

Langley Minor Lacrosse Association

2007 Playing Season

Management Plan

Presented to the Board of Directors, November 08, 2006

Objective

The goal of the LMLA for the 2007 season is to demonstrate proactive leadership and responsible management, encouraging player and coach development, bolstering member confidence and, ultimately, maximizing the overall competitive potential of the association.

The following plan is to be approved by the Board of Directors, implemented, evaluated at season end, and revised the following year to reflect the collective membership experience, learning.

The BCLA AGM weekend will serve as the time and place for such review and proposed revisions.

The 2007 Management Plan consists of the following Administrative and Operational initiatives:

Administration

1. Constitution & By Laws Manual and Operating Policy Manual
2. Civic Centre Storage Area
3. Coaching Application & Manual
4. Meetings
5. Budget Reports
6. BCLA AGM

Operations

1. Mini / Tyke Player & Coach Development
2. Hosting Provincial Bantam Championships
3. Website Advertising Sales
4. Referee Development
5. Goalie Development
6. Timeline
7. Measurement of Success

Administration

1. Constitution & By Laws Manual and Operating Policy Manual

Each Director is to review the Constitution & By-Laws Manual and Operating Policy Manual and propose any amendments pertaining to their position of responsibility, as per the attached format (BCLA AGM Notice of Proposed Changes) that might enable the Association to run smoother during the 2007 season. Proposed changes require a minimum of 14 days advance notice before they can be voted on. Directors need to review and submit proposed changes to the President by the end of November. This way, both these important – and newly adopted - documents have been scrutinized prior to the start of the 2007 Box season registration.

2. Civic Centre Storage Area

The Civic Centre storage area, under the grand stands, will be renovated such that the Association's equipment and uniform investments can be better organized, managed and protected. Chris, Larry and Roger will essentially develop the plan / design desired, DMac will present to City, as per Lease agreement, for approval. Larry Spady offered to construct at no charge. Estimated material costs to be added to budget once finalized.

3. Coaching Application, Manual & Parent / Player Evaluation

Coaching applications (see attached example) will be required as of 2007 for all divisions. A coach selection committee may be appointed by the Head Coach and or President, as per the LMLA Constitution & By-Laws, to confirm appointments prior to the start of league play. A parent / player Coaches Evaluation form will be distributed by the Association team manager liaison to all division teams prior to the end of the playing season. These evaluations will be submitted to the President and reviewed with the Head Coach as necessary.

An Association Coaches Manual will be developed by the Head Coaches Coaching Development Committee and provided to, at minimum, the Mini / Tyke division coaches, outlining basic practice guidelines and expectations for each division, including helpful organizational tips to keep a practice, game and team moving along.

4. Meetings

Regular monthly meetings are to be held on the second Tuesday of each month. Committee and other special meetings to be scheduled as required. Minutes of regular meetings are to be posted on website, ideally, under Administration menu tab.

Other important meetings, outside the Association, include The Langley Field Sport Association and Lower Mainland Minor Lacrosse Commission. These meetings will be attended by a President, or designated representative, with a written report submitted from each meeting within one week of such meeting. These meetings are to be included in the monthly / weekly schedule of Association events, which, in turn, will be posted on the website under Administration.

5. Budget Reports

The monthly budget reports will be revised to enable better management of Association funds. See attached example. The new version is to be a working document that should evolve in format, reflecting both past (actual) and future (estimate) revenues and expenses. Box and Field will be separated.

6. BCLA AGM

The importance of attending this event, with the maximum number of eligible delegates, can not be underestimated. The expense of sending the maximum number of delegates will be budgeted for annually. The President will ultimately determine who represents the Association. At least one new delegate will go each year, so a better overall perspective is gained and the importance of what our Association and its managers do isn't lost or forgotten. This weekend will also serve as the LMLA management plan review meeting.

Operations

There are two major initiatives planned for 2007. Hosting the annual Bantam Provincial Championship tournament and, more importantly, revamping our approach to mini / tyke player and coach development.

1. Mini / Tyke Player & Coach Development

The primary association focus for 2007 will be on the Mini / Tyke divisions, concentrating on player and coach development, extending the season(s), implementing an end of season "Jamboree" complete with mini tournament, skills competitions and annual awards ceremony. Indoor floor time is available the last two weeks of June and most of July, as Ball Hockey season ends before June 17.

If we maximize available floor time, essentially getting as many kids on the floor as possible, in an organized manner, we can then manage modest registration growth, recruit more players, without jeopardizing valuable practice time of the older and more competitive divisions.

Consideration needs to be given to splitting the floor, running two 4 on 4 games at once. Both games run off the same 3 minute shift horn. Both teams share the same bench. A plywood divider, kept under the grandstands, splits the bench evenly. House play scheduling accommodates larger blocks of arena times, reducing set up / tear down time. Parents, coaches and managers of these divisions will be presented with options and recommendations for the 2007 season during the Nov 20 meeting at Sportsplex, 7 – 9 pm. It is expected that the direction will be essentially finalized shortly thereafter, reflecting the membership input.

2. Hosting the Provincial Bantam Championship

The second most important Association initiative is hosting the Provincial Bantam Championship, July 18 – 22. Deadline application is Nov 10. Application is attached. Civic & Aldergrove are confirmed as available, Cloverdale is not. To host all Bantam Divisions (4), Cloverdale is required.

However, hosting two Bantam tournaments within one month is unrealistic. The prospect of dropping the Dennis Hickey tournament (would be 31st year) isn't preferred either, given its importance to our local heritage, so, the idea is to “meld” the two and host the Provincials with a Dennis Hickey twist; a program tribute and more, working with Provincial approval.

As an automatic bye into the Provincial Championship is a distinct benefit to our Bantam members, a token refundable volunteer fee could be charged. The fee would be collected at time of Bantam player registration (\$20 x 65 players = \$1,300) to help with upfront costs of the tournament. The fee could then be refunded to parents after “X” number of hours or games are volunteered for during the Tournament.

The tournament will include a revenue producing effort, focusing on early program development, to support advanced advertising sales and event marketing sponsorship opportunities.

Advertising sales strategy is to leverage unique heritage – 31st annual Dennis Hickey - component, creating greater Provincial awareness of Langley's long standing involvement in the development and support of outstanding Lacrosse players... providing recent player examples... designed to entice and attract more of the business community in advance. Should Langley be unsuccessful in its application to host the tournament, the same advertising sales effort will be applied to the annual Dennis Hickey Tournament.

3. Website Advertising

Registration will include an advertising solicitation; \$100 for a business card format. Displayed in even rotation with other ads on the Home and all administrative pages, plus one division team. Division team advertising will be limited to three, to promote exclusivity and build value.

4. Referee Development

Langley has approximately 28 minor referees' at Entry Level, Level 1 & Level 2. The number of evaluations conducted on our referee's, by Level 3 and up senior referees, is to be increased to three. The purpose is to identify, cultivate and nurture candidates, including covering incremental training costs. Incremental funding of referee evaluations is to be implemented once budget is confirmed as available. Estimated costs are as follows: \$15 per evaluation, each referee evaluated three times. 28 refs x \$15 x 3 = \$1,260.

5. Goalie Development

Dave Evans has agreed to run three two hour Goalie clinics for Novice – Midget divisions in 2007; one at the start, another mid season and the last prior to Provincial play downs. All mini / tyke players must rotate evenly through the goal position.

The end of November equipment and uniform inventory report being conducted by Chris, Larry and Roger should identify the required Goalie Equipment and necessary budget to attract more interested players. New equipment is to be budgeted for annually to maintain equipment quality and levels. “Most Outstanding Goalie” award to be added to current list of annual awards.

6. Timelines

The following timelines came from the BCLA. Our goal is to identify additional points required for LMLA purposes and to delete the non applicable.

CHECK LIST For MINOR BOX LACROSSE (updated May 9, 2006)

It is recommended your year end be August 31 of every year. This allows sufficient time to get any money owed or pay outstanding bills after the minor box lacrosse season is over in early August. It is also recommended that your Annual General Meeting be held no later than the middle of October of each year. This allows the new executive to attend the BCLA Annual General Meeting near the end of October.

September

- request written reports from executive members, in preparation for association AGM
- contact membership, via mail, re: association AGM, date, time, location
- store lacrosse nets for winter
- work with equipment manager to insure all equipment is returned and repaired.

IMPORTANT

- book coaching clinics for April of next season. Call BCLA office to set up.
- book school gymnasiums for January-March of next season. One or two nights a week, one hour sessions, per division (novice, peewee etc) can be used for player development. **Do not use lacrosse balls in school gymnasiums AND DO wear indoor shoes.**

October

- hold association AGM/AWARDS NIGHT
- BCLA AGM
- *** Book floor time at arenas and boxes for next season. (April to June)
- report use of gaming funds to gov't (form available <http://www.pssg.gov.bc.ca/gaming/>)

November

- conduct first meeting with new executive
- appoint non elected positions (registrar, equipment, scheduler, head referee, head coach)
- assess registration fees for next season
- lay out next seasons dates: registration dates and locations, tournament dates, photo night, coaching clinics/officials clinics. Once registration dates and locations are set, finalize availability with the chosen sites.

December

- create registration flyer, handout to have set up in stores and arenas. Always have phone numbers listed.

- access minor hockey mailing lists for players ages 6-12 and mail lacrosse info, including registration info to them.
- set up phoning committee to call athletes to come to free school dry land sessions, starting in January. The phoning can be done in early January, once school goes back in.
- set season budget
- discuss possible business sponsors and dollars. Who will contact these businesses?

January

- apply for hosting tournament and or provincial championships. Applications come from the BCLA office. If interested in either, make sure arena is booked before applying.
- discuss possible fundraising ideas
- contact school district. Inquire if you can send out lacrosse registration info through their mail out, to be put in school newsletter. Information should be in the hands of the school district by the third week of January, to catch the end of the month school newsletter.
- mail out registration information to membership
- registration posters in arenas, stores, schools. Phone numbers on everything
- start recruiting in arenas. Some areas start registrations. Have handouts ready, run video on TV, have enthusiastic, knowledgeable people there to answer question. Also have equipment on hand. Have note pad ready to record names, phone numbers of interested players, coaches, referees.
- arrange mall promos, information nights at local junior hockey games (Must contact BCLA office to inform them of any event organized to do with lacrosse, for insurance purposes)
- continue pursuing business sponsorship
- is equipment repaired
- apply for Direct Access gaming funds. Must be done between Feb 1 and May 31. **Refer to BC Gaming Website to check application dates for Sport Groups.** <http://www.pssg.gov.bc.ca/gaming/>

February

- order CLA approved lacrosse balls
- is current equipment adequate? Does any equipment need to be ordered?
- advertise registration in local newspapers. (MUST provide copy of birth certificate. This is kept by the local association)
- registration continues (use a high profile site e.g. the arena) All registrations should be completed by early March. This allows for time to order more equipment and set up teams.
- hold a coach/officials meeting to discuss association philosophy, tournaments, minor directorate disciplinary rules, opportunity to meet, ask questions

March

- registration continues. BCLA provides the necessary registration forms
- determine the number of athletes per team from those registered.
- end of the month, scheduler sets up league games within the league.
- assess coaching requirements (**coaches MUST have levels of certification**)
- referees to attend referee clinics (**all referees MUST BE CERTIFIED yearly**) Clinics are held in various locations in the province. Zones can arrange to host a clinic in their area, by contacting the BCLA Office.
- check on condition of arena floors, outdoor boxes. Lines on floor must be painted.
- 30 second clocks are used from novice divisions and up. Are they working and ready?
- game sheets provided by the BCLA

- April**
- coaches clinics throughout the province. Attendance forms come from the BCLA office. There is a fee to attend. See fee appendix BCLA Operating Policy.
 - teams set and starting to practice. Some areas start league play.
 - strongly recommend** all scheduling changes go through the scheduler and only the scheduler is to call the facility with the changes.
 - organize an opening ceremony to kick start the season
 - ensure proper liability and injury insurance is in place from the BCLA, contact office
 - do a facility check, look for unsafe playing areas, report any problems to city or rec centre
 - some areas, league play begins
 - begin to register players on BCLA on line data base. Contact BCLA for help if needed.
- May**
- league play continues
 - all teams declared to the BCLA on forms provided. Player registrations and team forms must be sent in by May 15. **Refer to BCLA Operating Policy to see if date has changed.**
 - all coaches must be declared to the BCLA Coaches Association on a form 100 by May 1. **Refer to BCLA Operating Policy to see if date has changed.** (there is a fee for each coach listed on the form 100) See fee appendix in BCLA Operating Policy. Coaching forms come from the BCLA office.
- June**
- league play continues
 - organize a coach's appreciation for the end of the season
 - set the Association AGM date for October. Book location
 - provincial declarations are this month
 - consider having an awards night in conjunction with the association AGM
- July**
- BCLA Provincial Championships
 - every second year, BC Summer Games, for midget age athletes
 - nominate your Midget Lacrosse Player of the year. Forms come from the BCLA office.
- August**
- select candidates for association awards
 - submit amendments to BCLA for changes to constitution and operating policies. Forms come from the BCLA office.
 - submit nominations for BCLA AGM awards. Forms come from the BCLA office.

7. Measurement of Success

At approximately this same time next year, we as Directors and Club Representatives will compare what actually transpired to what we had planned, as laid out in this document. Our success will be a direct reflection of our collective effort. If we manage the responsibilities of our positions with accountability, success is inevitable.