


### Executive Director Report

- Goal for this report is to touch on items not covered in other reports


The COF's 5 core strategies:

1. Growing the Membership - Grassroots Development.
2. High Performance Development
3. Building Organizational Capacity
4. Developing Strategic Partnerships
5. Building Profile and Communication




### Governance

- Created job descriptions for all board members and Executive Director
- Created new Board member orientation package
- Re-wrote terms of reference for all committees, and created several new committees. Will be appointing members this fall.



### Committees

- Existing committees:
  - Coaching Program
  - High Performance
  - Nominations
  - Officials Program
  - Sass Peepre Jr Development
- New committees:
  - Technical
  - Celebration, Awards and Recognition
  - New Participant Recruitment
  - LTAD
  - Ski Orienteering
  - Mountain Bike Orienteering
  - Finance and Audit (a committee of the board)
  - Governance (a committee of the board)
  - HR (a committee of the board)



### Staffing / Succession planning


- Hired 2 part-time Assistant Executive Directors in 2013
  - Tracy Bradley
    - Coaching
    - Officials
    - Membership
    - Club development
    - Partnerships
    - Youth Leaders' kit
  - James Richardson
    - Communications
    - Fundraising
    - Sponsorship

James has returned to University, no longer in role

Charlotte will be transitioning out of ED role


Board discussing how to manage transition and spread workload

- new committees
- more volunteer involvement
- revenue generation required to maintain/increase hiring



### Communications


- Newsletter
  - Meghan Rance, newsletter editor > timing shifting to every 2 months
  - Help us promote newsletter to your PTOA/club email lists
- Web and Social media presence – continued development to:
  - Orienteering.ca
  - Facebook
  - Twitter
  - National team blog
- New communications plan written
  - Implementation strategies
- National event calendar, we encourage all clubs to use the "whyjustrun" database to populate national event calendar on orienteering.ca



[www.orienteering.ca/events/national-database-event-calendar](http://www.orienteering.ca/events/national-database-event-calendar)

October 2013

Event	Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun
1							BDOC Junior Adventure Runners 25K	
2							BDOC Club Path	
3							BDOC Club Path	
4							BDOC Club Path	
5							BDOC Club Path	
6							BDOC Club Path	
7							BDOC Club Path	
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30							BDOC Club Path	
31							BDOC Club Path	



### Coaching and Officiating

- Both the coaching and officials program made significant improvements over last year
- Need clubs and provincial/territorial associations to schedule coaching and officials clinics

### Revenue Generation

- Re-applying to Sport Canada
  - Have met with Minister of State (Sport)
- Have developed fundraising plan, to be implemented
- Sponsorship – manpower challenge – Algonquin college project in Jan



### Events

- Looking for organizers for 2015 and 2016 Canadian Championships. Expressions of interest for hosting to be submitted to board by Oct 31, 2013
- Number of Canada Cups has been encouraging. Encourage provincial champs to be Canada Cups
- National Orienteering Week set for May 3 – 11, 2014. Would like clubs to schedule a beginner-focused event during that time
- 2 WREs in 2013, 3 planned for 2014 (2 at COCs, 1 at WCOCs) + 3 as part of North American Championships in Ottawa
- Looking for host association/club for 2018 NAOCs



### International

- Ross Burnett attended Presidents' Conference at WOC on behalf of Orienteering Canada
- Charlotte MacNaughton on reference group that has provided guidance to working groups regarding the new WOC format and revising the WRE ranking system. Able to provide North American perspective to various issues
- IOF would like to see a World Cup or JWOC in Canada/North America
- Had discussions with various clubs about possibility to host JWOC in 2017 (in conjunction with Orienteering Canada's 50<sup>th</sup> birthday). Decision was to not to submit a bid.

