



# CROSS COUNTRY BC OPERATIONAL PLAN 2014-15

## Major Initiatives 2014/15

This list is comprised of the prioritized activities which will be resourced, programmed and implemented (or initiated) within the Cross Country BC Operational Plan 2014/15.

**Initiative #1 – Improve athlete retention in the high performance stream.** Enhance the BC Ski Team Program; expand and improve the BC Ski Team, BC Development Squad, BC Talent Squad camp programs; utilize Callaghan Valley Training Centre staff and facilities.

**Initiative #2 – Introduce a donation program.** Establish a bursary program for the Callaghan Valley Training Centre; set up as a charitable project so that eligible donations can receive a tax receipt.

**Initiative #3 – Strengthen the Callaghan Valley Training Centre Program.** Ensure post-secondary educational opportunities are accessible to future Training Centre athletes.

**Initiative #4 – Improve the governance structure of Cross Country BC.** This initiative includes the development and implementation of new Bylaws, a Governance Policy and Terms of Reference for Operational Committees.

**Initiative #5 – Increase staff capacity.** Initiate plans to increase Cross Country BC staff capacity by hiring an Executive Director.

**Initiative #6 – Improve resource levels to support implementation of the strategic plan.** Increase revenues through program and membership fees to facilitate further program growth and development.

**Initiative #7 – Complete the new Cross Country BC website.** This project includes introducing multi-media features such as Facebook and Twitter.

**Initiative #8 – Enhance the Teck Regional Camp Program.** This program helps prepare athletes for more advanced camp experiences. Utilize Callaghan Valley Training Centre staff to both raise the technical standard and provide mentorship/NCCP evaluation opportunities for club coaches.

**Initiative #9 – 2010 Legacy: event hosting.** Initiate plans to utilize the 2010 Olympic/Paralympic venue (Whistler Olympic Park) for high level national and international events on an annual basis during the next two planning quadrennials (to 2022).

**Initiative #10 – Improve the delivery of the new NCCP program.** Recruit and train both NCCP Facilitators and Evaluators at the CCI Advanced (T2T) and CCD (L2C) levels.

## Resources 2014/15

### OPERATING BUDGET

The macro Operating Budget for Cross Country BC in 2014/15 is shown below.

Revenues and expenses are provisional, based on information known at the time this plan was developed. Changes to revenue or to expenditure forecasts will be incorporated through the monthly financial statements of the Association as new information becomes available.

-		April 1/14
<b>BUDGET, 2014-15</b>		
<b><u>Revenue</u></b>		
Government Support		258,375
Provincial Government Grant	232,375	
BCSP	26,000	
CCBC Programs		303,000
Athlete Development	240,400	
Coaching Development	45,900	
Officials Development	6,200	
Club Development	600	
Competitions	9,900	
Marketing & Fundraising		116,000
BC Gaming Commission		100,000
CCC NDC Funding		85,000
Membership Fees		216,000
Donations		20,000
Coaching Grants		0
PN Grants		<u>6,750</u>
<b>Total Revenues</b>		<b>\$1,106,025</b>
<b><u>Expenses</u></b>		
Programs		708,100

<b>Athlete Development</b>	<b>558,400</b>	
Coaching Development	73,200	
Officials Development	5,700	
Club Development	26,000	
Competitions	16,800	
Marketing / Communications	28,000	
Administration (staff, insurance)		201,700
Donations		20,000
Membership Fees		144,000
Coach Contractors		<u>32,300</u>
<b>Total Expenses</b>		<b>\$1,106,100</b>

# ATHLETE DEVELOPMENT OPERATIONAL PLAN 2014/15

The Athlete Development Program is responsible for providing a comprehensive and progressive athlete development system up to the National Ski Team level.

The Athlete Development Program is structured to support:

- Recruitment Initiatives (Ski S’Kool, etc.);
- CCC Skill Development Program - Bunnyrabbit (Active Start);
- CCC Skill Development Program - Jackrabbit (FUNdamentals);
- CCC Skill Development Program - Track Attack (Learning to Train);
- Regional Camp Program - Vancouver Island, Coast, Kootenays, Okanagan, Northeast, Northwest (Learning to Train/Training to Train);
- BC Talent Squad Program (Training to Train);
- BC Development Squad Program (Training to Train);
- BC Ski Team Program (Learning to Compete);
- National Development Centre – Callaghan Valley Training Centre (Learning to Compete/Training to Compete); and
- College/University Cross-Country Racing Programs.

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC’s Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Continue to align all athlete development programs with CCC’s LTAD Model.

**Task 1 -** Evaluate club alignment with LTAD principles by assessing how programs are being implemented at the Active Start, FUNdamentals and Learning to Train stages of development (e. g. evaluate compliance with standards that are in accordance with CCC’s athlete development guidelines).

**Task 2 -** Continue to systematically educate coaches, parents and athletes on the growth, maturation and trainability considerations of developing athletes, and the implications on their competitive needs - Cross Country BC website, Cross Country BC E-News network, Ski Cross Country, Cross Country BC AGM, NCCP CCI -L2T and CCI Advanced (T2T) workshops, broad distribution of CCC’s LTAD Growth and Maturation poster, etc.

**Task 3:** Encourage alignment of athlete development programs and individual YTPs for the Training to Train and Learning to Compete stages of development through (1) vigorous promotion of the NCCP CCI Advanced (T2T) and CCD (L2T) programs, and (2) promotion of the CCC Athlete Development Matrix now posted on the CCC website.

**Objective #2:** Continue to improve the Teck Regional Camp Program that helps prepare athletes for more advanced camp and race experiences (a component of the new Skier Development Program targeting athletes in the L2T and T2T-1 stages of development).

**Task 1 -** Arrange with identified clubs to hire their club paid coaches, on a part-time basis, for regional coach duties - to lead and help support the delivery of the program.

**Task 2 -** Arrange for CVTC staff to lead and/or help support the delivery of a minimum of six camps.

**Task 3 -** Promote the new program extensively via the Cross Country BC website, Cross Country BC E-News network, Ski Cross Country and clothing with Regional Camp Program branding (T-shirts and ball caps).

**Task 4 –** Develop a Regional Camp Guidebook with stage-appropriate camp outlines, sample camp menus, instructions for recognizing sponsor support, etc.

**Task 5 -** Monitor the implementation of the program for compliance to LTAD principles and meeting commitments to sponsors.

**Objective #3:** Continue to improve the Provincial Team Programs.

**Task 1 -** Provide three training camp opportunities with qualified, competent coaches for BC Talent Squad athletes (a minimum of one on-snow).

**Task 2 -** Provide four camps opportunities including a Haig Glacier Camp experience (a minimum of two on-snow) for BC Development Squad athletes; provide a dedicated coaching support team that is both qualified and competent.

**Task 3 -** Provide four camp opportunities including a Haig Glacier experience (a minimum of three on-snow) for BC Ski Team athletes; continue to provide high level technical support with respect to ski equipment selection and grinding; provide team clothing at reduced cost; ensure a dedicated coaching support team that is both qualified and competent.

**Task 4 -** Provide two weeks of ‘CVTC Summer Camp’ opportunities for BC Ski Team and older BC Development Squad athletes. The objective of the camp is to give athletes a taste of what it is like to be a National Development Centre athlete.

**Task 5** - Provide the necessary financial and coaching support to allow BC Ski Team athletes to attend the Frozen Thunder Super Camp (with multiple other provincial teams) in Canmore, AB.

**Task 6** - Continue to improve the provincial team clothing program.

**Task 7** - Update athlete agreements for the BC Ski Team and BC Development Squad Programs.

**Objective #4:** Continue preparations for sending a team (both able-bodied athletes and athletes with a disability) to the 2015 Canada Winter Games.

**Task 1** - Identify and prepare a qualified team of coaches and technicians.

**Task 2** - Identify a long-list of potential able-bodied athletes and athletes with a disability, monitor their progress and provide enhanced training opportunities as appropriate.

**Objective #5:** Improve the NDC - Callaghan Valley program.

**Task 1** – Improve athlete retention in the high performance stream. Enhance the BC Ski Team Program; expand and improve the BC Ski Team, BC Development Squad, BC Talent Squad camp programs; utilize Callaghan Valley Training Centre staff and facilities.

**Task 2** – Establish a bursary program for the Callaghan Valley Training Centre; set up as a charitable project so that eligible donations can receive a tax receipt.

**Task 3** – Improve guidance/support for the academic interests of athletes. Ensure post-secondary educational opportunities are accessible to future Training Centre athletes.

**Task 4** - Continue to raise awareness within the cross-country ski community in BC about the vital role of the CVTC in our athlete development system.

**Objective #6:** Improve programming for athletes with a disability.

**Task 1** - Successfully apply for funding to continue a part-time coach position dedicated to facilitating the growth and development of club programs for athletes with a disability and further developing the BC Para-Nordic Squad Program.

**Task 2** - Establish new racing programs for athletes with a disability in existing cross-country ski clubs.

**Task 3** – Recruit and prepare a team of athletes (BC Para-Nordic Squad) for both the 2016 BC Winter Games and 2015 Canada Winter Games.

**2014/15 Provincial / Regional Camp Schedule**

May 2-5	Teck Regional Spring Camp (Coast Region, VI) Courtenay, BC
May 15-19	May Snow Camp (BCST) Whistler, BC
May 16-19	Spring Dryland Camp (BCDS/BCTS) 100 Mile House, BC
July 1-4	Teck Regional Summer Camp (Coast Region) Courtenay, BC
July 6-14	Haig Glacier Camp (CVTC/BCST/BCDS) Canmore, AB
July 13-18	Teck Regional Summer Camp (Coast Region) Princeton, BC
Aug 18-31	CVTC Summer Camp (CVTC/BCST/BCDS) Whistler, BC
Aug 27-31	August Dryland Camp (BCTS) 100 Mile House, BC
Sept 5-7	Teck Regional Fall Dryland Camp (Okanagan Region) Vernon, BC
Sept 11-14	Fall Dryland Camp (CVTC/BCST/BCDS) Revelstoke, BC
Sept 12-14	Teck Regional Fall Dryland Camp (Coast Region - VI) Courtenay, BC
Sept 26-28	Teck Regional Fall Dryland Camp (Coast Region) Whistler, BC
Sept 26-28	Teck Regional Teck Fall Dryland Camp (Kootenay Region) Kimberley, BC
Oct 3-5	Teck Regional Fall Dryland Camp (Northern Region) Prince George, BC

Oct 3-5	BC Para-Nordic Dryland Camp (BC PN) Richmond, BC
Oct 19-26	Frozen Thunder (CVTC/National Talent Squad/BCST) Canmore, AB
Nov 7-11	Fall Snow Camp (CVTC/BCST/BCDS) Whistler, BC
Nov 13-16	Fall Snow Camp (BCTS) Whistler, BC
Nov 21-23	Teck Regional Snow Camp (Okanagan Region) Vernon, BC
Nov 28-30	Teck Regional Snow Camp (Northern Region) Smithers, BC
Dec 12-14	Teck Regional Snow Camp (Coast Region) Whistler, BC
Nov 28-30	Teck Regional Snow Camp (Kootenay Region) Ferne, BC
Dec 27-30	Teck Regional Snow Camp (Coast Region - VI) Mt Washington, BC
Mar 11-22	National Championships (CVTC/BCST) Thunder Bay, ON

**CVTC** - Callaghan Valley Training Centre/National Development Centre (Learning to Compete/Training to Compete)

**BCST** – BC Ski Team (Learning to Compete)

**BCDS** – BC Development Squad (Training to Train)

**BCTS** – BC Talent Squad (Training to Train)

**Regional Camps** (Learning to Train, Training to Train)



## **2014/15 Teck Regional Camp Program Schedule**

### **REGION: COAST**

- May 2-5            **Teck Regional Spring Camp**  
Mt Washington, BC  
Head Coach: Dave Battison  
Contact: [battison.dj@gmail.com](mailto:battison.dj@gmail.com)
- July 1-4            **Teck Regional Summer Camp**  
Strathcona, BC  
Head Coach: Andrea Stapff  
Contact: [Andrea Stapff](#)
- July 13-18        **Teck Regional Summer Camp**  
Princeton, BC  
Head Coach: Jessica Heyes  
Assistant Coach: Graham Maclean (CVTC)  
Contact: [Jessica Heyes](#)
- Sept 12-14        **Teck Regional Fall Dryland Camp**  
Courtenay, BC  
Head Coach: Andrea Stapff  
Assistant Coach: Maria Lundgren (CVTC)  
Contact: [Andrea Stapff](#)
- Sept 26-28        **Teck Regional Fall Dryland Camp**  
Whistler, BC  
Head Coach: Jake Weaver  
Assistant Coach: Maria Lundgren (CVTC)  
Contact: [biweaver@shaw.ca](mailto:biweaver@shaw.ca)
- Dec 12-14        **Teck Regional Snow Camp**  
Whistler, BC  
Head Coach Maria Lundgren (CVTC)  
Contact: [Maria Lundgren](#)
- Dec 27-30        **Teck Regional Snow Camp**  
Mt Washington, BC  
Head Coach: Andrea Stapff  
Assistant Coach: Chris Manhard (CVTC)  
Contact: [Andrea Stapff](#)

**REGION: NORTHERN BC**

Oct 3-5            **Teck Regional Fall Dryland Camp**  
Prince George, BC  
Head Coach: Chris Manhard (CVTC)  
Contact: [Cynthia Andral](#)

Nov 28-30        **Teck Regional Snow Camp**  
Smithers, BC  
Head Coach: Chris Werrell  
Contact: [coach@bvnordic.ca](mailto:coach@bvnordic.ca)

**REGION: KOOTENAYS**

Sept 26-28       **Teck Regional Fall Dryland Camp**  
Kimberley, BC  
Head Coach: Paul Freeze  
Assistant Coach: Graham Maclean (CVTC)  
Contact: Paul Freeze - [oldsquidge@yahoo.ca](mailto:oldsquidge@yahoo.ca)

Nov 28-30        **Teck Regional Snow Camp**  
Fernie, BC  
Head Coach: Chris Manhard  
Contact: Dudley Coulter - [adcoord@crosscountrybc.ca](mailto:adcoord@crosscountrybc.ca)

**REGION: OKANAGAN**

Sept 5-7           **Teck Regional Fall Dryland Camp**  
Vernon, BC  
Head Coach: Adam Elliot  
Contact: [coachadam@telemarkracers.org](mailto:coachadam@telemarkracers.org)

Nov 21-23        **Teck Regional Snow Camp**  
Vernon, BC  
Head Coach: Adam Elliot  
Contact: [coachadam@telemarkracers.org](mailto:coachadam@telemarkracers.org)

# CLUB DEVELOPMENT OPERATIONAL PLAN 2014/15

The Club Development Program is responsible for developing “full service clubs” that provide a wide range of programs and services - foremost of which is a progression of athlete development opportunities up to the National Development Centre level - in communities throughout British Columbia.

The Club Development Program is structured to support:

- the development of full service clubs, including guidance with policies and procedures, constitution and bylaws, risk management, club planning, etc.;
- membership development;
- a risk management strategy for educating our various internal constituencies – clubs, officials, coaches, athletes;
- trail and facility development including the coordination of Trail Development Workshops and the distribution of relevant information;
- the training of trail groomers and tracksetters, including the organization of Trail Grooming & Tracksetting Workshops and the distribution of relevant information;
- coordinating Club Development Workshops; and
- Club Excellence, a quality assurance program that recognizes and rewards clubs that demonstrate that their programs are LTAD-aligned.

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC’s Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1** - Encourage growth and development in existing new/small member clubs.

**Task 1** - Coordinate club visitations by Cross Country BC Board members, office staff or coaching staff to each of the following: Clinton Snow Jockey Club, McKinney Nordic Ski Club, Tetrahedron Outdoor Club and Skmana Ski Club Society.

**Objective #2** - Promote and encourage the development of full service clubs.

**Task 1** - Hold a Club Development Workshop in conjunction with the 2015 Cross Country BC Annual General Meeting (AGM).

**Task 2** - Encourage the establishment of paid club program coordinator positions by promoting grant opportunities; circulating examples (best practices) of job descriptions and facilitating the sharing of best practices at the Cross Country BC AGM.

**Objective #3:** Improve the organizational standards and athlete-centred focus of member clubs.

**Task 1** - Promote Club Excellence - Cross Country BC website, email network, Ski Cross Country, Cross Country BC AGM, etc.

**Task 2** - Assist clubs with bylaw revisions to align with anticipated changes to the BC Societies Act.

**Task 3** - Follow-up on the Cross Country BC AGM-approved requirement that full service clubs include the following purpose in their club constitution – “to establish and maintain programs and activities that support an integrated athlete development system up to the provincial team level.”

# COACHING DEVELOPMENT OPERATIONAL PLAN 2014/15

The role of the Coaching Development Program is to provide a seamless and effective coaching system that delivers coaches up to the national level.

The Coaching Development Program is structured to support:

- the delivery of the National Coaching Certification Program (NCCP);
- the delivery of the NCCP stream for coaches of athletes with a disability;
- the training of NCCP Learning Facilitators/Evaluators, and the scheduling of workshops;
- the training of NCCP External Evaluators and the coordinating and administration of evaluations that take place 'in the field' (formal observation sessions);
- the delivery of specialized coaching courses (e.g. ski preparation workshops);
- the maintenance of a databank of active certified coaches;
- the delivery of the Provincial Coaching Experience Program (PCE);
- encouraging and facilitating the establishment of club paid coaching positions, as well as appropriate salaries and benefit packages; and
- educating club leaders and coaches (of clubs with T2T and older athletes) on how to set up effective, stage-appropriate integrated support teams (IST).

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC's Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Increase the number of paid coach positions.

**Task 1 -** Promote grant opportunities; circulate examples (best practices) of job descriptions, grant applications, etc.; assist clubs with grant applications; facilitate the sharing of best practices at the Cross Country BC AGM.

**Task 2 -** Coordinate partnership arrangements with member clubs to assist them in hiring full time paid coaches.

**Objective #2:** Improve the delivery of the new NCCP program.

**Task 1** - Recruit and train additional CC Learning Facilitators/Evaluators.

**Task 2** - Host a national CC Facilitator/Evaluator Training Clinic.

**Task 3** - Recruit and train additional CCI Advanced (T2T) Learning Facilitators/Evaluators.

**Task 4** - Identify and train a CCD (L2T) Evaluator.

**Task 5** - Improve the delivery of the NCCP evaluation component of the CCI and CCI Advanced contexts to provide more value to coaches.

**Objective #3:** Prepare Cross Country BC's membership for implementing the next step in minimum mandatory coach qualification standards.

**Task 1** - Promote the benefits of minimum coach qualification standards and communicate future minimum BC Winter Games requirements – Cross Country BC website, email network, Ski Cross Country, etc.

**Objective #4:** Host a high level ski preparation workshop for club wax technicians.

**Task 1** - Organize and deliver the Ski Preparation module.

**Objective #5:** Train and certify coaches in the CCD (L2C) context (newly available).

**Task 1** - Coordinate opportunities for and financially support coaches in the CCD (L2C) pathway to complete their CCD evaluation and practical experience tasks.

**Task 2** - Certify five coaches currently in the CCD (L2C) pathway by March 2015.

**Task 3** - Encourage and financially support a minimum of two new candidates to complete both the dryland and on-snow components in 2014-15.

## **CCBC Policy**

### **Current Minimum Mandatory Coaching Qualifications:**

Coaches must be active NCCP Community Coaches 'in training' (*must have completed the ICC Workshop*) in order to supervise, instruct, or coach ski activities for children six years of age and younger, or assist with the supervising, instructing or coaching of ski activities for children six to nine years of age; and

Coaches must be active, 'trained' NCCP Community Coaches (*must have completed the Community Coach Workshop*) in order to supervise, instruct, or coach ski activities for children six to nine years of age, or assist with the supervising, instructing or coaching of ski activities for children nine to sixteen years of age; and

Coaches must be active NCCP CCI 'trained' coaches (*must have completed the L2T (On-Snow) Workshop*) in order to supervise, instruct, or coach ski activities for children nine to sixteen years of age.

# OFFICIALS DEVELOPMENT OPERATIONAL PLAN 2014/15

The role of the Officials Development Program is to provide program-specific services and training that will ensure competent officiating at cross-country ski competitions from the club level through to the international level.

The Officials Development Program is responsible for:

- the delivery of the CCC Officials Certification Program including the development of participant/course conductor materials specific to BC;
- the training of course conductors;
- the scheduling of courses and the training of local course organizers;
- the management of Cross Country BC's electronic timing system equipment and the training of operators;
- the development and delivery of specialized officials courses as needed (i.e. ZONE4 Race Management workshops);
- enhanced training for provincial level Technical Delegates and coordinating their assignments; supporting the advancement of national and international Technical Delegates; and
- the maintenance of a databank of active certified officials.

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC's Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Strengthen the leadership capacity of CCC's Officials Certification Program.

**Task 1 -** Work closely with CCC to develop a CCC Officials Certification Program Level 2 curriculum.

**Task 2 -** Coordinate and deliver a Level 2 CCC Officials Certification Program Course Conductor Training Workshop.

**Task 3 -** Develop handouts and course conductor materials that will compliment the new national resource materials, while specifically addressing the needs of the BC program.



**Objective #2:** Develop Cross Country BC's Technical Delegates for leadership roles at events up to and including the international level.

**Task 1** - Develop a list of potential Technical Delegates for all levels of competitions.

**Task 2** - Develop individualized plans for, and provide systematic training and practical experiences opportunities for this new generation of leaders.

**Task 4** - Recruit and financially support the training of Level 3 officials.

**Objective #3:** Host a specialized race management workshop.

**Task 1** - Organize and deliver ZONE4 Introduction and Advanced Clinics to prepare timing officials.

# COMPETITIONS PROGRAM OPERATIONAL PLAN 2014/15

The role of the Competitions Program is to: (1) ensure a progression of competitive opportunities for athletes from the FUNDamentals through to the Training to Compete stages of development, and (2) encourage and support hosting major events as identified in Cross Country BC's High Level Event Hosting Plan.

The Competitions Program area is responsible for:

- coordinating the annual competition schedule;
- designing and overseeing the delivery of the following programs – the Teck BC Cup Series, Midget Championships, the College/University Racing Circuit, the Teck Regional Cup Series and the cross-country events at the BC Winter Games;
- developing/maintaining and distributing Technical Packages for the above programs;
- developing and implementing the Cross Country BC Awards Program and Teck Regional Cup Series aggregate awards;
- promoting and encouraging Racking Rocks! activities;
  - Racing Rocks! – Double Cross
  - Racing Rocks! – Team Sprints
  - Racing Rocks! – Ski Tournaments
- event sanctioning; and
- ensuring a sufficient number of Canada Points List (CPL) and Canada Sprint List (CSL) races annually to meet the needs of developing BC athletes.

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of CCBC's Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Host a successful 2015 Canada Winter Games in Prince George in February, 2015.

**Task 1 -** Provide officials training and deliver other support services as appropriate.

**Task 2 -** Promote the event – Cross Country BC website, email network, Ski Cross Country, Cross Country BC AGM, etc.

**Objective #2:** Update all relevant CCBC Technical Packages.

**Task 1 -** Update the Technical Guidelines for each of the four Teck Regional Cup Series – Northern Regional Cup, Okanagan Regional Cup, Coast Regional Cup and Kootenay Regional Cup. Include a direct link to CCBC’s revised Sponsor, Awards Protocol and Media (SAM) information package for event hosting.

**Task 2 -** Update the Teck BC Cup Series Technical Guidelines, including a direct link to CCBC’s revised SAM information package for event hosting.

**Task 3 -** Update the Teck BC Midget Championships Technical Guidelines including a direct link to CCBC’s revised SAM information package for event hosting. .

**Objective #3:** Improve the hosting standard and LTAD alignment of Racing Rocks! activities.

**Task 1 -** Provide information to assist clubs in setting up venues with appropriate terrain variation.

**Task 2 -** Promote examples of successful events and circulate information on ‘how to’ for the purpose of encouraging member clubs to experiment with LTAD-aligned competitive activities for the FUNdamentals and Learning to Train stages of athlete development.

**Objective #4:** Improve the delivery the Teck Regional Cup Series in all four zones (this initiative is part of the Teck Skier Development Program targeting athletes in the L2T and T2T-1 stages of development).

**Task 1 -** Together with club race organizers develop a schedule with a minimum of three regional cup races in each zone. Coordinate the schedule with the Teck BC Cup Series, Teck BC Midget Championships, Western Canadian Championships and National Championships to maximize participation.

**Task 2 -** Promote the program extensively via the Cross Country BC website, Facebook, Cross Country BC E-News network and Ski Cross Country.

**Task 3 -** Improve the club aggregate awards program.

**Objective #5:** Improve the delivery of Teck-sponsored events with respect to sponsor recognition, awards protocol and media coverage.

**Task 1 -** Train club volunteers to implement the hosting guidelines outlined in CCBC’s SAM Information Package, as appropriate for the level of their respective events.

**Task 2** - Improve internal procedures for promoting and tracking media coverage, and processing/filing photos.

**Task 3** - Coordinate the distribution of race bibs, banners, medals and ribbons to the various events.

**Objective #6:** Update and implement plans to utilize the 2010 Olympic/Paralympic venue (Whistler Olympic Park) for high level national and international events on an annual basis during the next two planning quadrennials (to 2022).

**Task 1** - Update CCBC's High Level Event Hosting Plan to 2022.

**Task 2** - Together with the Callaghan Valley Cross Country Ski Club, Whistler Sport Legacies and other partners, develop a strategy for implementing CCBC's event hosting plan to 2022.

**Objective #7:** Initiate plans to bid for and host an FIS World Junior/U23 Championships prior to 2020.

**Task 1** - Establish a work group to get the process started.

### **2014/15 Teck Regional Cup Series Schedule**

#### **Teck Coast Cup Series**

Nov 30	<b>Teck Coast Cup #1</b> Callaghan Valley <a href="#">Dirk Rohde</a> (604) 942-6410
Jan 17	<b>Teck Coast Cup #2</b> Callaghan Valley <a href="#">Suki Cheyne</a> (604) 906-0232
Jan 18	<b>Teck Coast Cup #3</b> Callaghan Valley <a href="#">Delores Franz Los</a> (604) 894-6182
Mar 7-8	<b>Teck Coast Cup #4 &amp; 5</b> <i>Coast Cup Series Finale</i>

Mt Washington, BC  
[Val Wotton](#)  
(250) 339-5202

### **Teck Northern Cup Series**

- Jan 11                    **Teck Northern Cup #1**  
Smithers, BC  
[Sue Pearce](#)  
(250) 877-3609
- Jan 31                    **Teck Northern Cup #2**  
Kitimat, BC  
[Travis Carter](#)  
(250) 635-6435
- Feb 1                     **Teck Northern Cup #3**  
Burns Lake, BC  
[Alison Patch](#)  
(250) 695-6340
- Feb 14                   **Teck Northern Cup #4**  
*Northern Cup Series Finale*  
Vanderhoof, BC  
[Wanda Nemethy](#)  
(250) 567-5324

### **Teck Kootenay Cup Series**

- Dec 6                    **Teck Kootenay Cup #1**  
Golden, BC  
[Troy Hudson](#)  
(250) 439-7203
- Dec 14                   **Teck Kootenay Cup #2**  
Rossland, BC  
[Ian Sibbald](#)  
(250) 362-2130
- Jan 31-Feb 1           **Teck Kootenay Cup #3 & 4**  
Invermere, BC  
[Lyle Wilson](#)  
(250) 342-6516
- Feb14-15               **Teck Kootenay Cup #5 & 6**  
Kimberley, BC

[Bill Green](#)  
(250) 427-5554

Mar 1                   **Teck Kootenay Cup #7**  
*Kootenay Cup Series Finale*  
Nelson, BC  
[Kaj Gyr](#)  
(250) 352-4662

**Teck Okanagan Cup Series**

Dec 6-7               **Teck Okanagan Cup #1 & 2**  
Vernon, BC  
[Bruce Cummings](#)

Dec 27-28           **Teck Okanagan Cup #3 & 4**  
Salmon Arm, BC  
[Alan Corbett](#)  
(250) 833-0247

Jan 10               **Teck Okanagan Cup #5**  
Kamloops, BC  
[Natalie Manhard](#)  
(250) 320-0486

Jan 31-Feb 1       **Teck Okanagan Cup #6 & 7**  
*Okanagan Cup Series Finale*  
Penticton, BC  
[Jerome Jang](#)  
(250) 494-1972

# MARKETING AND COMMUNICATIONS OPERATIONAL PLAN 2014/15

The role of the Marketing and Communications Program is to: (1) promote the image of cross-country skiing as a dynamic, accessible sport, and (2) play an important role in building a financially self-sufficient Association.

The Marketing and Communications Program area is responsible for:

- the publication and distribution of ‘Ski Cross Country’;
- communication and outreach through the development and maintenance of the Cross Country BC website;
- internal communication through Cross Country BC’s email distribution network;
- promoting and marketing the Cross Country BC ‘brand’;
- the development and delivery of ‘image campaigns’ aimed at specific target groups;
- the development and distribution of regular news releases, newsletters to sponsors and annual promotional packages to the media, MLA’s, sport retailers;
- Cross Country BC’s donation program;
- marketing and fundraising; and
- generating financial and in-kind resources needed to expand and provide stability for CCBC programming.

## Program Objectives and Tasks

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC’s Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Look after existing sponsors by continuing to improve Cross Country BC’s ability to facilitate regular, high quality communication, collaboration and activation/servicing opportunities.

**Task 1 -** Initiate a quarterly newsletter for communicating to sponsors.

**Task 2 -** Design the new Cross Country BC website to address sponsor recognition requirements (See Objective #2, Task 1).

**Task 3** - Develop and maintain an annual servicing and activation plan that will build relationships with current sponsors.

**Objective #2:** Enhance external communications.

**Task 1** - Renovate the Cross Country BC website to align with Cross Country Canada's new site; include multi-media features such as Facebook and Twitter.

**Task 2** - Develop, publish and distribute the 2013 edition of 'Ski Cross Country' to the homes of members, MLA's, ski equipment retailers, etc.

**Task 3** - Develop a social media policy and create an internal social media "how to" tips and guidelines document.

**Objective #3:** Improve Cross Country BC's photo library.

**Task 1** - Pro-actively recruit good quality, high resolution photographs for use in Ski Cross Country and other promotional material.

**Task 2** - Develop an indexed electronic photo library.

**Objective #4:** Continue to build a sponsorship culture within Cross Country BC.

**Task 1** - Establish a Board of Directors position specifically for the Marketing and Communications program area.

**Task 2** - Provide appropriate tools and training to help club volunteers to meet sponsor obligations at the club and division levels.

**Task 3** - Launch the CVTC team with an informal sponsor/media event; photo opportunity

**Objective #5:** Generate new revenues through corporate sponsorship, donations and fundraising.

**Task 1** - Increase efforts with respect to sponsor recruitment.

**Task 2** - Develop strategies to encourage individual donations.

**Task 3** - Undertake two fundraising initiatives:

- Canada/Whistler Ironman event (CVTC volunteers); and
- Host a joint CCC/CCBC/CVTC Sponsor Reception and Fundraiser.



# **ORGANIZATIONAL DEVELOPMENT: OPERATIONAL PLAN 2014/15**

Organizational Development encompasses the structure, governance, and administrative functions of Cross Country BC. This component of the Association's operations is responsible for providing an effective, provincial sport system that enables Cross Country BC to meet its goals and objectives.

This section of the plan covers the following areas of responsibility:

- management of the Cross Country BC Office;
- the development and maintenance of a membership roster for the Association;
- Annual General Meetings, Board of Directors meetings, planning meetings, etc.;
- policies and procedures including the Constitution and Bylaws of the Association;
- sport history and archives;
- volunteer awards;
- strategic planning and operational planning;
- financial management; and
- risk management including Cross Country BC's liability insurance program.

## **Program Objectives and Tasks**

The objectives and tasks listed below have been selected to lead to the achievement of Cross Country BC's Mid-Term Objectives – 2018 as identified in the current Strategic Plan. Tasks specified within each Objective will be resourced and implemented in 2014/15 or in a multi-year plan.

**Objective #1:** Improve the governance structure of Cross Country BC.

**Task 1 -** Develop new Cross Country BC bylaws that are aligned with Cross Country Canada's Bylaws and are compliant with the new BC Societies Act.

**Task 2 -** Present the proposed new bylaws to the membership at an Extraordinary General Meeting prior to the 2015 Annual General Meeting.

**Task 3 -** Develop a policy-driven governance model that meets the current needs of the Association.

**Task 4 -** Develop Terms of Reference for the all Operational Committees.

**Objective #2:** Increase Cross Country BC membership fees to cover raised membership fees to Cross Country Canada.

**Task 1** - Inform clubs of the fee increase well in advance and help them prepare for the change.