

Canadian Ski Summit

June 20th – 22nd, 2022



Day 3

Day 3 – June 22nd



Summary of Day 2



- Good discussion on revenue generation – sharing ACA/PTSO. Providing multiple examples of the importance of creating and maintaining relationships with partners
- Identified possible opportunity for strategic approach with CSIO for enhanced support
- Greater understanding of new insurance policy – importance of creating a guide/FAQ for Clubs with regards to insurance
- Concept of possibly creating case studies/examples of Clubs that are expanding their offerings to become multi sport clubs thus enhancing the value of membership
- Importance of nailing down CAST plans for Oct/Nov, so PSTO's can ensure there is dovetailing where possible – races
- Good feedback to assist in planning for 2023 WJC



Day 3

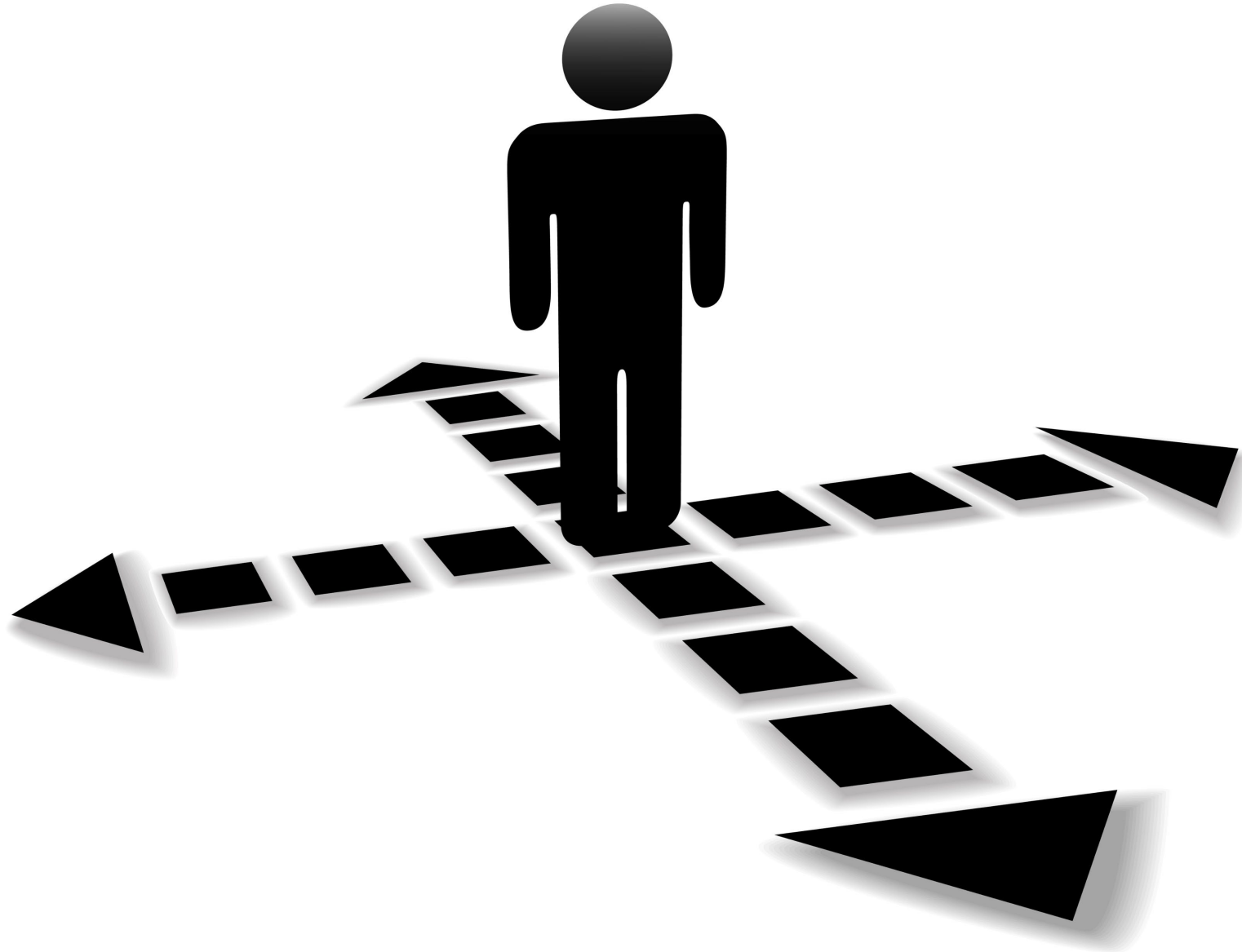


Todays Agenda

	Day 3 – June 22 nd , 8:30 -			
	9. Coach Education <ul style="list-style-type: none">a. Review of Key Metricsb. Action Plan for Registration Platformc. Delivering better service	90 min	Jenni S Jeff T ALL	<ul style="list-style-type: none">• GMs/Eds• Tech Directors• Coach Leads
	10. National Awards Program <ul style="list-style-type: none">a. Explore concept/framework for a National Recognition program for 2023	60 min	Jeff/All	<ul style="list-style-type: none">• Board Chairs• All PTSO staff
	11. Closing Remarks/Parking Lot Items	30min		<ul style="list-style-type: none">• Board Chairs• All PTSO staff

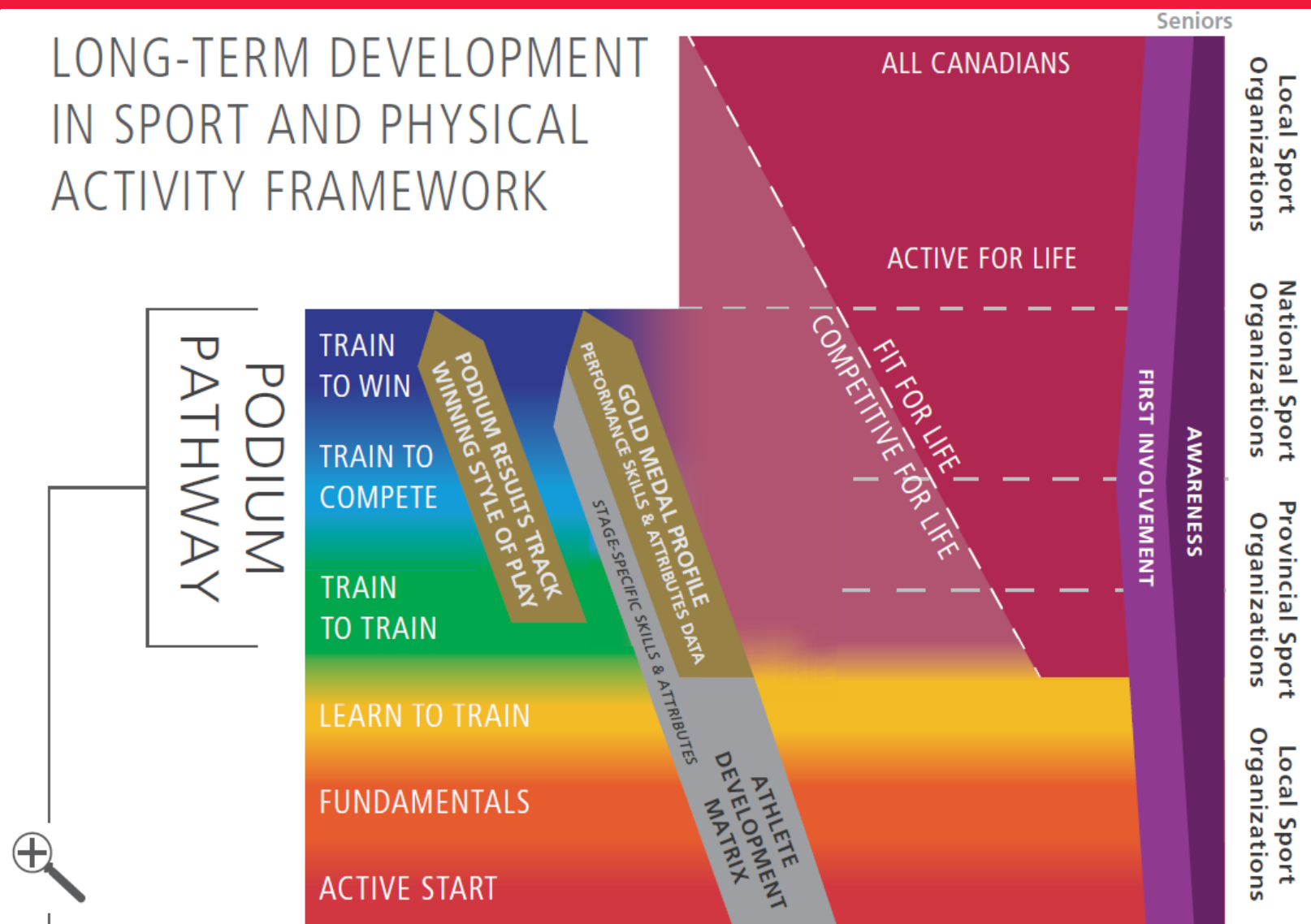


OPTIMIZING OUR ATHLETE PATHWAY

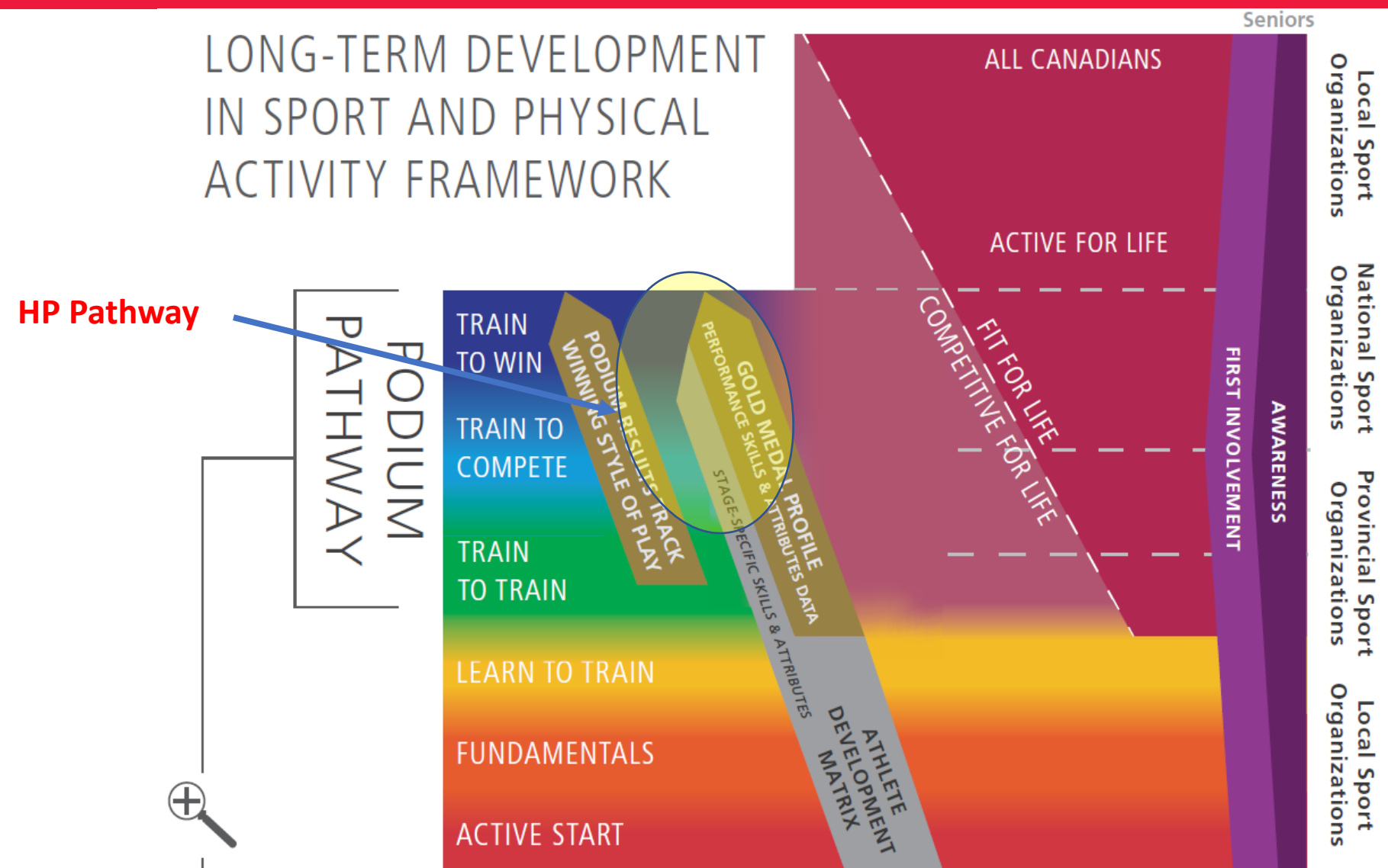


Long-Term Development (LTD) and the Podium Pathway (PP)

LONG-TERM DEVELOPMENT
IN SPORT AND PHYSICAL
ACTIVITY FRAMEWORK

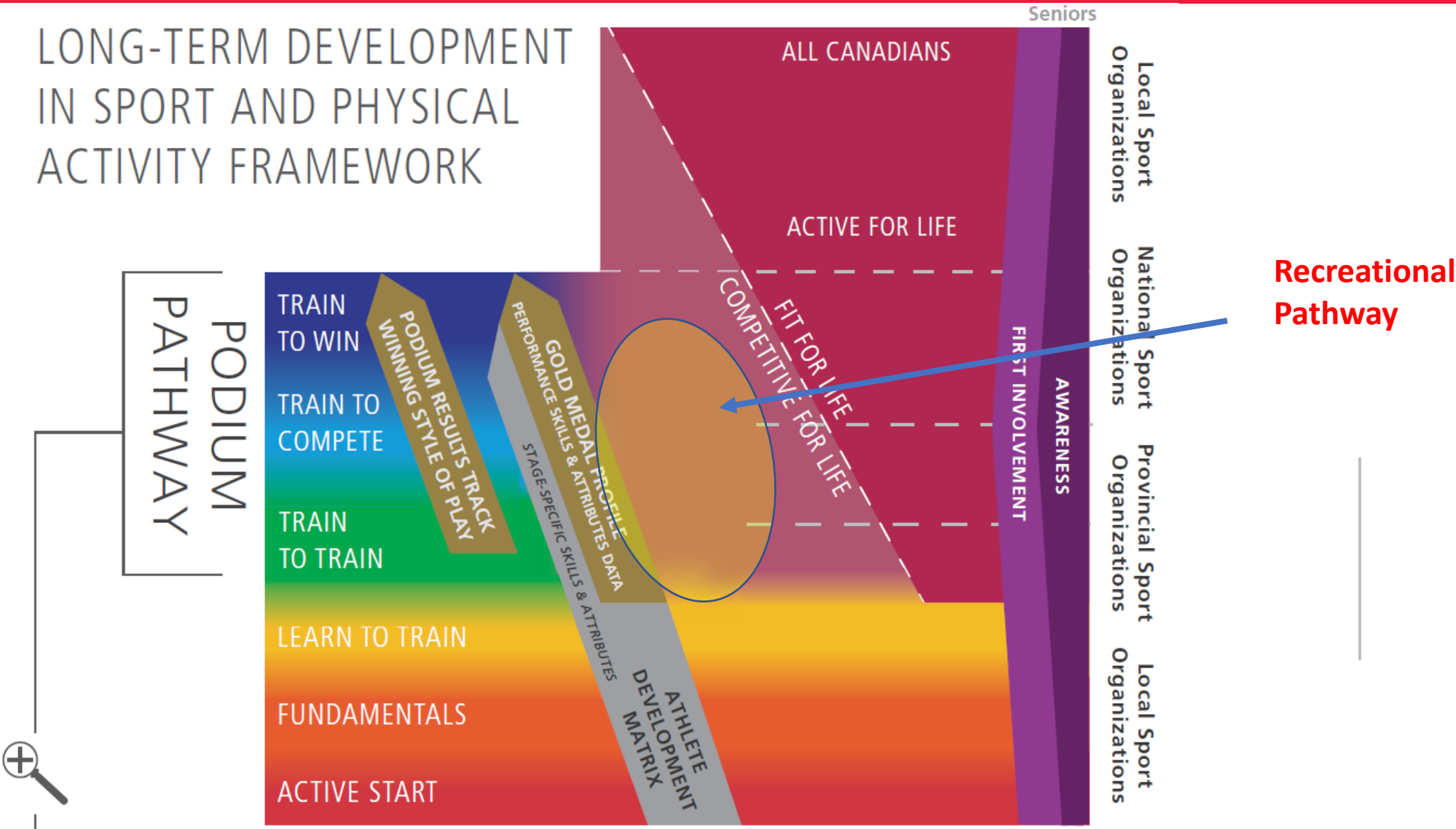


Long-Term Development (LTD) and the Podium Pathway (PP)



Long-Term Development (LTD) and the Podium Pathway (PP)

LONG-TERM DEVELOPMENT
IN SPORT AND PHYSICAL
ACTIVITY FRAMEWORK



OPTIMIZING THE PERFORMANCE PATHWAY (18 – 22)



OPTIMIZING THE DOMESTIC PERFORMANCE PATHWAY

Key Drivers To Elevating Performance

- Quality technical leadership matters
- Surrounding athletes with like athletes
- Quality training environments will elevate performance



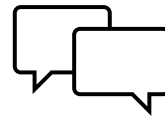
INFORMATION WE KNOW

As a System (PTSO programs only – not club FIS)

- We (the country) spend close to 3 million dollars on programming for 40-45 athletes (athletes within provincial programs)
- With technology we have access to today, we also know:
 - #’s of athlete, #’s of athletes within each age group and could quite easily identify “tiers” based on demonstrated performance
 - That output would likely look like a pyramid – more numbers at the entry level into FIS and the higher the performance level becomes the smaller the cohort becomes
 - U18 – highly probable that each of the big 4 PTSO’s have enough critical mass to effectively and efficiently deliver on the key drivers
 - U21 (and above) it becomes increasingly challenging to stay true to our key drivers in the most cost effective and efficient way – when we deliver programming in our own independent “verticals”.
- It is highly likely that PTSO programs will go through “production cycles” at one time or another



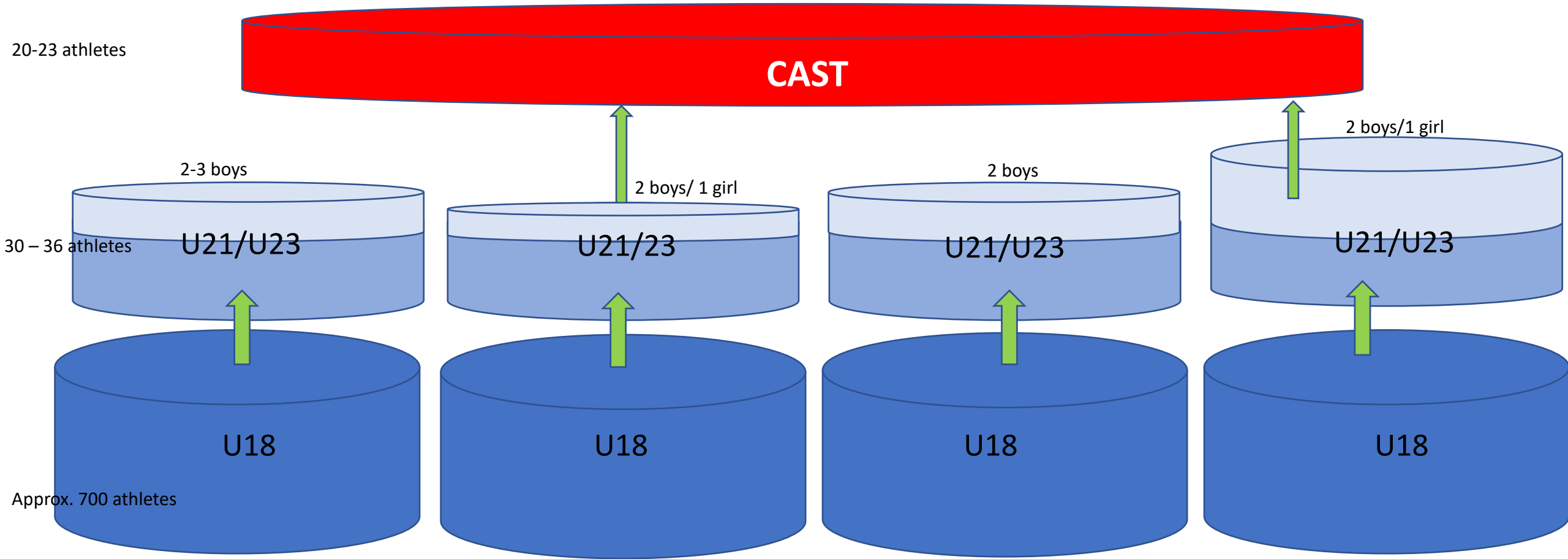
THOUGHT STARTERS – Looking Ahead to 2024 and beyond



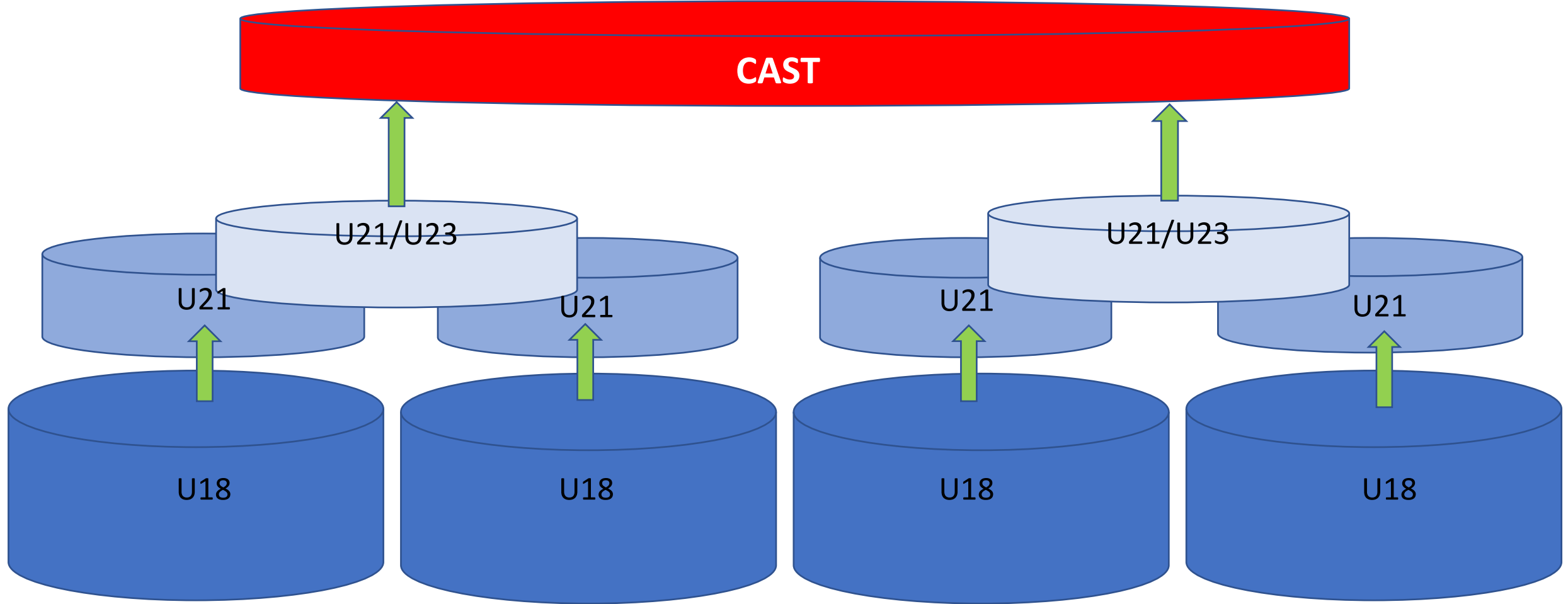
Is there a different “mousetrap” we should consider?



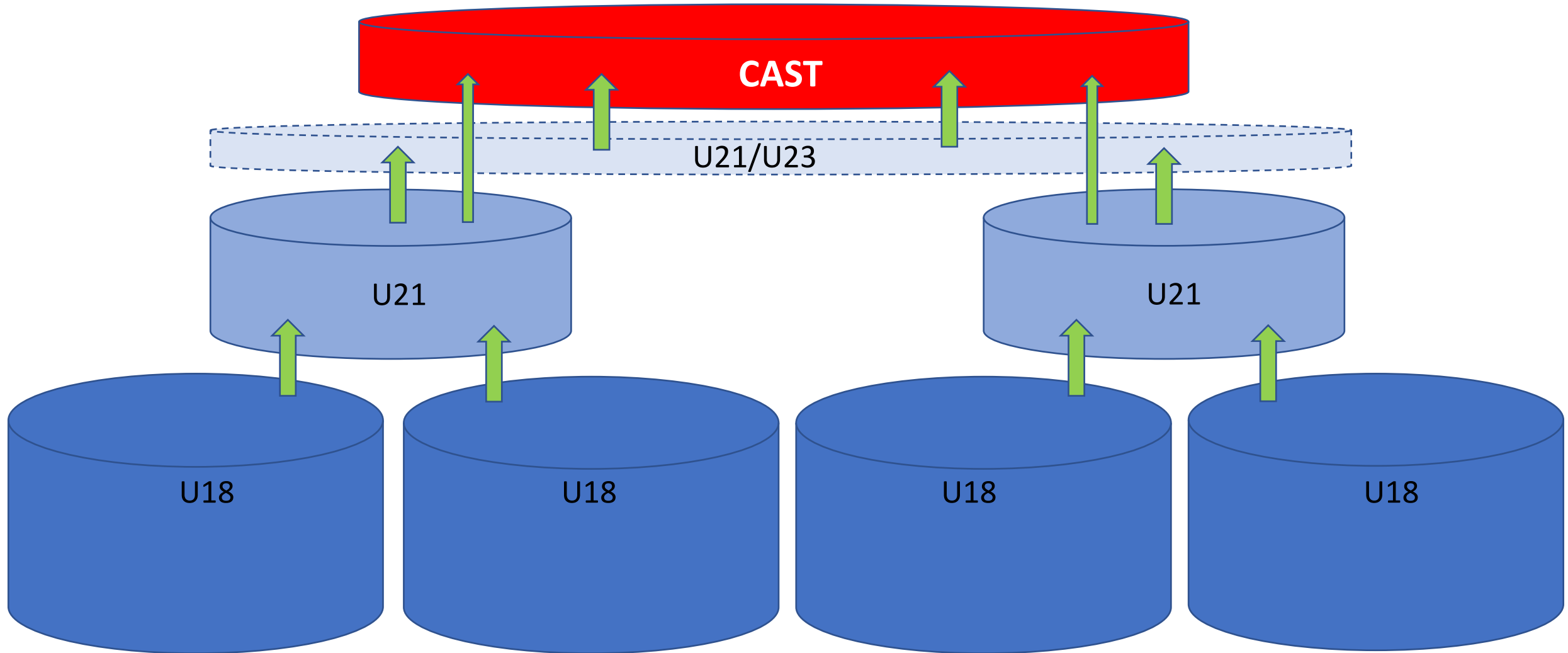
CURRENT STRUCTURE



OPTION#1



OPTION #2



DISCUSSION

Amongst your table take 10min to discuss the following 3 questions, after which we will share feedback as a group

1. Are either of the options provided worthy of further investigation?
2. Are there other options?
3. What would need to be true to make either of these models viable?
 - i.e. would selection criteria to identify each “band of performance” required to attain the next step, need to be aligned?



SX INTEGRATION INTO ALPINE



DISCUSSION

When is this happening? *Dave E*

What will it look like? *Dave E*

How does Canada remain a leader in SX globally?

What does the SX development pathway look like?

How as a nation are we exposing youth to the discipline with intention?

Other?



RECREATIONAL PATHWAY



Description:

- U18-U25
- Interested primarily in weekend racing (possibly night racing)
- Highly engaged in academics as their focus – does not want to sacrifice this for ski racing
- Minimal disposable income



DISCUSSION

1. How are we delivering value to athletes that aren't on the "high-performance pathway" to keep them engaged in ski racing?
2. Is this something we should be concerned about?
3. Has anyone put focused energy and resources into this that could share?
 - Successes / Failures



2022 SKI SUMMIT – COACH EDUCATION

June 23, 2022



COACH EDUCATION



Session Objectives

1. Provide and Review Key Coaching Performance metrics from 2021/22
2. Discuss priorities for 2022/23
3. Share action plan coming out of SnowReg Optimization project



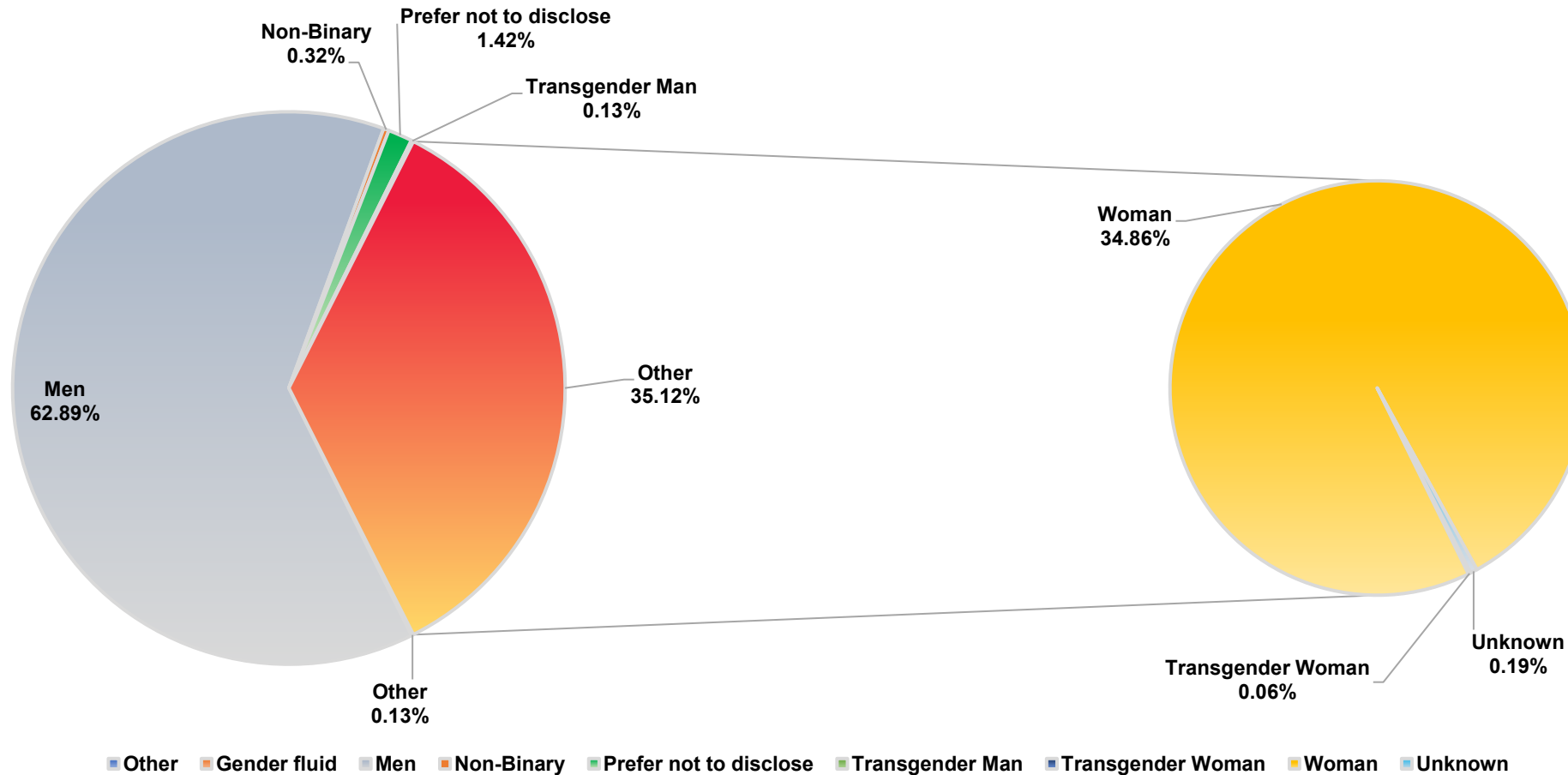


COACH EDUCATION METRICS

June 23, 2022



2021 – 2022 ACTIVE COACH DEMOGRAPHICS



- **5338** registered coaches to date
- **54%** of coach registrations indicated 'Actively coaching'
- **55%** of active coaches were issued licenses
- **45 %** of active coaches had pending licensing tasks



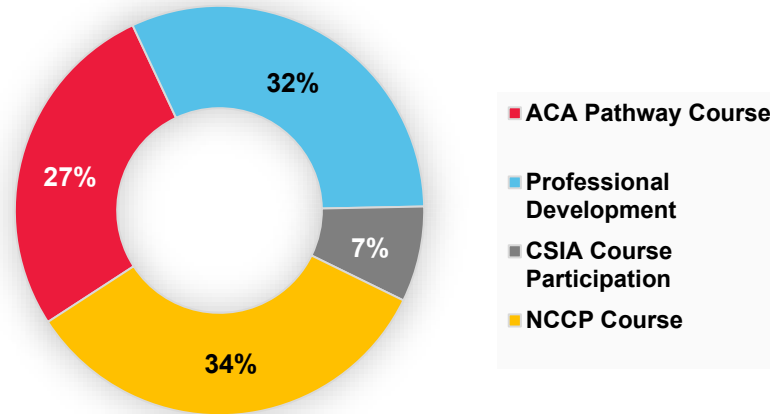
ACTIVE WORKFORCE BY PTSO

ACTIVE COACH LICENSING STATUS

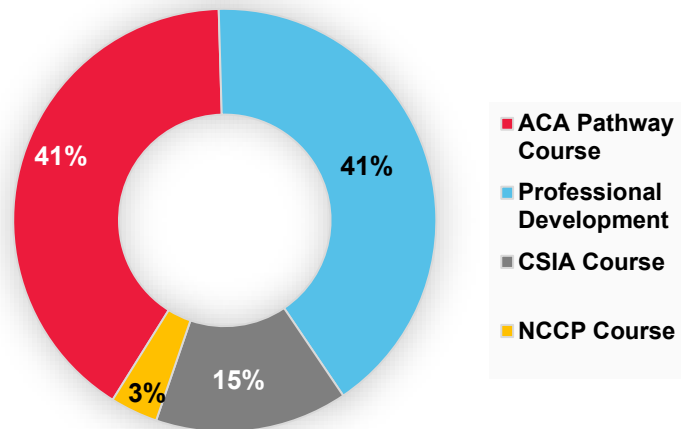


WHERE DO COACHES ENGAGE IN EDUCATION?

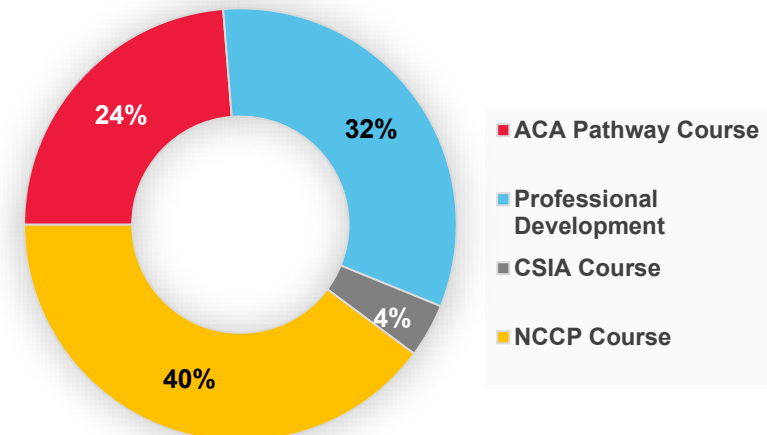
2013-2022



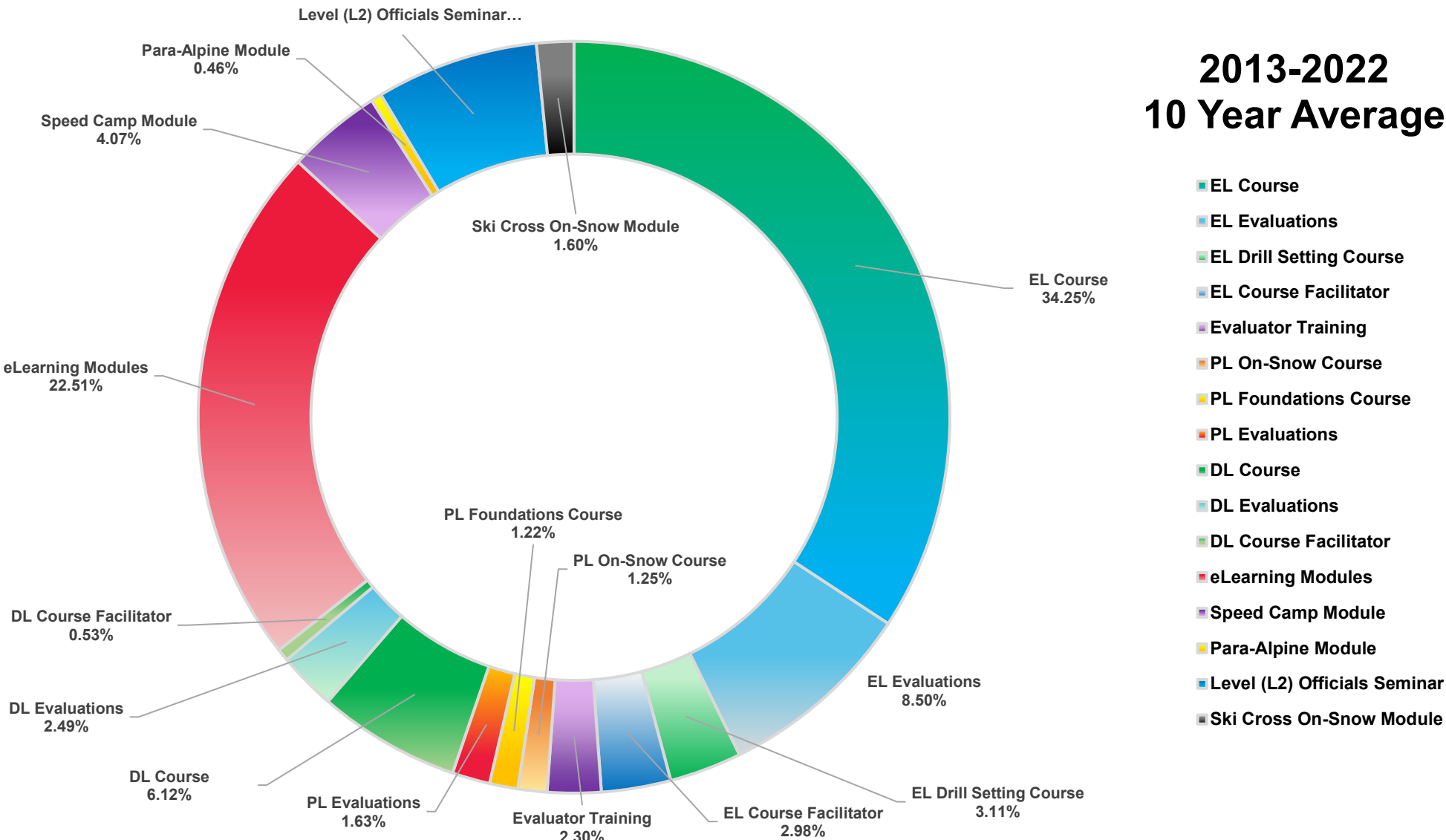
2013-2017



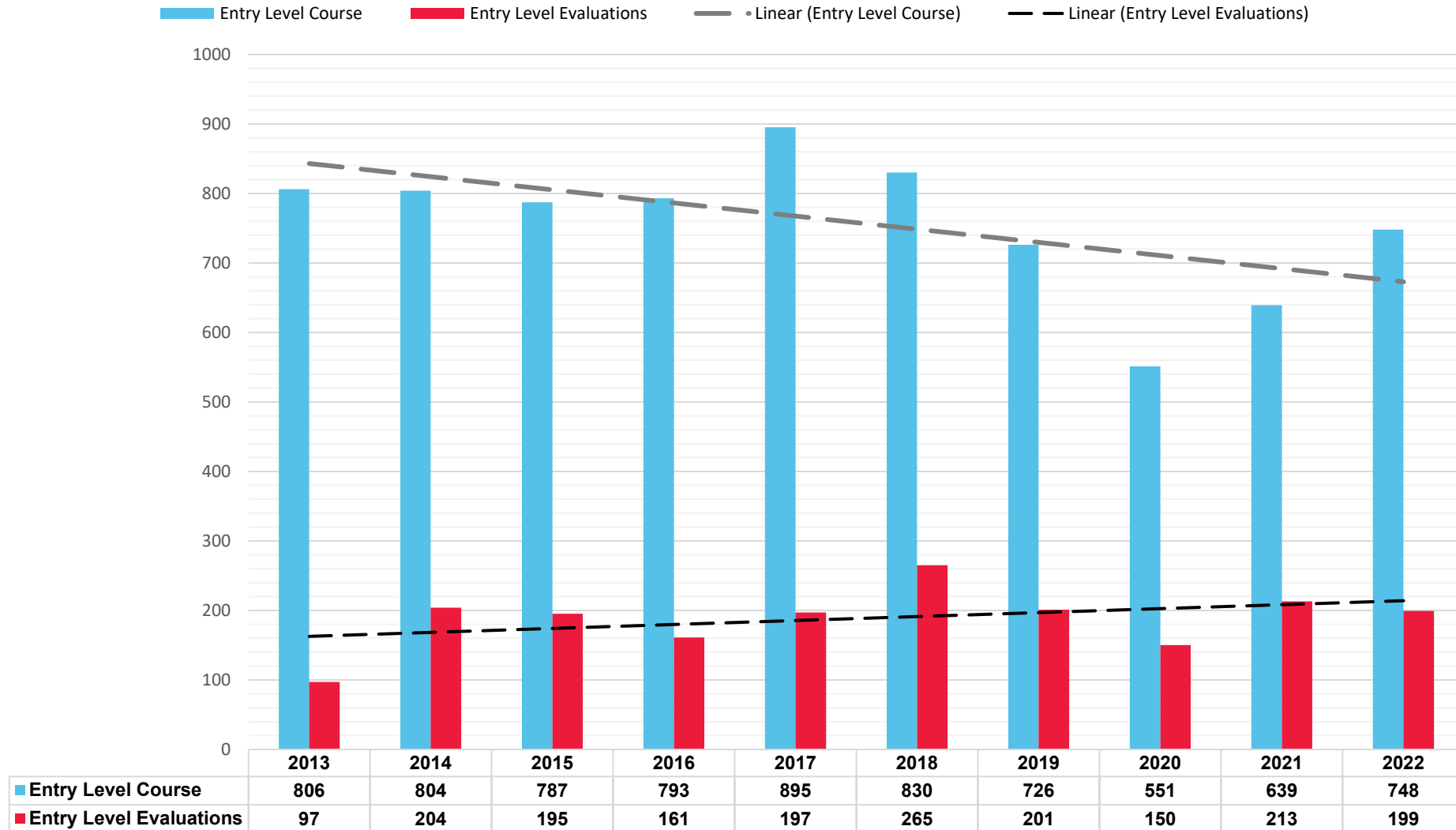
2018-2022**



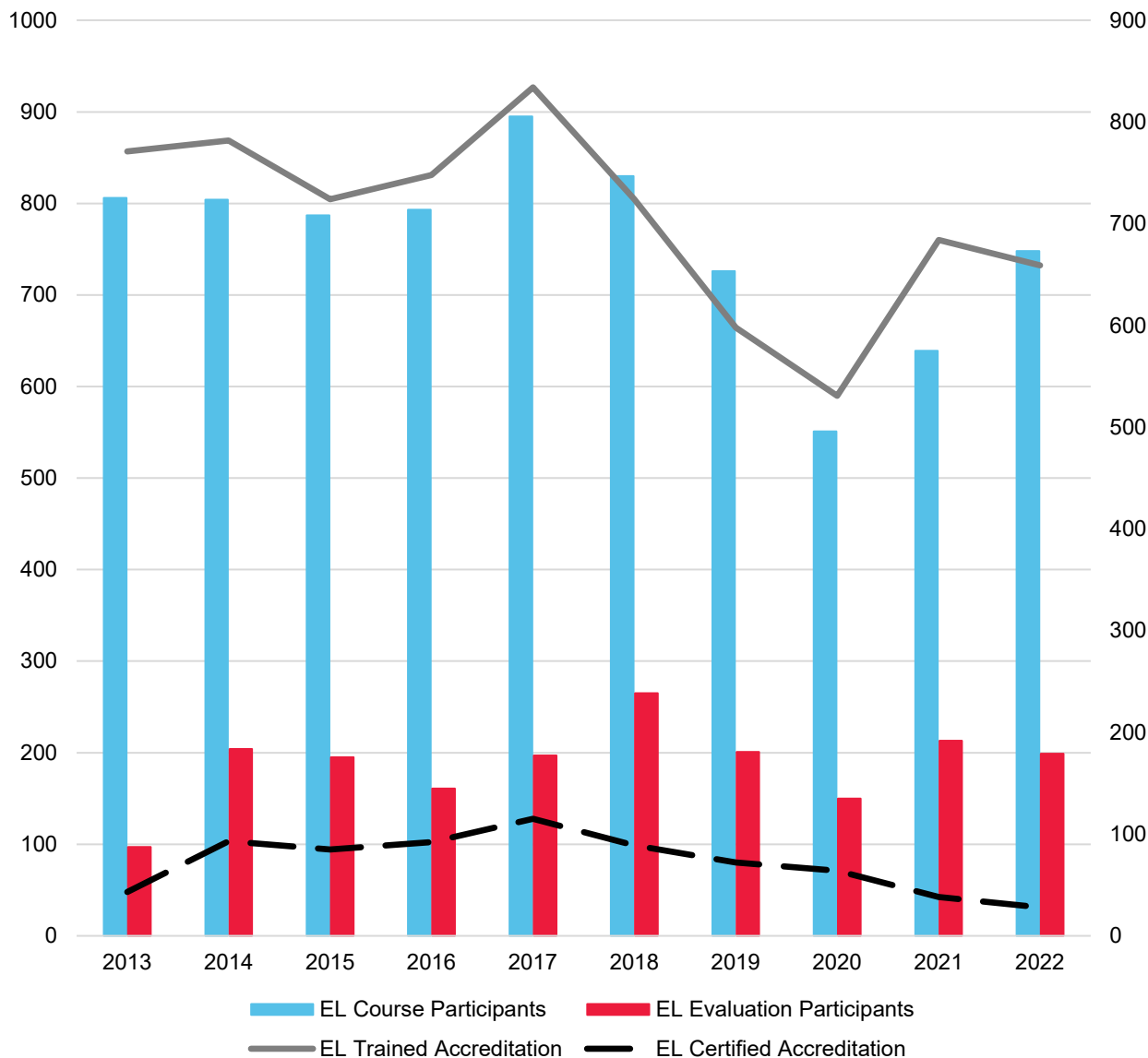
HISTORICAL COMMUNITY ENGAGEMENT IN SPORT SPECIFIC CONTENT



ENTRY LEVEL DELIVERY – SPORT SPECIFIC



Entry Level Context



Historical 10 Year Accreditation (NCCP)

7579 coaches participated in an Entry Level Course

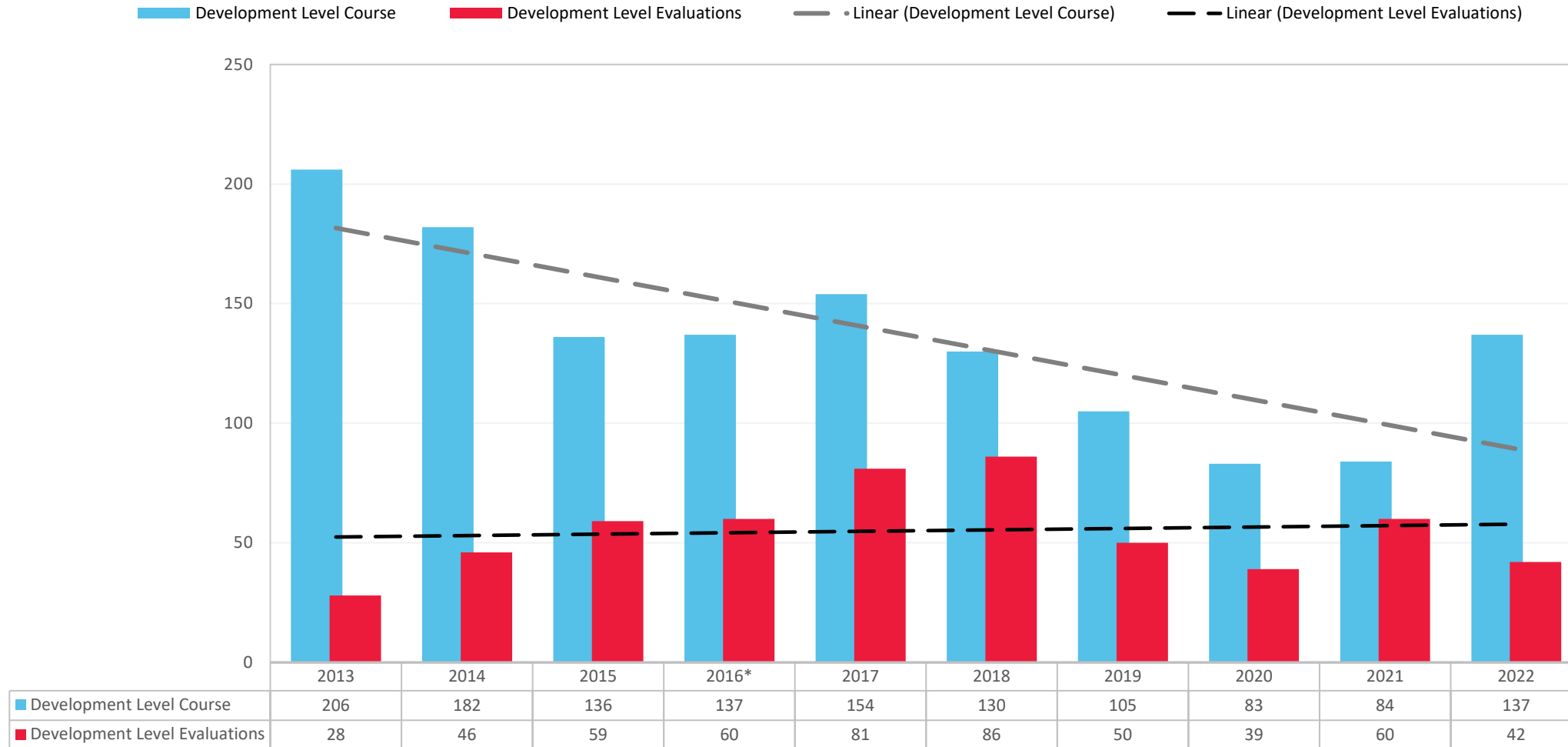
- 93% earned NCCP EL Trained (7055)
- 25% undertook EL Evaluation (1882)
- 9.5% of coaches earned NCCP EL Certified status (719)

Golf Canada (PGA):

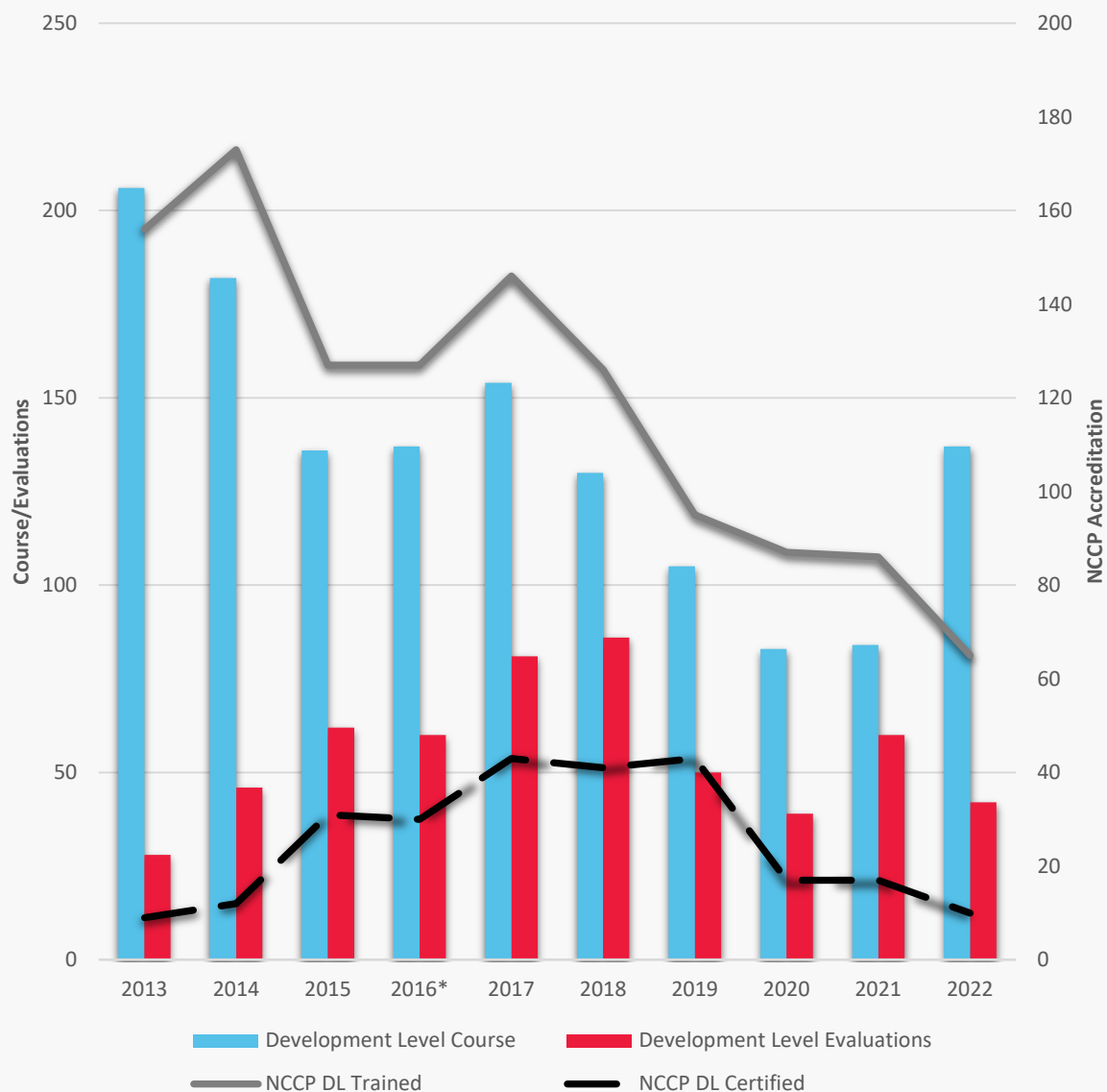
- **59% - Trained**
- **41% - Certified**



DEVELOPMENT LEVEL DELIVERY – SPORT SPECIFIC



Development Level Context



Historical 10 Year Accreditation (NCCP)

1354 coaches participated in a Development Level Course

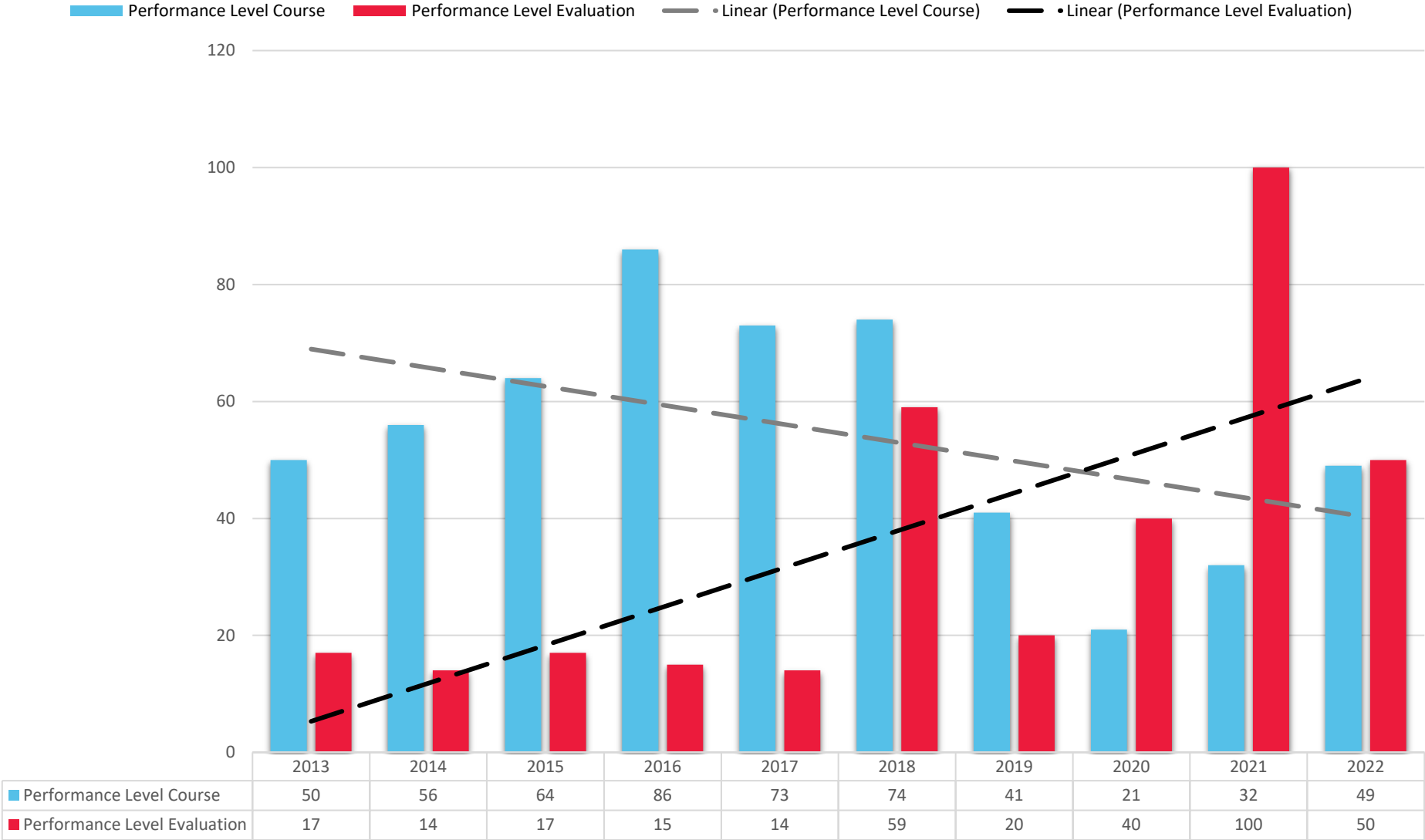
- 87% earned NCCP DL Trained (1188)
- 41% undertook DL Evaluation (551)
- 19% of coaches earned NCCP DL Certified status (253)

Golf Canada (PGA):

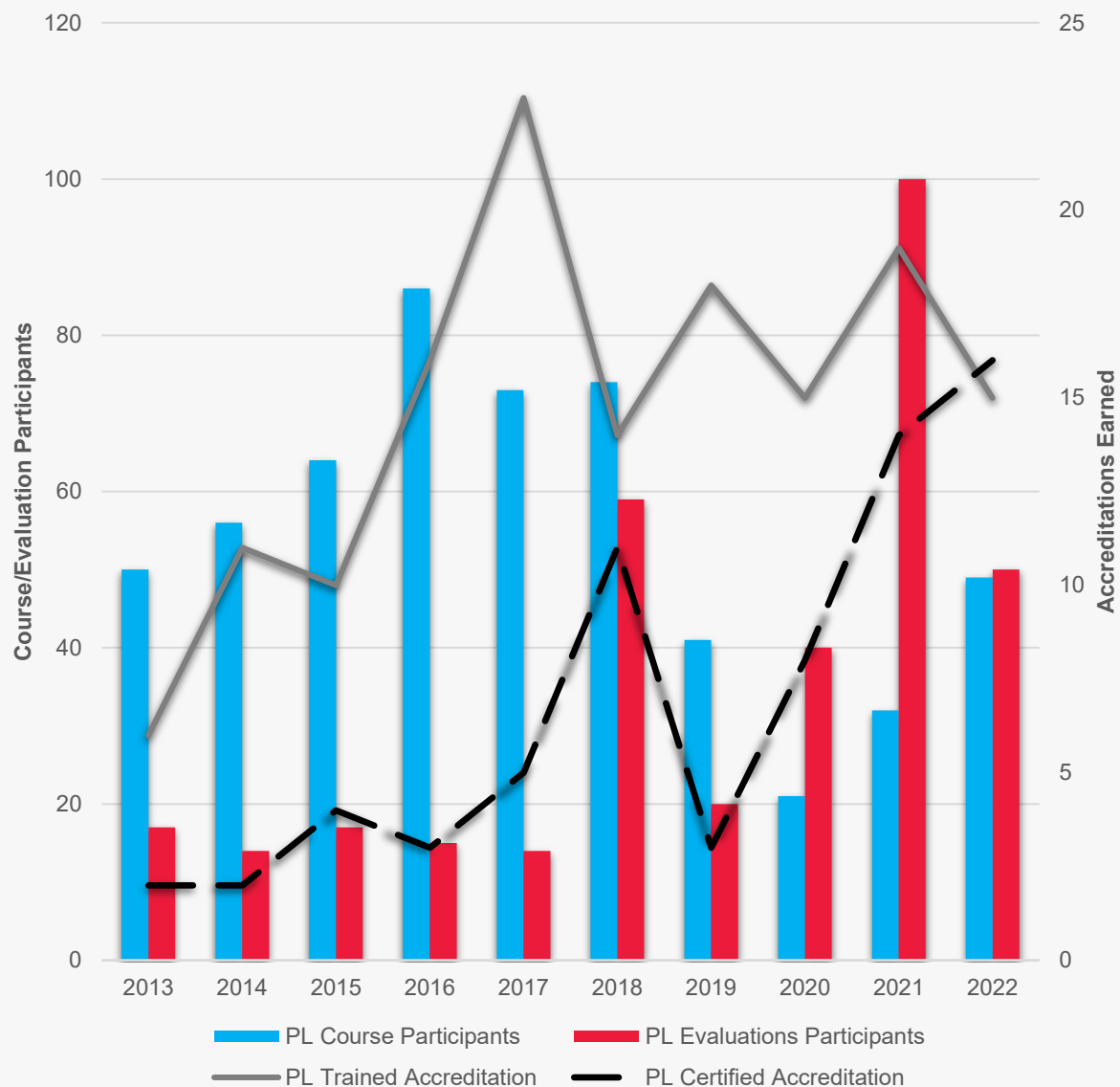
- **82% - Trained**
- **18% - Certified**



PERFORMANCE LEVEL DELIVERY – SPORT SPECIFIC



Performance Level Context



Historical 10 Year Accreditation (NCCP)

546 coaches participated in a Performance Level Course

- 27% earned NCCP PL Trained (147)
- 62% undertook PL Evaluation (346)
- 12% of coaches earned NCCP PL Certified status (68)

- **Golf Canada (PGA):**
 - **86% - Trained**
 - **14% - Certified**



2022 COACH CERTIFICATION TO ATHLETE DEMOGRAPHICS

	TRAINED	CERTIFIED	LEVEL 1, 2, 3 CERTIFIED	Athlete to Coach Ratio*
Entry Level	2293	407	134	
U8/U10 Athletes	5718			3:1
U12 Athletes		3330		7:1
Development Level	925	171	219	
U14/U16 athletes	3505			4:1
Performance Level	120	125	162	
FIS Athletes	771			3:1
Ski Cross	112			
SX Athletes	58			2:1
Para-Alpine	8			
Para-Alpine Athletes	?			?
High Performance	Adv. Coaching Dip	Level 4 Certified		
	6	25		

*Estimated athlete to coach ratio determined using 2022 athlete demographic data matched to coach accreditation context for coaches who registered in 2022 and indicated they were actively coaching





COACH EDUCATION ANNUAL DEBRIEF

June 23, 2022



ANNUAL DEBRIEF 2022

IDENTIFIED ACTION ITEMS



Key Action Items

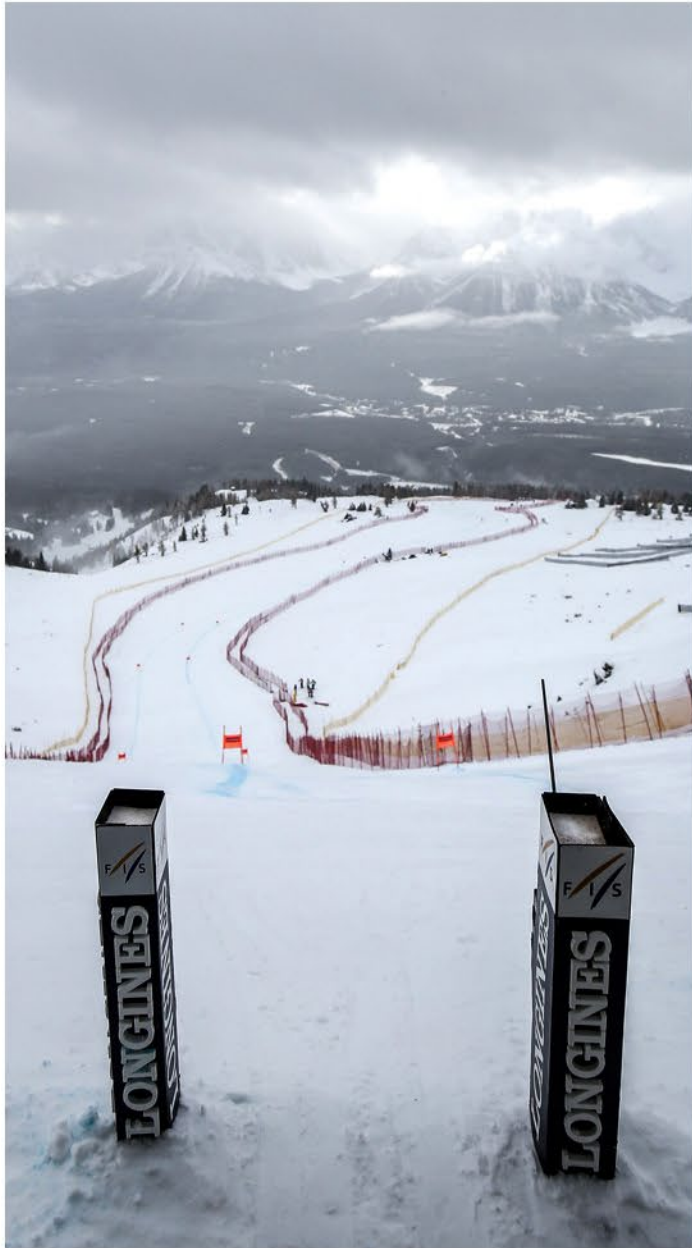
1) Identification of 'why' there's a coach workforce shortage

- Why is there a decrease in the number of coaches moving through the pathway to become career coaches?
- Need to meet the growing need for coaches at the club levels!

2) Identified Content, Policy, Curriculum Updates:

- Video (drills)
- Sample coaching progressions (templates)
- Update Snow Stars (ADM)
- Pathway clarification – value of certification, reduced redundancies
- Curriculum review & update content in all written resource materials
- Update coach developer guides at all levels for on-snow delivery
- CAC request for ACA to update professional development requirement to match CAC/NCCP





COACH EDUCATION ADVISORY COMMITTEE

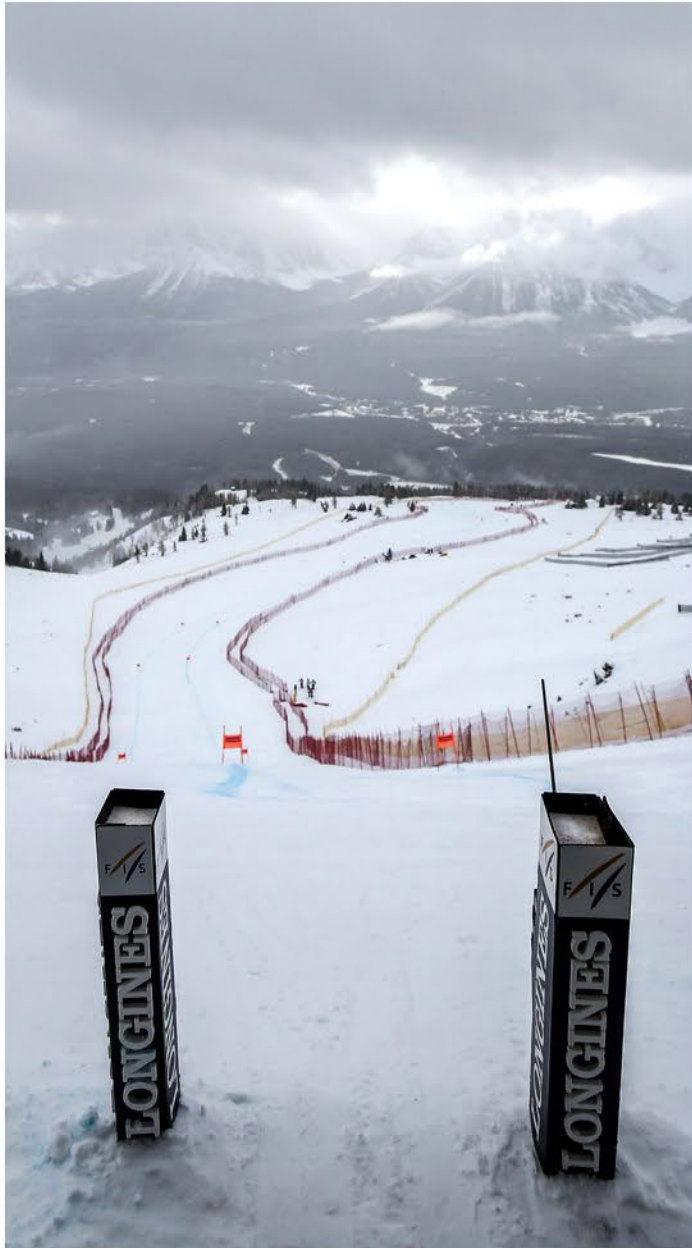
Terms of Reference revised and approved December 2022

- Changed to a 'working' Coach Education Advisory Committee with fewer members

PTSO representatives request CEAC to be an oversight committee – reconfiguration underway upon PTSO request

- Equal voting on decision making activities: policy, pathway, curriculum updates and key priorities
- Non-voting members are sport & curriculum experts/CAC Representative when required
- At the minimum meet quarterly, preference was more frequent meetings TBC





COACH EDUCATION ADVISORY COMMITTEE

New CEAC responsible for:

- identifying & establishing the key priority work to be completed by smaller CE working groups selected by the committee
- Posting 'call to action' notices for specific need working group members to create 'bite sized' projects
 - CEAC will have oversight over individual WGs to ensure working groups complete the required updates in a timely fashion
- Requires increased collaboration and communication to community about working groups
- Greater outreach enhances products & increases the number of coaches who are sharing their expertise vs. the work being completed by very few.



BRAINSTORMING

2022 SKI SUMMIT



GOAL

Increase the number of quality coaches who become career coaches to meet demand for coaches at club levels and retain coaches long enough to become HP coaches

☐ **Coach Community Survey**

- ☐ What questions should we be asking? What would coaches like to learn?
- ☐ Compensation survey – is compensation fair?
- ☐ Do they have knowledge, tool kits? Are we providing the right education?
- ☐ Identification of hurdles or barriers
- ☐ Identify why coaches are choosing alternate career paths

☐ **How can we improve engagement and communication with coaches?**

- ☐ New marketing targeted strategy?
 - ☐ Are we communicating the wrong message?
 - ☐ What's an engaging message that recruits & retains coaches?
- ☐ What's the value of becoming a ski coach?



SNOWREG Optimization Project



PROJECT'S APPROACH

Phase I: Identify Problems & Potential Solutions

Communicate project to key stakeholders and gain their support.

Collect data via existing documentation, questionnaires, and interviews

Analyze data and create first draft; share with stakeholders

Create final report that documents problems, causes, and potential suggestions.

Time Frame:
May 2 to June 3



Phase II: Present Results, Solutions & Recommendations

Review results with ACA & Interpodia; solicit feedback; initiate the development of potential recommendations (June 8th) ✓

Review results with PSO; solicit feedback; discuss next steps (June 15th) ✓

**ACA & Interpodia
present potential
recommendations to
PSOs and solicit
feedback. (June 22nd)**

Time Frame:
June 8 to June 22

Phase III: Implement Recommendations

ACA and Interpodia assess feedback from PSOs, the cost / benefits of fixes / recommendations.

Prioritize which solutions to be implemented in 2022 and beyond.

Create an Action Plan, acquire funding and implement solutions / recommendations.

Communication, training, change management strategies, etc, to be developed as required.

Time Frame:
June 30 to TBD



6 FOCUS AREAS FOR IMPROVEMENT



PLATFORM

Priority Issues Identified	Identified Action Plan	Associated Timing
Platform speed too slow	Significant changes to membership structure to improve loading of registration pages.	0 to 3 months
Creation and tracking of training events	Simplify historic PD/RM course types to minimize confusion on what to take and where for members and what to choose for admins.	0 to 3 months
Navigation is not intuitive; intimidates users.	Under review for solution	TBD
There are so many steps in creating events which take too much time per event.	Creation of event templates for each event type by PTSO. Also see Roles section for additional action	0 to 3 months
(CSCF) database and/or NCCP (The Locker) has not been transferred properly.	CAC Locker issue, not SnowReg – working with CAC to resolve	8 to 16 months
The cloning feature has multiple issues	Simplifying cloning tool.	3 to 6 months
Complexity of registering for an introductory level training for a new user.	New membership categories and a membership organization for first year coaches only will remove user selection.	0 to 3 months
Not possible for a course facilitator to either view or contact course candidates (no class list with contact information)	User level permissions being reviewed with Interpodia allowing easier access for course facilitators to admin functions of and event. Registrant email function to be improve	0 to 3 months
Create a way for Facilitators to view candidates registered for the courses and send group emails.	Same as above	0 to 3 months

COMMUNICATION

Priority Issues Identified	Identified Action Plan	Associated Timing
ACA needs to reset / refresh its communication to the entire coaching community on what transpired over past few years to create the ACA-Canadian Ski Coach designation.	ACA to craft a communication piece to share with members both via direct e-mail and will be available on-line	Completed by October 2022
ACA to produce an annual organizational chart that clearly identifies the roles and responsibilities of each staff members re. SnowReg (as well as other coach-related services). This will help to clarify whom to contact depending on the question to be answered.	ACA will create an organizational chart that articulates roles/responsibilities as it relates to coach education (in particular - SnowReg)	Completed by October 2022



ROLE

Priority Issues Identified	Identified Action Plan	Associated Timing
ACA and PSOs establish a temporary agreement whereby ACA takes responsibility for setting up events, responding to questions, etc, until the platform is improved.	ACA to provide 1 full time staff member with a focus on SnowReg technical support. Further work to be completed to attempt to delineate specific tasks that can be off loaded between ACA and PTSO	Solution to be finalized by September 2022
ACA and PSOs establish a temporary agreement whereby PSOs create / enter all events, but ACA takes responsibility for responding to all follow up questions from and providing support to club-level personnel, coaches, parents, etc.		
ACA provides temporary funding to selected provinces (aka BC, Alberta, Ontario, PQ) to staff one additional staff to support SnowReg-related work. Estimated funding per province = \$20K for a part-time resource.		



TRAINING

Priority Issues Identified	Identified Action Plan	Associated Timing
ACA (or Interpodia) should use a training professional to develop simple, step-by-step, “pocket-guides”, “cheat sheets” or “user guides” based on the most frequent tasks performed on SnowReg.	Work has already begun on this – final products will come out once system enhancements are completed	On-going
On the first page of SnowReg, install an easy-to-find link to all training-related resources.	Under review with SnowReg	TBD
Revise existing or develop new training resources by role (ex: Provincial Coach Manager vs Evaluator);	TBD – pending workload	TBD
Schedule annual live refresher training (webinars) in October/November for each province (some provinces can be combined if possible). This will keep the group size manageable so that everyone questions can be answered. Record each session for follow-up reference.	Was done in 2021 and will continue to stay in the plan for 2022. Will take recommendations with regards to group size and areas of focus from the report	Fall 2022



SUPPORT

Priority Issues Identified	Identified Action Plan	Associated Timing
ACA to staff a dedicated, bilingual, application expert (“power-user”) to support SnowReg-related questions from PTSOs and club-level staff.	Addressed in the “Role” section	In place for September
ACA to provide users with information / service standards related to the response time for specific type of SnowReg-related inquiries.	Investigating how this could be done	TBD
Shorten the time to respond to emails or voice-mail messages; ideally within 24-48 hours.	Agreed	Immediately



CONTINUOUS IMPROVEMENT

Priority Issues Identified	Identified Action Plan	Associated Timing
Develop / install a user feedback link on SnowReg that allows users to provide immediate feedback on their experience. Or, create an automatic ‘push’ report that is sent to users following their use of the platform (something quick and simple that asks “What they did?” and “How was their experience?”) This would provide ongoing feedback on the platform from ground-level users.	Exploring this feature with SnowReg. Think the idea of instantaneous feedback is a good one.	TBD
Send out a year-end User Survey to front-line coaches, parents, etc (an unbiased, multiple-response survey); encourage participation in the User Survey by providing some sort of prize for the respondent who provided the most feedback.	Will be implemented in 2023 Also looking at the idea of creating a “User Acceptance Group” that would provide feedback on system enhancements	Spring 2023





THANK YOU - SAFE TRAVELS!

