

Jordan Myers & Sanda Turner

The Zone 3-4-5 Director report defers to the reports of the Officials Committee, Technical Manager of Road Running & Cross Country, Coaching Education Coordinator, and the Technical Manager for Track & Field for statistics of Events, Coaching, and Athletes. This report was prepared by one of the Zone Directors, and does not necessarily reflect both directors' opinions, as feedback/ additions weren't provided prior to the submission deadline.

2017 HIGHLIGHTS

- **BOARD MEETINGS:** Ongoing attendance and correspondence, including the strategic plan initiatives, were managed organically between both Zone 3-4-5 directors. Between us, we were able to have representation at all Board Meetings & Conference calls in 2017.
- **COMPETITION:** There was representation from a Zone 3-4-5 director at over 70 events in 2017. Similarly, to 2016, Sanda has attended primarily Track & Field events, and I attended primarily road, cross country, trail & mountain running races, with an appearance again at the Harry Jerome Classic.
- **GOVERNANCE:** A conference call was organized over the summer to assist the Lower Mainland Cross Country Series in continuing to build a new executive structure due to the absence of a chair for the last several years. With assistance from Maurice Wilson, and the series race directors we were able to discuss and action a number of items prior to their race series start.
- **CLUB REGISTRATION:** All Track & Field Clubs were up to date on their registration for 2017. As was the case in 2016, running clubs received sporadic confirmation and eventually complied with registration timelines.

2017 LEARNINGS/ CHALLENGES

- **COMMUNICATION:** Connection to clubs and the membership in a relevant manner continues to be challenging at the best of times, and our roles as Zone Directors seems redundant to the BCA staff (great) efforts. It is not clear the efficacy or the relevance of our comm as a zone director to the membership. With the current vacancy of a Marketing & Communication Director we may be lacking some leadership in comm, but I think also technology has shifted in a way that the membership is connecting with BCA more directly. I would encourage a discussion in 2017 at a board level about comm. Consider more unified comm strategies to utilize our current board framework and how it aligns with our current 2017-2020 strategic plan.
- **TRENDS:** **NOTE - The following is reiterated from 2016, but remains relevant and has been listed here again** **The rise of run crews, event run clubs, and hotel/ store/ brand run clubs continues to have significant traction in the last several years, especially with younger demographic in Zone 3-4-5.** The positives are that many of these organizations are social media savvy, post articles, pictures and videos showcasing the various aspects of running (trails, T&F, road, cross country) and increasing the interest in the sport and a strong sense of community. Many of the clubs showcase opportunities for social engagement as well as physical literacy/ movement in a non-competitive environment for the 18-35yr old, millennial demographic. Dylan Wykes & Rob Watson are very much involved in these groups/ events/ community. **At present, few of these groups are members and even less of their "run crew" events are sanctioned. It is unclear what initiatives or discussions are taking place at a staff, board, or membership level to engage all this great enthusiasm and participation in the sport, especially when embraced by some of our strongest local elites.** In 2017 we should consider dialoguing how we can engage and provide a value proposition to these clubs and these runners to convince them to join and support BC Athletics, provincial sport and the pathway to national & international competition.

RECOGNITION

I would like to thank the members of the BC Athletics Board, Committee Chairs, and Staff for their support through 2016 & 2017 in my 2yr term. I'd also like to acknowledge specifically Brian McCalder, Greg White and last but certainly not least, Maurice Wilson, for their knowledge, enthusiasm and availability in assisting me, and my ongoing questions.

Submitted by Jordan Myers – Director, Zone 3-4-5