



## BCA Strategic Plan—2017-2020

### Goal

- A sufficient number of qualified and knowledgeable coaches, officials and event directors to achieve athlete development

### Success is:

- selected coaching, officiating and event director education and development resources can be accessed online
- there is as continually growing group of trained officials appropriate to the growth and standards of events and meets offered
- an increasing number of younger officials are being trained

### Strategies

#### RECRUITMENT

- activate the Officials' recruitment initiative to ensure the appropriate growth and retention of officials
- in support of sustainability, increase officials training for member and school-based athletes

#### DEVELOPMENT

- develop and publish a multi-year Officials course plan and calendar
- develop and implement an active support and advancement program to encourage continued upgrading and training of all officials
- ensure that Officials training courses are delivered relative to the needs of each region and discipline
- explore and develop online training and professional development resources
- provide training and development opportunities for Technical Delegates

#### RETENTION

- maintain and enhance a multi-faceted program for officials that encourages retention and recognizes participation, upgrading and years of service



## Recruitment Working Group

<b>Members:</b>	<ul style="list-style-type: none"><li>• Brian, Marnie, Debbie, Abresia, Jasmine</li></ul>
<b>Target Audience:</b>	<ul style="list-style-type: none"><li>• Prospective new officials from:<ul style="list-style-type: none"><li>• Clubs</li><li>• Schools</li><li>• Master athletes</li><li>• Retiring athletes</li><li>• Volunteers at major meets (e.g., 55+ Games, BC Summer Games)</li></ul></li></ul>
<b>2021 Objectives:</b>	<ul style="list-style-type: none"><li>• 50 prospective officials complete Module 201 with 70% continuing onto pathway to level 2 (e.g., completed at least one experience session).</li></ul>
<b>Key 2021 Activities (and dates):</b>	<ul style="list-style-type: none"><li>• Define revenue model for Level 1 and Level 2 officials (by March/21)</li><li>• Update website to reflect certification pathway (by Feb/21)</li><li>• Develop and implement plan to use social media in attracting new officials—including websites (e.g., Go Volunteer)...by March/21</li><li>• Organize, advertise and administer “Recruitment Class of 2021”<ul style="list-style-type: none"><li>• Pre-March--prepare-for “Recruitment Class of 2021”—reach target audiences—clubs (with BCA); schools (with BCA); master athletes (via Urith), volunteers at major meets (TBD).</li><li>• March—conduct online modules</li><li>• Post-March—conduct experience and mentoring</li></ul></li><li>• Implement AC/NOC Mentoring Program (mentor training, NOC approvals)...by April/21</li><li>• Complete other recruitment activities listed in BCA Implementation Plan (by Oct./21).</li></ul>
<b>Estimated Budget</b>	<ul style="list-style-type: none"><li>• To be determined.</li></ul>
<b>Reporting out to Officials Committee</b>	<ul style="list-style-type: none"><li>• Monthly</li></ul>



**Development Working Group**

<b>Members:</b>	<ul style="list-style-type: none"> <li>• Anthony, Bill, Wayne, Cheryl</li> </ul>
<b>Target Audience:</b>	<ul style="list-style-type: none"> <li>• B.C. Officials—levels 2 to 5</li> </ul>
<b>2021 Objectives:</b>	<ul style="list-style-type: none"> <li>• Mentor for every official in pipeline</li> <li>• Officials in pipeline for every critical discipline/region</li> </ul>
<b>Key 2021 Activities (and dates):</b>	<ul style="list-style-type: none"> <li>• Mentor for each official in the pipeline (By End of 2020)               <ul style="list-style-type: none"> <li>○ Identify all officials in pipeline (Cheryl)</li> <li>○ Identify potential mentors (All)</li> <li>○ Assign potential mentors for officials in pipeline (All)</li> </ul> </li> <li>• Officials in pipeline for every critical discipline/region               <ul style="list-style-type: none"> <li>○ Identify critical disciplines/region (Anthony) by December 8th</li> <li>○ Review highlighted gaps (All) – By end of year</li> <li>○ Discuss potential officials to fill gaps (RDC's/All) – By End of Year</li> <li>○ Coordinate and communicate Level 3-4 clinics as per Development Plan (Level 4 Jumps at Van Ryswyk Indoor)</li> </ul> </li> <li>• Maintain calendar of clinics. (All/ Ongoing)</li> <li>• Upgrading (Cheryl)               <ul style="list-style-type: none"> <li>○ Manage upgrading activities.</li> </ul> </li> <li>• Data Project               <ul style="list-style-type: none"> <li>○ Complete phase 1 of Data Project (Wayne) by January 2021</li> </ul> </li> <li>• Implement AC-NOC certification pathway for levels 3-5 (clinicians, evaluators) – By End of Year               <ul style="list-style-type: none"> <li>○ Identify potential level 3 clinicians (All)</li> <li>○ Identify required level 3 clinics (All)</li> </ul> </li> <li>• Technical Delegates—develop and maintain a recruitment and training program for Technical Delegates.</li> </ul>
<b>Estimated Budget</b>	<ul style="list-style-type: none"> <li>• Upon completion of Development Plan</li> </ul>
<b>Reporting out to Officials Committee</b>	<ul style="list-style-type: none"> <li>• Monthly</li> </ul>



## Retention Working Group

<b>Members:</b>	<ul style="list-style-type: none"> <li>• John, Carol, Dawn</li> </ul>
<b>Target Audience:</b>	<ul style="list-style-type: none"> <li>• All BC officials</li> </ul>
<b>2021 Objectives:</b>	<ul style="list-style-type: none"> <li>• Review Elements of the existing Retention Program, and evaluate them (with Committee)</li> <li>• Identify Elements to be retained, and enhanced</li> <li>• Identify new Elements to be developed (if any)</li> <li>• Develop task lists to support current and future Elements of Retention Program</li> </ul>
<b>Key 2021 Activities (and dates):</b>	<p><u>Current Elements of Retention Program</u></p> <ul style="list-style-type: none"> <li>• Membership Benefits             <ul style="list-style-type: none"> <li>○ Rule Books</li> <li>○ Expense Payments                 <ul style="list-style-type: none"> <li>▪ Approve expense claims</li> <li>▪ Analyze expenditures</li> </ul> </li> <li>○ Insurance</li> </ul> </li> <li>• Recognition Program             <ul style="list-style-type: none"> <li>○ Distribution of annual item based on Credits earned</li> <li>○ Distribution of golf-shirts for Level 2 upgrades</li> <li>○ Distribution of name tags to new Officials</li> <li>○ Distribution of items and certificates to acknowledge upgrading</li> <li>○ Annual Awards                 <ul style="list-style-type: none"> <li>▪ Provincial (BCA, Sport BC)</li> <li>▪ National (AC/NOC)</li> </ul> </li> <li>○ Tracking of Service (NOC Service Pins)</li> </ul> </li> <li>• Support to Officials             <ul style="list-style-type: none"> <li>○ Purchase of supplementary equipment to allow Officials to do their job in the field</li> <li>○ Newsletter                 <ul style="list-style-type: none"> <li>▪ Provide information about Officiating – Events, Technical Information, etc.</li> <li>▪ Develop a sense of community (Affiliation)</li> <li>▪ Acknowledgement and tracking of participation</li> </ul> </li> <li>○ Acknowledgement of special times in the life of individual Officials; cards and notes</li> <li>○ Liaison with HOCs to provide consistency and enhanced quality of experience at Competitions                 <ul style="list-style-type: none"> <li>▪ Support for scheduling, identifying standards for hosting Officials and provision of volunteers</li> </ul> </li> <li>○ Officials’ Coordination and assignments for National and Provincial Championships in BC</li> <li>○ Support for Regional Development Coordinators; Officials’ Coordination and assignments for local meets</li> </ul> </li> </ul>



## BCA Officials Committee Activity Plan—2021

	<ul style="list-style-type: none"><li>○ BC Athletics Officials website</li></ul> <p><u>Elements of Retention Program to be Developed</u></p> <ul style="list-style-type: none"><li>● Enhance interaction with and responsiveness to needs of Officials<ul style="list-style-type: none"><li>○ Surveys, questionnaires</li></ul></li><li>● Provide information on Return to Competition</li><li>● Tracking of Participation through on-line record keeping (tracking of credits)</li><li>● Social Media</li><li>● Professional Development</li><li>● Raise visibility of Directors Manual and JD manual.</li></ul>
<b>Estimated Budget</b>	<ul style="list-style-type: none"><li>● Upon completion of review of Retention Program</li></ul>
<b>Reporting out to Officials Committee</b>	<ul style="list-style-type: none"><li>● Monthly</li></ul>