

Membership Report 2009 Membership Year

SUMMARY OF ACTIVITIES

- Manage ACDirect
- Process and register all Unattached memberships
- Coordinate changes and improvements with ACDirect programmer
- Train new Registrars, answer questions and provide general support for the system.
- Create ACDirect invoicing through automatic programming, process payments received.
- Produce cards for all individual members and mail out to club Registrars or directly to Unattached members.
- Send out information periodically throughout the year to Registrars via an electronic bulletin
- Answer membership questions (and other general questions) by phone or email from the general public on a daily basis.
- Continuing to work with Athletics Canada and Metasport on changes/improvements to the ACDirect system – both the membership database and results/rankings system
- Worked with BC meets to easily produce results compatible with the ACDirect results/ranking system. To date we are the only province to actively use the system. It is hoped that other provinces will begin to use it in 2010.
- Provide BC track and field meets with event specific membership downloads on a regular basis to use directly with HyTek.
- Create weekly membership lists to post on the website and send out to sanctioned events for all individual competitive members and all school club members.

IMPROVEMENTS

- Continually working with Metasport to ensure that the ACDirect membership database works as best as possible and meets our needs. As a national database used by all the provinces we can only make a limited number of adjustments that reflect BC Athletics membership needs. So far this has not been a problem
- Continue to work to get all BC Athletics sanctioned Track & Field meets to create their results formatted to the ACDirect system but not all events use HyTek
- Adjusted the ACDirect database to produce invoicing on an automatic basis on the last working day of each month. It is hoped this will facilitate payment in a timely manner.

CHALLENGES

- Getting sanctioned events to submit their Post Event Submission Forms and payments in a timely manner.
- Getting more Schools and School Districts to sign up each year.
- Status Report – working to create a statistical collection database that includes all of the information and numbers that we are required to report on an annual basis. The information is currently documented in a number of areas which need to be brought together under one database.

PLANNED ACTIVITIES

- Continue with the next steps in the membership review process including the School Club and School District Membership categories. We need to reformulate these memberships to attract higher numbers. Affiliated clubs and the RunJumpThrow program will be integral to the success of this membership type's success.
- Continue working to get membership lists for Road and Cross Country Events in a format that's easier for them to use. Also working with Road and Cross Country Running results for rankings and results system

KEY INDICATORS

- Membership is down slightly over last year but the amount is, for the most part BC Summer Games memberships that were not used in 2009.
- For the first time in my time at BC Athletics a large number of calls came in from parents wanting to know the ramifications of signing their children up as Unattached. There were between 20 and 30 of these calls this year. In all cases the decision to go Unattached was a financial one and not a reflection on the clubs the children had belonged to.

Sam Collier
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