



Club and Skating School Online Education Program

Jeff Partrick

Amy Thiffault

2018 Ice Summit

CELEBRATING SUCCESS



Today's Session

- 🍁 Introduce and review a club and skating school development program concept
- 🍁 Get your help! **WORKSHOP!**
 - 🍁 We want to hear from you and help us prioritize education content
- 🍁 Recognition program concept



Club/School Environment

What are some of the issues we face?

- 🍁 Competition for recreation dollar
- 🍁 Meeting service delivery standards
 - 🍁 Programming
 - 🍁 Branding
 - 🍁 Standards
- 🍁 Registration is flat or growing very slowly
- 🍁 Volunteer retention
- 🍁 Support for clubs, schools, and volunteers – Training!



Strategic Plan Research

Resources clubs and schools have used:

- 🍁 Membership Site : 83%
- 🍁 Skate Canada's Education and Training Academy: 20%

There are many topics of education our stakeholders want:

- 🍁 Club development
- 🍁 Support
- 🍁 Programs
- 🍁 Communication/Collaboration.



eLearning



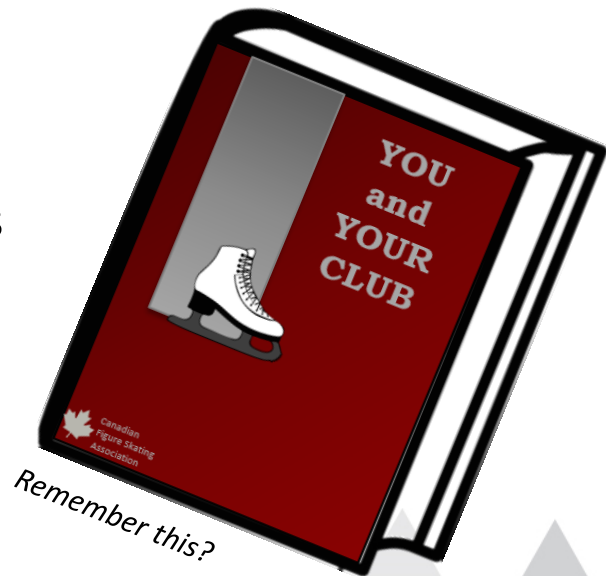
- 🍁 How many here use Skate Canada's Education and Training Academy eLearning site?
- 🍁 What is one thing you like about it?
- 🍁 What is one thing that could be improved?



Club/School Development Benefits

Club and school development is critical!

- ✳ More tools = more education = more knowledge
 - ✳ Less routine questions; elevate service delivery
- ✳ Better and more consistent delivery of our programs
- ✳ Club/school growth
- ✳ Promote our brand and our programs
- ✳ Help clubs and schools strive for excellence.





The Development Component

Objective: Education, improve service standards, improve club/school performance



Club and School Training Program!

Potential to organize content by topic, role, or task

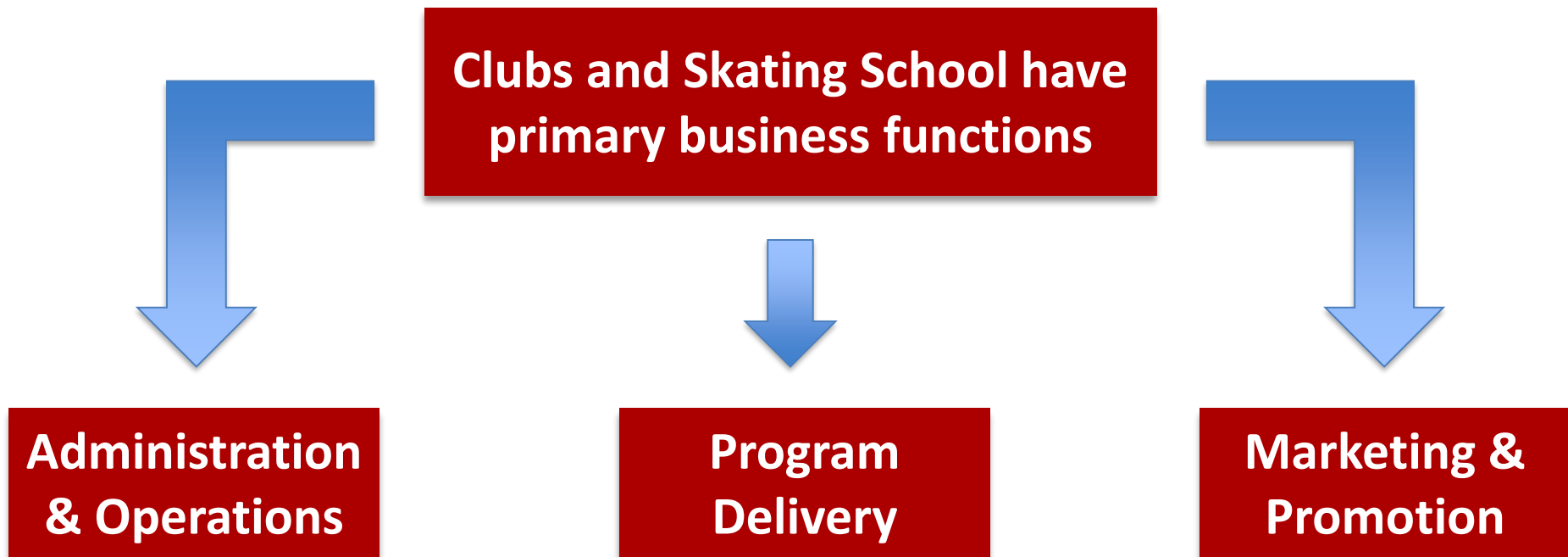


- 🍁 Tests/Assessments
- 🍁 Registration
- 🍁 Club Governance
- 🍁 Coaching
- 🍁 Club/School Finances
- 🍁 Program Standards and Delivery
- 🍁 Marketing
- 🍁 Safe Sport

A comprehensive training program consisting of various courses to educate your organization.



What would training include?





Program Content Overview

Administration & Operations



- ✦ Registration
- ✦ Club Governance
- ✦ Skate Canada Resources
 - ✦ Membership Site, Info Centre
- ✦ Club Constitution
- ✦ Finances
- ✦ Online Store
- ✦ Conflict/Dispute Resolution
- ✦ Coaching Staff
- ✦ Safe Sport
- ✦ Insurance
- ✦ Incident Reporting
- ✦ Ethical Decision Making
- ✦ Code of Ethics
- ✦ Communication
- ✦ Minimum Operating Standards
- ✦ Test Submission

Program Delivery



- ✦ Delivery of Skating Program
 - ✦ CanSkate, STARSkate, Synchro, Adult, CanPower, Special Olympics
- ✦ Recreation programming
- ✦ Competitive programming
- ✦ Adaptive skating programming
- ✦ Test Day
- ✦ Coach Assessing
- ✦ Program Assistants
- ✦ Events/Competitions/Ice Shows/Carnivals
- ✦ Bring a Friend/Family Days
- ✦ Integrated Support Teams
- ✦ Parent Education
- ✦ Club Collaborations
- ✦ Coaching

Marketing & Promotion



- ✦ Skate Canada Logo Guidelines
- ✦ Skate Canada Branding
- ✦ Club/Schools Promotional Tools
- ✦ Volunteer Recruitment
- ✦ Club/School Growth Strategies
- ✦ Social Media
- ✦ Community Engagement
- ✦ Marketing Strategies
- ✦ Skate Canada Resources



Content Overview – A Detailed Look

Administration & Operations

- ✦ Registration
- ✦ Club Governance
- ✦ Skate Canada Resources
 - ✦ Membership Site
 - ✦ Info Centre
- ✦ Club Constitution
- ✦ Finances
- ✦ Online Store
- ✦ Conflict/Dispute Resolution
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- ✦ Communication
- ✦ Minimum Operating Standards
- ✦ Insurance

Registration

- ✦ Registration Deadlines
- ✦ When?
- ✦ Where?
- ✦ How?
- ✦ Who?
- ✦ Fees?
- ✦ Reporting
- ✦ Exceptions?

Test Submission

- ✦ Submission Requirements
- ✦ Process
- ✦ When?
- ✦ Where?
- ✦ How?
- ✦ Who?
- ✦ Fees?





Where do we start?

What course do we develop first?





What are we going to do?

Congratulations!

You have been promoted to curriculum developers for the new Club and Skating School Training Program

What do you think?

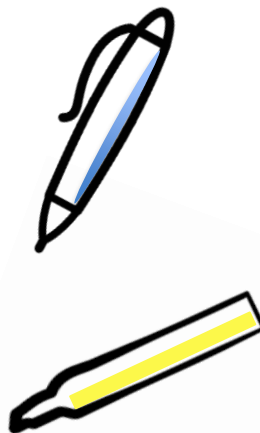


Clubs, Schools, and volunteers are depending on you! It's up to you to determine what clubs and schools need!



Your Table = Your Development Team

Assign a Lead Developer who can help moderate the team's discussions and report



Assign an Assistant Developer to record the results



Administrative and Operational Tasks

1. Check 5 course topics that you want
2. Rank order them (1 to 5)
3. Highlight 10 topics clubs/schools **should** know
4. Why do you think they are important?





What did you come up with?

Administrative and Operational Tasks



- 🍁 The 2 most important topics to you?
- 🍁 The most important topic clubs and schools need?
- 🍁 Why is this the most important for clubs and schools?



Program Delivery

1. Check 5 course topics that you want
2. Rank order them (1 to 5)
3. Highlight 10 topics clubs/schools **should** know
4. Why do you think they are important?





What did you come up with?

Program Delivery



- 🍁 The 2 most important topics to you?
- 🍁 The most important topic clubs and schools need?
- 🍁 Why is this the most important for clubs and schools?



Marketing and Promotion

1. Check 3 course topics that you want
2. Rank order them (1 to 3)
3. Highlight 5 topics clubs/schools **should** know
4. Why do you think they are important?





What did you come up with?

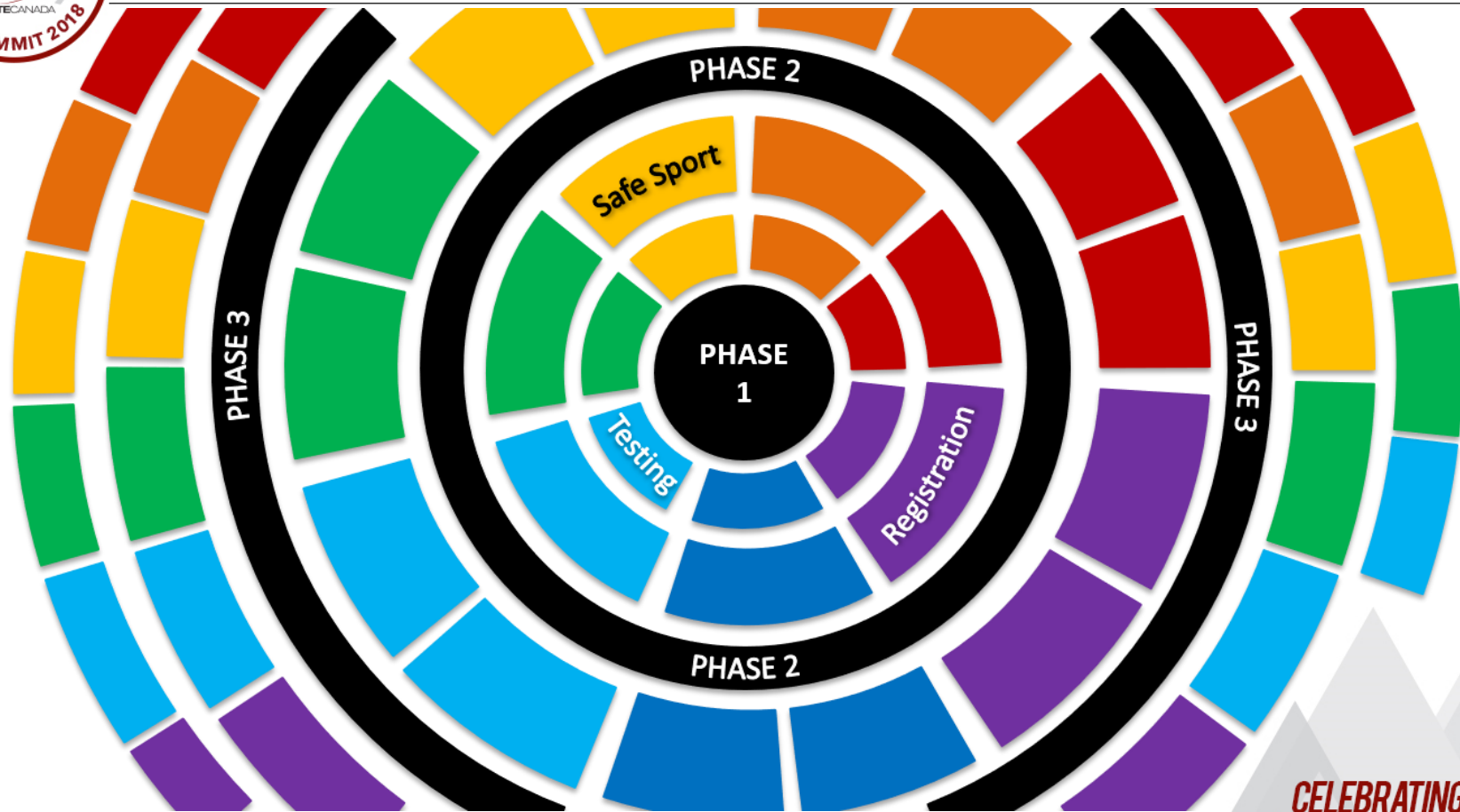
Marketing and Promotion



- 🍁 The 2 most important topics to you?
- 🍁 The most important topic clubs and schools need?
- 🍁 Why is this the most important for clubs and schools?



Thank you!



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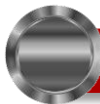
The Recognition Component

Objective: Consistency, sustainability, motivation



Bronze Level Club/School

These Organizations have all the necessary trainings to provide adequate program delivery and administration



Silver Level Club/School

Above having the necessary training, these Organizations pursue a higher level of development to excel in their delivery of programs and administration.



Gold Level Club/School

These Organizations strive for excellence in all areas of program delivery, promotion, administration, safety and beyond.



Bronze Level Courses

- 🍁 Registration
- 🍁 Testing / Assessing
- 🍁 Safe Sport



Silver Level Courses

- 🍁 Intro to Marketing
- 🍁 Coach Contracts
- 🍁 Bullying and Harassment



Gold Level Courses

- 🍁 Branding
- 🍁 Events
- 🍁 Ice Shows



The Vision

Clubs/Schools get the training they need and the recognition they deserve!

The future state?

Updates to our find a club/school

- 🍁 Ability to search by location
- 🍁 Ability to filter by program
- 🍁 Integration with our database
- 🍁 Display contact information
- 🍁 Display level of training
- 🍁 Display rink address and/or office address

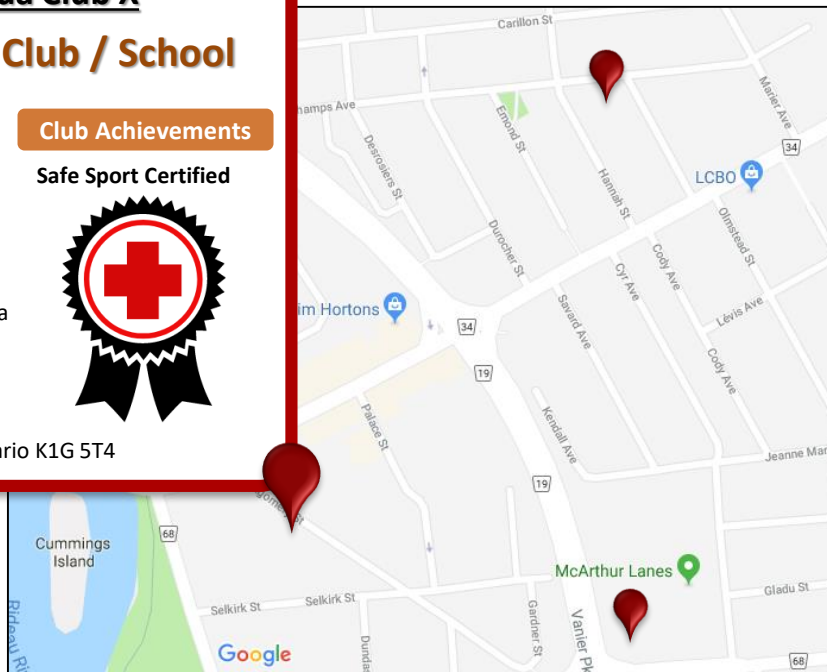
**Skate Canada Club X**
Bronze Level Club / School

Programs Offered


Contact Information
Website: SkateCanX@proxy.ca
Phone: (613) 747 2372
Email: SkateCanX@infoX.ca

Rink Address
705 Mark Street, Ottawa Ontario K1G 5T4

Club Achievements
Safe Sport Certified



It's a Work in Progress

Success doesn't happen overnight!





Next Steps

🍁 Year 1:

- 🍁 Develop a program structure
- 🍁 Develop a program curriculum

🍁 Year 1 – 4:

- 🍁 Develop and produce training modules
- 🍁 Establish goals to measure success
 - 🍁 Usage goals; e.g. 500 clubs and schools complete 1 module by end of quad
 - 🍁 Surveys to measure satisfaction and receive feedback
- 🍁 Develop and lay foundation for recognition program

🍁 Year 4:

- 🍁 Implement the recognition program.



Questions?





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