - More content in the bulletin and on the website that is relevant to participants
 - Retain existing members
- Encourage the presentation of more seminars for athletes, coaches, race directors, officials.
- Make provincial championships highlights of the local event calendar.
 - Encourage events to want to host championships
 - Encourage top athletes to want to participate in championships.
 - Tie incentives to the championships
 - Team BC representative opportunities
 - Prize money
 - Top quality competition
- Athlete development
 - Retention of athletes as they enter and leave further education
 - More representative opportunities for BC athletes
 - Training camps and education of athletes and coaches
 - Make more athletes eligible for awards and representation

First Steps:

- TBD
- Input and help required
 - Strategic Plan
 - Content for the website and bulletin
 - Participation in sub-committees to develop proposals for improvement
 - Sponsorship