

HUMAN RESOURCES

2011 saw the adoption of new salaries for association staff. We have been unable to give long-time employees a salary increase for a number of years, in the case of the CEO/President, since 2008. Keeping salaries competitive is an important succession strategy. The current Board of Directors is confident that employee compensation is now within the median market range.

The association has been handicapped for quite some time with lack of a Technical Manager for Track and Field. Funds were available this year to successfully fill this position on a contractual basis from November 2011 to March 2012. The Board hopes to draft a budget that will permit a permanent posting in the spring of 2012.

This year, BCA partnered with Athletics Canada to provide national coordination of the “First Contact Athletics” program. AC is now contributing a share of Tanya’s Geelhoed’s salary, benefits and travel expenses to cover her increased responsibilities with regard to this program.

The proposed BCA/AC partnership for the establishment of a national para-athletics coach, with the coached based out of the BCA office, was not accepted. We were, however, able to once again hire a student to help in the office in the summer.

BCA staff work hard to provide administrative and technical support for our association and they do a great job in keeping us running. Special thanks go to Brian McC Calder for his able management and leadership, and his continuing advocacy for Athletics in the wider provincial and national sporting communities.

MEMBERSHIP PROGRAM

Individual memberships have been steady, with a slight upward trend, since 2002. Numbers are currently higher than in the latter 1990s. Club memberships remain constant, with the total number of clubs coming in at just under 70 for the past ten years. Junior Development athletes remain the bulwark of our association.

We are, however, losing numbers in and need a renewed focus on school and school district memberships. Outreach, liaison development and partnering with the schools are needed to rejuvenate membership in this area.

On October 3, 2011, BCA committed to a partnership between BCA, Athletics Canada and Canadian Masters Athletics. The agreement enables an affiliate membership structure through which qualifying members are automatically granted AC and CMA membership when they enrol in BCA as a Masters member. Provincial policy to align fee structures was adopted at last year's BCA AGM. The membership fee for BCA Masters has gone up, but it now includes membership in CMA.

Membership services continue to be admirably delivered by Sam Collier, who is the face of our association for many individual members and clubs—thank you Sam.

OFFICE COMMUNICATIONS

The BCA Board has heard from the membership and through the Directors that internal communication remains problematic. Our website, while comprehensive, has proven difficult for the membership to navigate. It is hoped that changes to the site this fall have made finding information more intuitive. More work is required to keep the website current and dynamic, and to move the association onto a mobile web platform.

This fall, Bruce Deacon, the association's new Director of Marketing and Communications, presented strategic options to the Board with regard to internal and external communications and marketing. Better communication with our members and stakeholders was seen as a top priority, so we should soon see improvements in this area.

Meanwhile, on the news front, Maurice Wilson's dedication to the BCA Blog has kept members fully updated on all things Athletic. Wow, who thought there was so much going on, and that there was so much coverage in local media?

RECORDS AND REPORTS

The second resolution being brought to the membership at this year's AGM underlines the large problem of keeping the association records, documents and reports up-to-date. The passing of the resolution calling for the reactivation of the Legislative Committee will give the Board the mandate it needs to prioritize this aspect of association business. Updating the Constitution, bylaws and policies is a big task and will take most of the attention of the Director of Planning and Administration in 2012. It will also be a considerable drain on office staff. It is, however, important work that needs to be done.

Further to this, there are a number of other BCA procedures and documents that require input from the committees to enable their updating. I recommend that the committees prioritize this work as much as possible in the coming year to ensure that all members have easy access to current policies, procedures and technical specifications.

STRATEGIC PLAN

BCA's current strategic plan expires at the end of 2012. The creation of a new strategic plan for 2013 and beyond will be a major Board project in 2012.

Our current plan calls for the strategic alignment of programs and plans with Athletics Canada's strategic direction. In general, we have done a good job with this in 2008-2012, and could be said to be in alignment as we close out our old plan.

At Athletics Canada's spring 2011 AGM, AC and representatives from nine provincial and territorial branches met to discuss national strategic alignment. The branches agreed to adopt AC's strategic template of four pillars: 1) coach development, 2) athlete development, 3) competitions, and 4) organizational capacity.

BCA, along with the other branches, agreed that each branch would develop its own goals, objectives and reporting timelines to meet their specific needs within the four pillar structure. Given this agreement, it makes sense to structure the new BCA strategic plan

around the four pillar model. We should have enough flexibility within this structure to ensure that provincial goals and objectives are met.

Reaching agreement on our goals and objectives will be the challenge of the new Board, who will seek input from the committees and the membership at large. Please respond when asked, so that there can be wide involvement in setting the future direction of our association.

Respectfully submitted by

Pamela Medland

November 29, 2011