



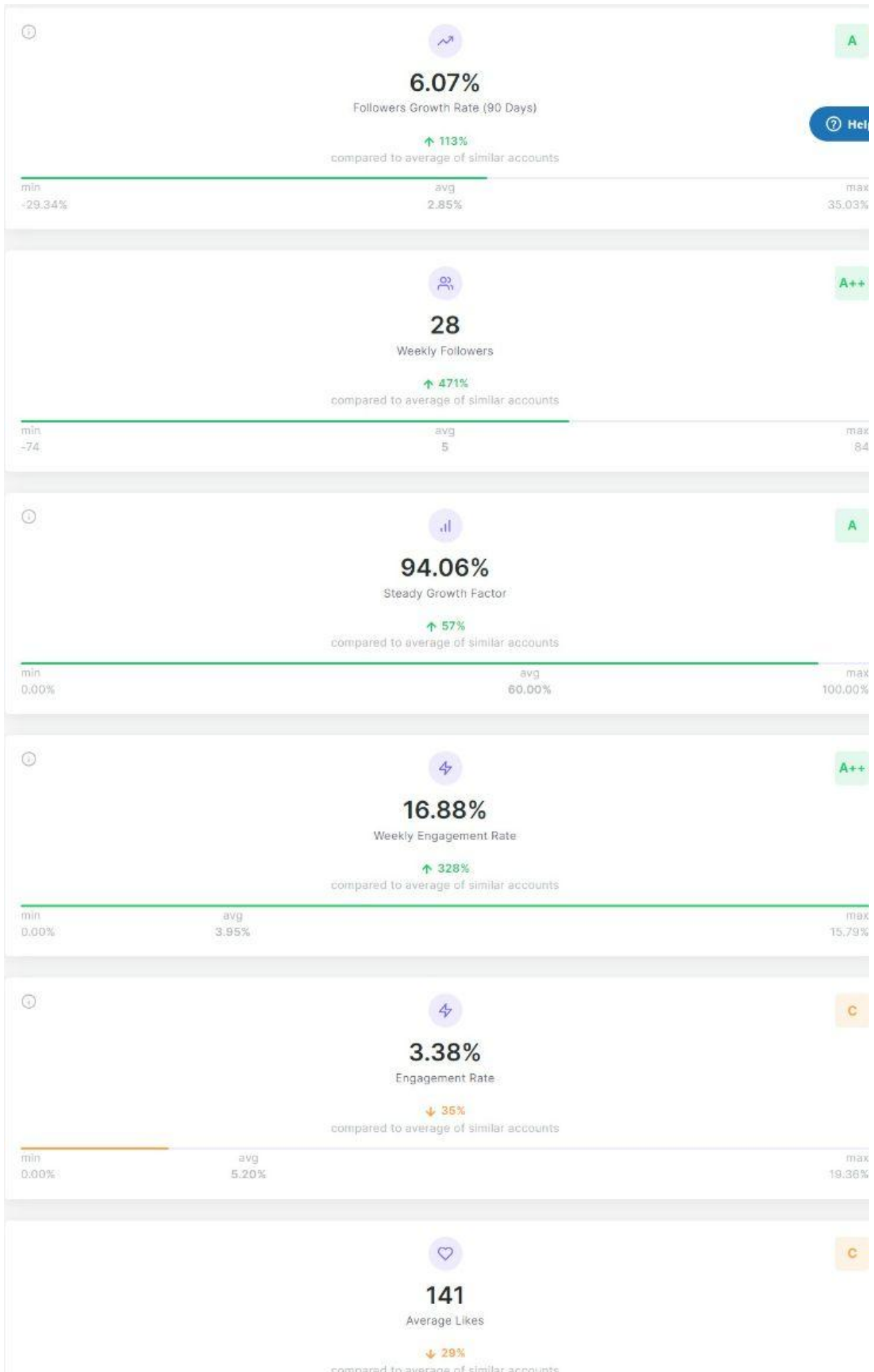
2023 AGM Report - July 24 2023

Marketing & Communications, Coach Development, Officials Development

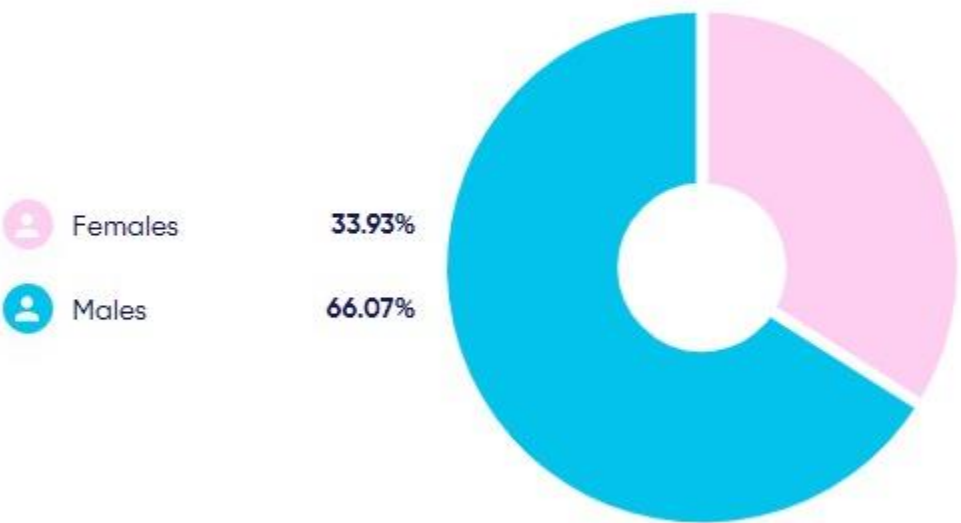
## **Marketing & Communications**

### **Social Media**

- Instagram (most successful)
  - New initiative: Athlete of the Week, averaging engagement of 120 impressions per post
  - Averaging 143 impressions per post
  - 484 new followers since Dec 31
  - Averaging 6.07% follower growth rate, expecting to hit 5K followers by end of February
  - Averaging 3.38% engagement rate
  - Male dominated following (66.07%) and Vancouver dominated following (27% - next highest city is Victoria at 7% for reference)
- Facebook
  - 2.6k followers, averaging 9 impressions per post, low engagement (<1%)
- Twitter
  - 2772 followers, averaging 142 views per post, lowest engagement
- Future platforms to be considered: TikTok, YouTube



# Audience gender



## Following and followers

+279 followers in the last 4 weeks ↗

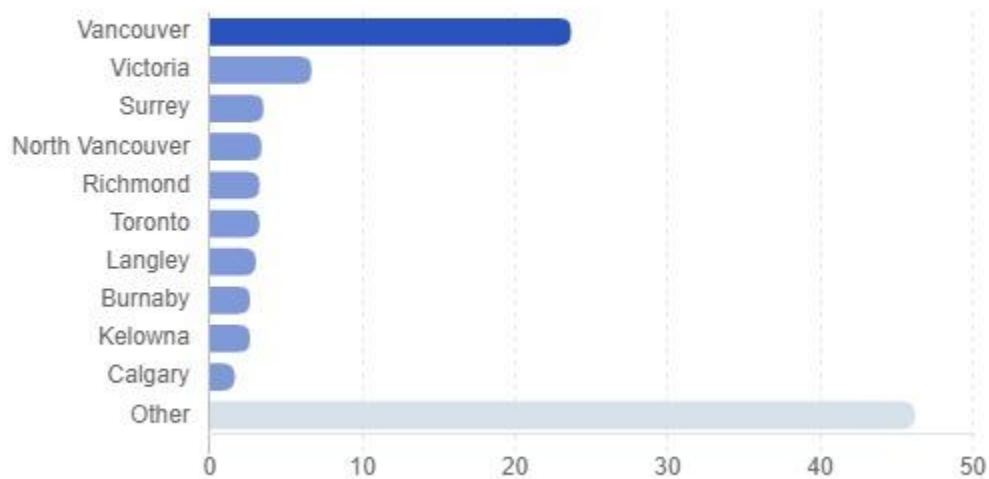
### Followers Growth ⓘ



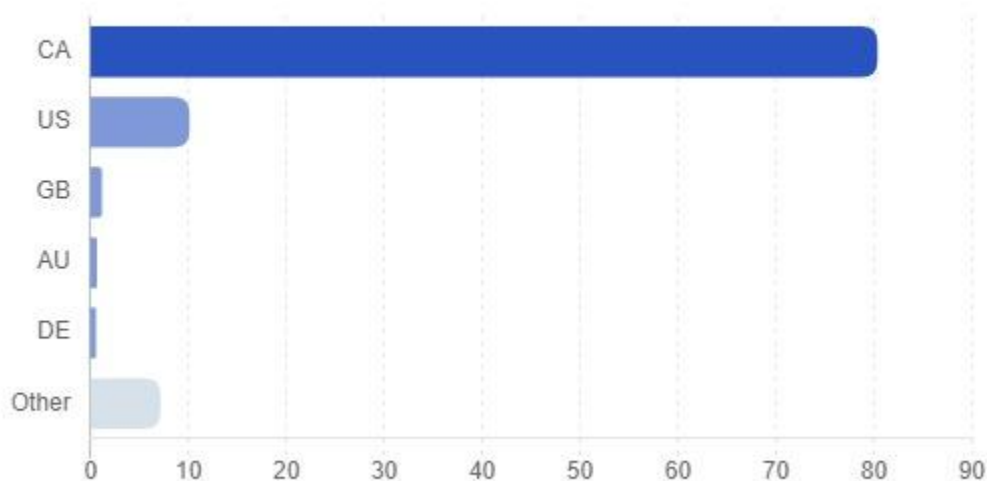
### Followings Growth ⓘ



## Audience Location by City



## Audience Location



### Website Updates

- Completed within one day of receiving updates
- Officials' section mockup to be created for approval
- Coaches section under review (special attention to landing page)

### Event Marketing

Upcoming events:

- NCCP Courses
- Road Running Measurers Seminar
- Official's clinics (TBD)

- Throws Summit
  - In discussion with Megann to see how I can support due to overlapping nature of Coach Ed and T&F

## **Newsletters**

### BC Athletics Record (General Newsletter)

- Sent on a 4 or 3 week basis dependent on the time of year & content
- Positive impressions from the community
  - 3 sent, averaging 51.7% open rate
- Current audience 10,427 contacts (9851 subscribers)

### Knights in White (Official's Newsletter)

- One edition sent March 16th
  - 81.3% open rate
- Sent on a quarterly basis
- 285 contacts (to be updated before next edition)

### Ninth Lane (Coaching Newsletter)

- 3 sent, averaging 60.23% open rate
- 974 contacts

### JD Updates (name TBD)

- To be sent week of April 10th
- In communication with Sabrina for execution

## **Coach Education**

### **Sport Coach**

- March 4th/5th Richmond - 4 participants
- April 1st/2nd South Surrey - 13 participants
- March 4th/5th Prince George - 5 participants
- March 18th/19th Victoria - 12 participants
- April 28/29 Burns Lake - 4 participants

### **RJTW + Sport Coach**

- March 4th/5th Nanaimo - 9 participants
- April 15/16 Kelowna - 8 participants
- April 22/23 Powell River - 10 participants

### **Club Coach**

- Postponed Vancouver (to May)
- March 31st-April 2nd Prince George - 5 participants
- May 6/7 Vancouver - 25 participants

### **Foundations of Coaching**

- Feb 13/20 - 6 participants
- Feb 12/26 - 10 participants
- April 5/12 - 11 participants
- April 23/20 - 16 participants

### **Make Ethical Decisions**

- Feb 28 - 9 participants
- June 7 - 10 participants

## **Misc**

- LF's expense reports submitted within one day of being received
- Social media calendar built to promote courses
- Newsletter highlights pro-d opportunities outside of NCCP
- Attending monthly AC coach ed meetings
  - Hoping to identify a potential solution to bridge the gap between club and performance coach while helping Megann with the Throws Summit if we go in that direction

## **Officials**

### **Website updates**

- Updated within one day of being received
- To include registration process option for Competition Secretary
- Complete website overhaul plans has been received, will be mocked up by the end of the quarter

### **Quarterly newsletter**

- First edition sent
- Communications in the meantime will be reliant on webinars, clinics, and email

### **OMS admin management**

- Cross reference the work Todd has done in the OMS for the Zone 6 officials with our current database
- Document process
- Create onboarding process doc for planned expansion

### **Level 1 sign up process**

- New process built and implemented
- 12 officials signed up

### **Level 2 sign up process**

- New process built and implemented
- Addressed the problem of officials signing up for the pathway without payment and reduced follow up time
- 26 officials signed up

## **Clinics**

- 40 officials applied to be a mentor, evaluator or clinician
- Becoming Para Ready - 30 participants registered (coached + officials)
- July 7th starters clinic prior to jamboree - 14 participants registered
- Level 4 clinics prior to nationals
  - Race Walk - 10 participants registered
  - Throws - 11 participants registered
  - Umpire - 10 participants registered
  - Vertical Jumps - 14 participants registered