



**PROGRAMS & SERVICES COMMITTEE REPORT
NOVEMBER 2018**

Committee Members:

Michael Lavigne (Chair)
Anthony Biggar
Paul Osland
John Stevenson
Aaron Brown
Bill Pearson
Chadi Azzi
Jim Catton
Karla Del Grande

Committee Meetings

- 1) Tuesday November 28th 2017 12- 1pm – in person (AO Office) & conference call
- 2) Tuesday January 30th 2018 12 - 1pm – in person (AO Office) & conference call
- 3) Tuesday March 13th 2018 12 - 1pm – in person (AO Office) & conference call
- 4) Tuesday April 24th 2018 12- 1pm – in person (AO Office) & conference call
- 5) Tuesday September 28th 2018 12 – 1pm – in person (AO Office) & conference call

Attendance at Committee Members

Michael Lavigne (5/5)
Anthony Biggar (5/5)
John Stevenson (4/4) – joined committee December 12th 2017
Paul Osland (2/2) – New AO ED April 2nd
Karla Del Grande (3/5)
Bill Pearson (3/5)
Chadi Azzi (2/5)
Jim Catton (2/5)
Aaron Brown (0/5)
Ross Ste-Croix (2/2) – former AO ED, stepped down February 2nd 2018
Lynn McGregor (1/2) – stepped down from committee before March 13th

Summary

Specific Duties

The Programs & Services Committee shall:

**ATHLETICS ONTARIO TERMS OF REFERENCE
PROGRAMS & SERVICES COMMITTEE**

Athletics Ontario recognizes that it must attract, develop, and retain association members by raising its profile and offering value based services, while sourcing additional funding in order to develop or improve member programs and amenities.

AUTHORITY

The Committee has the authority to advise the board and other committees of AO. As such, the Committee reviews, researches and investigates matters relating to marketing, communications, fundraising and membership and makes recommendations for policies and actions by the board. As required and with the approval of the board, the Committee may consult with independent professional experts to assist with the execution of its duties.

COMPOSITION

The Programs and Services Committee shall include:

- Chair (elected director)
- One additional board member
- Up to six appointed members
- AO Chair (ex-officio)
- ED (ex-officio & non-voting)

A minimum of four of the eight members should have training and/or experience in one or more areas directly related to the Committee mandate (accounting, finance, communication, marketing, fundraising, project management, community development, government relations).

APPOINTMENT

The board will appoint the Chair of the Committee who will have overall responsibility for the activities of the Committee. The board shall appoint an additional board member and six additional persons to serve on the Committee for a one-year term.

MANDATE

The Programs & Services Committee will consider all activities or events undertaken by Athletics Ontario with the view of growing its membership, improving services, and generating additional revenue.

The committee shall develop an annual work plan with specific deliverables and timelines to:

- a) develop and implement a marketing plan that identifies the needs of its target audience and how to meet those needs with the products, services and programs;
- b) create and implement recruitment and retention programs to increase and maintain membership; and
- c) create a plan that will guide the organization in seeking out and securing sustainable funding from an array of outside sources. The committee must identify and communicate with potential donors to support the work of the organization.

As such, the Committee is responsible for, but not limited to:

- Promote athletics through public relations efforts including responding to criticisms and letters to the association.
- Conduct surveys on topics of interest to promote the association.
- Liaison with the membership to provide enhanced communications.
- Oversight of association communication tools, including brochures and Website.
- Define membership benefits and create a program to market this information regularly.
- Actively recruit new members from non-traditional sources.
- Develop a plan to engage alumni.
- Review and develop enhanced applications' process.
- Develop new membership programs and recommend to board.
- Encourage member participation in association committees and activities.
- Create a volunteer recruitment program -- other than for technical officials.
- Determine if membership needs are being met and recommend measures or services that will better meet the changing needs of members.
- Raise the profile of AO through various outreach programs.
- Ensure that these areas are integrated into the AO business plan.

ROLES

The Committee Chair shall lead meetings, set the meeting schedule, arrange meeting place/call, prepare the agenda and keep (or ensure the keeping of) minutes to record discussions and actions taken at all meetings. In addition, the Chair is responsible for reporting progress, project timelines, or providing written recommendations and reports.

Committee members must participate in discussions and share the workload. Each member's expertise, whether it is a skill or knowledge, contributes to the Committee's success. When assigned a task, it becomes each member's duty to complete the task and report back to the Committee.

MEETINGS

The Committee will meet as required or at a minimum, will meet six times per year. Meetings may be held in person or by telephone conference.

REPORTING

The Committee will report at every meeting of the board or as required, through its Chair. In addition, the Committee will communicate, as required, with other AO committees including the Competition Committee and Officials Committee.

EVALUATION

The board will review the performance of the Committee on an annual basis and these terms of reference.

Accomplishments

This year's Programs & Services Committee worked very well as a cohesive unit. We worked on submitting a Trillium Grant for an upgrade for the throws area at the Toronto Track and Field Centre. The grant wasn't approved, but will be resubmitted in 2019.

We evaluated the needs and assessments of Para-Athletes, based on a survey that was given to the athletes. We hope to continue to work to improve the access of facilities for the athletes in 2019 and beyond.

In 2019 the committee will be working on developing the introduction of Athletics to children aged 6-18. This is a program that the committee played a role in developing in 2017, and we look to build upon the success of 2017 in 2019.

The Committee members have put forth an impressive effort throughout the year, and look forward to a successful 2019.

Near-Term Plans

1. Trillium Grant Proposal

Formal Motions to the Board

N/A

Report submitted Thursday November 8th, 2018.

Michael Lavigne
Chair, Programs & Services Committee