

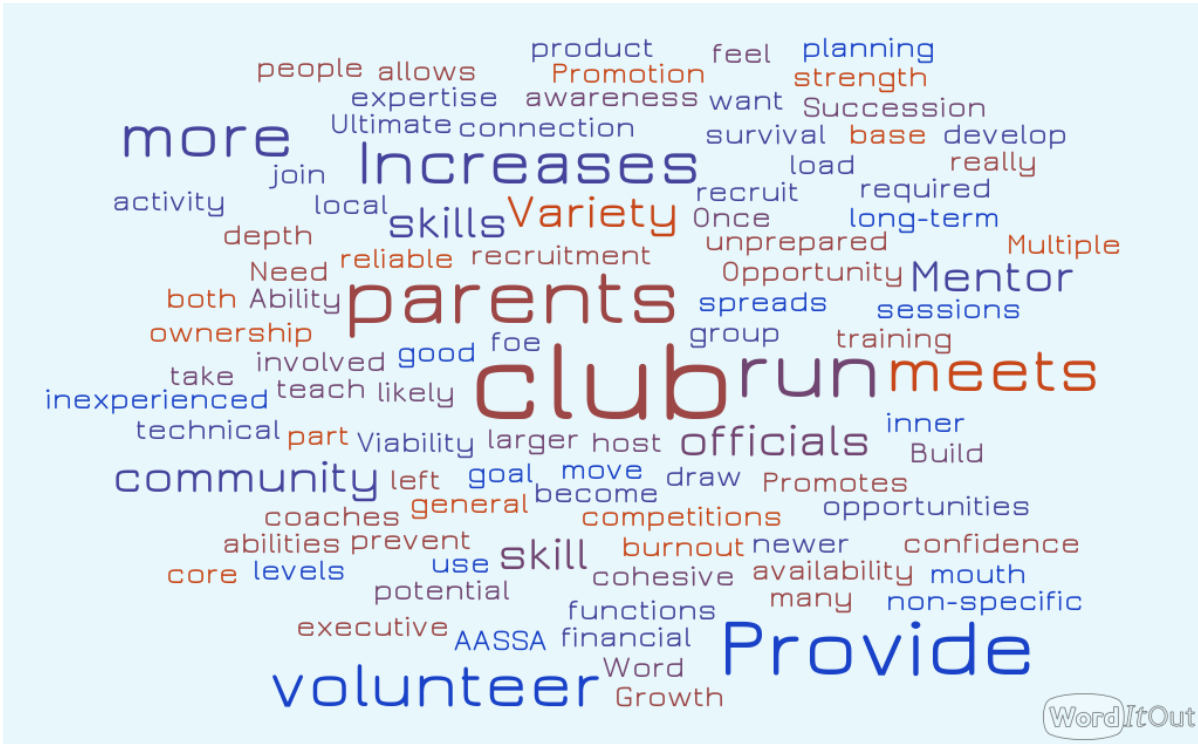
AASSA AGM Membership and Club Development Workshop

May 26, 2018, Red Deer; facilitated by Stephanie Dodyk and Kristine Pederson

Workshop Notes from Participant Session:

1. What is the importance of developing capacity in your membership?

- Multiple skills levels
- Provide depth of numbers/members so there are many to draw on to become official
- Succession planning
- Growth of club
- Sustainability: long-term, club (prevent burnout of executive); take ownership
- Viability and sustainability of club and AASSA
- Ability to run local meets
- Word of mouth recruitment/Promotion
- Promotes inner strength and confidence
- Is the core to survival of the club as it allows for more connection in the community and spreads the load required to run the club and meets
- If we don't mentor the newer parents, we will be left with unprepared parents when the seasoned parents move on
- Increases community awareness and volunteer base
- Increases financial activity
- Opportunity to host larger meets and training sessions
- Need volunteers to both run the club for more general and non-specific skills, and provide technical functions to run competitions
- Ultimate goal is to get the parents to really feel part of the cohesive group
- Variety of volunteer abilities
- Variety of volunteer availability
- Mentor opportunities
- Once people develop a skill they are more likely to want to get involved and use that skill
- Build and recruit of reliable volunteers, coaches, and potential officials.
- Provide expertise to teach inexperienced volunteers
- Provide a good product you will join



2. Name one practice your club implements that is connected to empowering your membership.

- Host official clinics/Level 1 officials clinics
- Increased communication
- Workshops
- Break down larger roles into smaller ones (Executive->committee roles)
- Put on a positions/meet coordinator training (smaller clubs have more basic needs)
- Putting on a meets, coaching
- Clubs should make sure membership are receiving proper communication
- Team building opportunities
- Fundraising
- Host a mini-meet/pizza party at the beginning and end of the season
- Club pizza meet
- Pizza and mini meets twice a year
- Group reps for FunD/Int/Novice
- Mini-meets
- Crossover practices with young and older groups
- Mini meets give practice for running meets in various roles
- Keeps/promotes a positive environment
- Leader commitment and communication

- Off ice activities
- Mentoring: Coaches, families, mini-meets
- Organizing try out speed skating events
- Get involved in community amateur sports
- Parent meeting early in season
- Google feedback forms
- reorganize/identify people that show interest and have executive talk to them one on one
- Simply encourage and provide guidance to new parents
- Orientations and entry level position of group representatives on the executive
- This is a weakness in our club



3. Name one practice your club implements that encourages developing skills in your parent/volunteers base.

- Mini-meets: Pizza meet to train volunteers in officials roles
- Orientation for new and returning parents
- Mentoring/shadow exec roles
- Skate sharpening demo
- Idea to do level 1 clinic over 3 nights at practice
- Mentoring
- Spread the work around
- Teaching timing, lap counting, starting
- Parent advisor for each age level/group

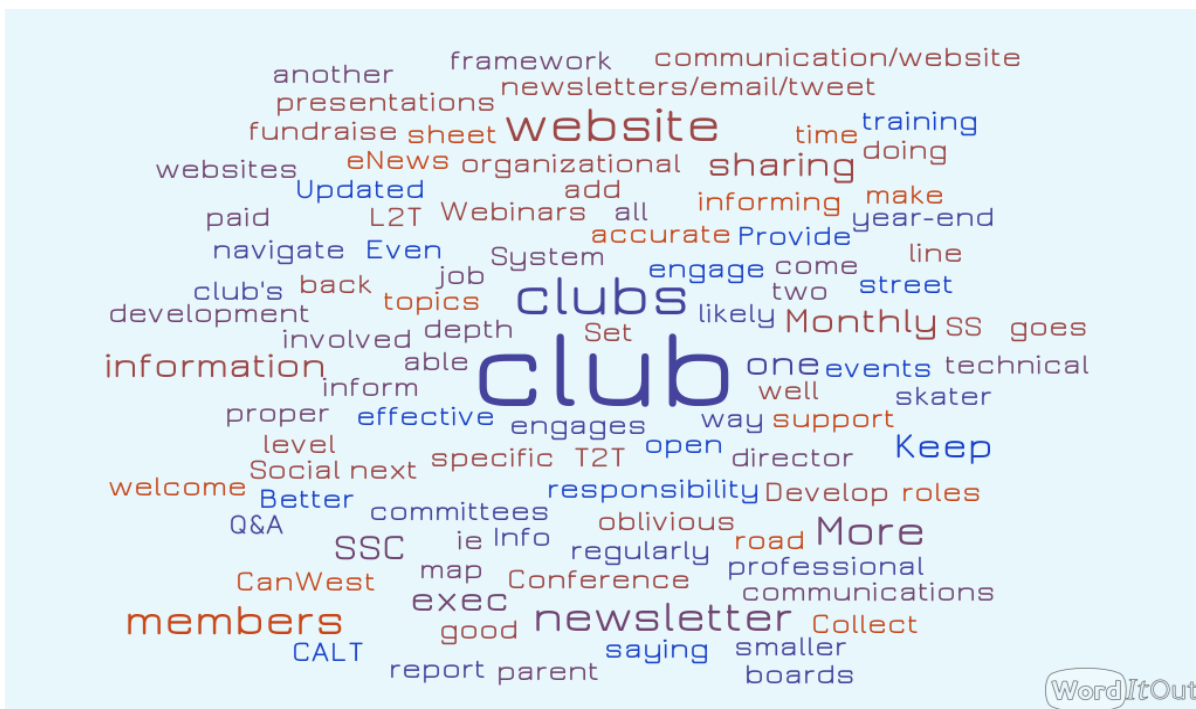
- Put on an ice breaker session
- Parent meeting and equipment/skate demos
- Level 1 officials clinic
- Mini meets now sanctioned (get parents comfortable with roles)
- Equipment maintenance workshops
- Skate sharpening clinics
- Level 1 clinics every 2 years
- Volunteer officials at meets
- Help with mats
- Casinos
- Level 1 officials clinics
- Workshops
- Skate sharpening workshop
- Volunteering in officiating: timing, reffing
- Volunteering special clinics
- Skate sharpening



4. How could AASSA better inform or facilitate discussion with club members on AASSA and SSC topics?

- Provide an organizational framework for an effective SS club and for support and training
- Better road map for skater transitioning from one level to another (ie. L2T to T2T - what goes into qualifying for CanWest, CALT, etc)
- System of sharing information between clubs - especially smaller clubs
- Develop sharing
- SSC website is difficult to navigate
- AASSA does a good job with the website

- Updated website
- Social media
- Newsletter
- Conference call beginning of season
- Set schedule for all professional development so clubs can fundraise
- Keep an open line of communication/website
- Webinars
- Feedback
- Q&A forms (inform next eNews topics and depth)
- AASSA could come to some club events such as welcome BBQ or year-end gala
- Keep informing members in a biweekly or monthly newsletter
- Create newsletters that we can add on
- Interconnect with club websites
- Have AASSA exec visit clubs to make presentations
- Club members are likely oblivious of AASSA/SSC roles
- More technical or specific newsletter to club presidents or club boards
- More of the club's responsibility to have club members involved with AASSA on the Exec or on committees. Then be able to report back to the club from AASSA
- Full time paid communications director
- Monthly newsletters/email/tweet
- It needs to be a two way street. Clubs need to engage with what AASSA is doing. Our club does not do this well. Even if one parent engages regularly
- Collect proper, more accurate, club leadership information
- Info sheet for club to post on club website saying who is who and the role of AASSA and SSC



5. In what way could AASSA create and leverage regional or provincial initiatives to increase and support speed skating membership?

- Maybe encourage more regional partnerships (eg. Medicine Hat and Lethbridge have occasional interclub events)
- Bigger meets = More media
- More encouragements to attend local meets
- Club profiles and media posts-push to local, regional, and provincial news agencies
- Find a national sponsor
- Be less Calgary centric
- Annual contact info sheet for each club (other than just president or membership) ie. program contact membership so club reps can communicate with questions/ideas - clubs opt in and submit info
- Bylaw development as clubs grow. Need to not recreate everything
- Help us bridge with other sports organizations such as hockey
- Post all professional development for fundraising
- Attend competitions at Oval - See role models in action
- Build an annual calendar with events
- Allow volunteers to plan attendance in advance (travel is an issue for North clubs)
- Work with other provinces to encourage a competition schedules that doesn't conflict with bigger events (ie. have the best skaters in the west at larger competitions)
- Have CanWest and CanEast merge
- Create marketing tools (videos/banners, etc) that could be borrowed for marketing events
- Leverage Ted Jan Bloemen for the province
- Social media links to local clubs
- Local clubs highlighted on main page (SSC)
- User friendly website
- More advertisement
- Social networking
- Info sessions about speed skating at local schools
- Local ice rink advertisements
- Common media framework
- Sponsorship framework and leads
- Media contacts
- School awareness - presentations/P.E. week long training
- Through schools gym programs
- More media exposure in local papers and social media
- Facebook with connections to AASSA



AASSA Goals

- Web-based officials clinics
- Club handbook template
- Help with skate care-rockering, bend
- User friendly website
- Provide new clubs with a prepared framework package on how to start a new club, which includes:
 - Club director roles
 - Job description for each director
 - Marketing tools
 - Contacts for coach/athlete/ official development
- Website for all clubs
- Equipment clinic
- Increase # of clubs
- Standard contact list system
- Provide increased opportunities for coach developments
- Establish key strategic roles for AASSA to ensure they are achieved and sustainable
- AASSA helping clubs with clubs in turn being able to support AASSA
- Communication: Club>>ASSAA>>Clubs
- See a 30 second commercial promo
- Jumpstart or Kidsport promoting speedskating
- A province wide 'try-it' program to bring to schools/user groups. Pool of rental skates - expectations to volunteers to run this

- Registration system
- Competition system
- Short track coaching development framework that link/bridge with the next level (Stage 2 Oval)
- Website and collaboration - each club doesn't need to redo same info
- Facilitate inter-club communication (ie. assist each other with day to day and meet volunteer sharing)
- Focus on efficiencies, reduce duplication and redundancy by local clubs

