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Human Resources

- Overtime policies and procedures will be reviewed and any changes necessary will be implemented in 2015.
- BC Athletics Staffing and Organizational Chart:
 - A review of the BC Athletics staffing current and needs going forward will be undertaken as part of the Association Governance Review scheduled for 2015.
 - BC Athletics, together with Athletics Canada and Own The Podium (OTP) have had discussions on a program to support the next generation athletes / Olympic hopefuls as part of the Athletics Canada HPAD program. Further meetings are planned prior to the end of the December 2014.

Membership

- 2014 saw growth in total individual memberships as well as in club memberships by 4.34%. The largest areas of growth were:
 - DoE cross country participants 58.62%
 - Elementary school members 50%;
 - Run Jump Throw trained instructors 10.48%.

Strategic Plan

- We are currently 20 months through the four year strategic plan 2013 to 2016. There are goals for each of the four pillars of the BC Athletics Strategic Plan.
 - Athlete Development - Recruit and retain more athletes through a sport environment that encourages and supports maximizing potential.
 - Coaching - Increase the number of qualified and knowledgeable coaches in all disciplines of the sport.
 - Competition - Provide a competitions program with increased opportunities and place more BC athletes on national teams.
 - Organizational Capacity - Grow membership through organizational excellence.
- All goals appear to be on target and the BCA staff will review the current results and adjust tactics as necessary to achieve the goals.

The three Key Results for BCA are for the 2013-2016 Plan are:

- Membership Growth of 10%
- BC Athletes Make-up 25% of National Teams
- Increase Active Coaches by 35%
- The three Key Results for BCA are for the 2013-2016 Plan are and interim results for the period Apr 2013 to Mar 2014 are:
 - Membership Growth 4.43% increase
 - The largest areas of growth were:

- DoE cross country participants 58.62%
- Elementary school members 50%;
- BC Athletes on National Teams 22.1%
- Active Coaches 5.04% increase
 - Sport Development
 - Run Jump Throw trained instructors 10.48%.

Twice a year the plan is reviewed and adjustments considered and presented to the Planning Committee and BoD. As appropriate Tactics/Activities and the Targets for the Strategic Objectives may be adjusted to reflect a more effective tactic and realistic target.

Electronic Communications

- 2014 was a successful year for the updated electronic communications launched in 2013. Several forms of social media was added to the website which has improved communications. Facebook, Twitter and the BCA blog are all being utilized and appear to be working well as a form of communication. There is a news section on the front page that can be accessed by members and the public for up-to-date news items, information, reports and results.
- To be in compliance with the new anti-spam legislation an email was sent to all the membership that offered the option to opt-in to future emails.