



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

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



Development Working Group

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



Retention Working Group

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



BCA Officials Committee Activity Plan—2021

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