



**PROGRAMS & SERVICES COMMITTEE REPORT
NOVEMBER 2022**

Committee Members:

Michael Lavigne (Chair)
 Anthony Biggar (Staff)
 Bill Pearson
 Debra Mahlitz-Joseph (Staff)
 Ian Morton
 Meshell Lynch-James (Board Representative)
 Pat Reid
 Randolph Fajardo (Staff)

Committee Meetings

1. December 7, 2021
2. January 11, 2022
3. February 1, 2022

Attendance at Committee Members

Date: December 7, 2021	Date: January 11, 2022	Date: February 1, 2022
<u>Attendees:</u>	<u>Attendees:</u>	<u>Attendees:</u>
Michael Lavigne (Chair)	Michael Lavigne (Chair)	Michael Lavigne (Chair)
Anthony Biggar (Staff)	Anthony Biggar (Staff)	Anthony Biggar (Staff)
Randolph Fajardo (Staff)	Randolph Fajardo (Staff)	Randolph Fajardo (Staff)
Bill Pearson	Bill Pearson	Bill Pearson
Meshell Lynch-James (Board Rep)	Meshell Lynch-James (Board Rep)	Meshell Lynch-James (Board Rep)
Debra Mahlitz-Joseph (Staff)	Debra Mahlitz-Joseph (Staff)	Debra Mahlitz-Joseph (Staff)
Ian Morton	Ian Morton	Ian Morton
Pat Reid	Pat Reid	Pat Reid
Cheryl Morton (staff)		

Summary of 2022 Activities

The Programs & Services Committee’s focus in 2022 was on a number of initiatives, with three in particular receiving advancement. They were an alumni association, grassroots programming for clubs, and fundraising.

1. The Committee created a draft outline of an Alumni Program that was presented to the Board in the spring. Some funding was approved by the Board to initiate the creation of an alumni pin or series of pins targeting different target audiences of alumni. This discussion stalled over the summer as the competitive athletics program took the focus of the committee members. This alumni initiative will continue to be a focus in 2023.
2. In terms of Grassroots programming, two grant applications were created by the Committee attempting to expand the Fun in Athletics program to other areas of the province, and to target grassroots development in the Niagara Region specifically, tied to the addition of the Canada Games Park track and training center and Jeux Canada Games in Thorold. Unfortunately, both grant applications were unsuccessful. Discussion of a national grassroots program took place with AO counterparts in BC and Alberta. Initial discussions are ongoing. Assisting clubs with grassroots initiatives to attract new members across the province will continue to be a focus in 2023.
3. The Committee discussed numerous fundraising ideas. The Committee initiated the concept of creating a Board of Governors composed of individuals from blue chip corporations who can assist with partnerships/ sponsorships of AO programs at a more sustained corporate level. The discussion of a Board of Governors will continue to be a priority in 2023. The National Sponsorship Trust Fund is an avenue to support fundraising, and initiatives such as the development of a Board of Governors.

The Programs & Services Committee will continue to pursue these initiatives in 2023.

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. Consequently, 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

Now that the AO Strategic Plan 2023-2027 has been completed, the Committee will be taking more of a strategic approach in the coming year to engage with other programs to help advance their work, including the Hall of Fame Committee, alumni, awards committee, and the Marketing and Sponsorship working groups.

Near-Term Plans

1. TBD

Long-Term Plans

2. TBD

Formal Motions to the Board N/A

Report submitted: Thursday October 27, 2022

Michael Lavigne
Chair, Programs & Services Committee