



VICE PRESIDENT OF ADMINISTRATION | EVA MARTENS

2023 Q1 REPORT

INTRODUCTION

Beginning in Jan 2023, to keep our focus on our objectives, OWA Administration would like to implement quarterly reports from our board members. While recognizing the complete volunteer basis of our board, it is always a balance of time commitment required, to the quality of our contributions. To add in simplifying this we can just touch point on upcoming projects as established in our Operations Plan.

COMMUNICATION & MARKETING

BRAND STYLE GUIDE

In order to keep our new logo usage consistent and coherent I have developed a style guide to have guidelines in place for future boards. This will also have a linked list of templates available such as the Quarterly Report, Signature and Letterhead. [Link to template here.](#)

INTERVIEWS/BLOG

As was noted by the community we need to do a better job of showcasing our top athletes and their accomplishments. As well, creating a prepackaged interview that could be presented to the media with content that we have curated creates more control over how weightlifting is perceived. So I created a list of questions for our 3 athletes who went to Worlds and asked for their feedback. Shania responded with thoughtful answers and it created a great first Interview that was well received online.

I think we should continue more story like interactions with our weightlifting community. Perhaps we have guest bloggers from our weightlifting community so we can be a source of information without liability.

GIPHY/LOGO ONLINE

To make our social media more interesting I am looking at putting out 'Stickers' that work well for our postings.

LOOKING AHEAD

- Conduct one more interview - ideally one per quarter
- Assess our Social media presence and effectiveness at membership engagement.
- Consider building a media response guideline for future engagement with media
- Build gallery portion of the website to highlight photos from Provincials.

GOVERNANCE

PARTNER HR IMPLEMENTATION

Currently we have bought this software for OWA. It is \$20 per year purchased through Techsoup. Once we have the code setup, we will be moving to Partner HR over the next few months. This software simplifies some admin tasks and should help to future proof the admin of OWA. Some of the aspects it can handle are below.

Employee Records Management

One accessible and secure place to store contact data, files, reviews, assets, renewable documents and more.

Leave Requests, Accruals & Approvals

Make leave management simple for employees and HR. Use the leave calendar to see where everyone is at a glance.

Onboarding & Training Checklists

Assign a set of tasks for employees to check off, read, sign, upload or watch (without the avalanche of paperwork).

Performance Reviews & Goals

Watch employee performance shine with seamless performance appraisals & goal tracking to keep everyone focussed.

Recruitment and Applicant Tracking

Publish jobs on your own portal and integrated job boards. Manage applicants with a visual tracking system.

Expense Claims

Allow employees to submit expense claims with receipts via the employee portal. Streamline your expense approvals process.

MEMBERSHIP SERVICES

TIMELINES FOR POSTING OF EVENTS.

Linked with communication, provide more reminders for signups of competitions and events using social media stories to keep these top of mind.

CAPACITY

NA

Nothing this time round

FINANCIAL STABILITY

BUILDING RESILIENT COMMUNITIES GRANT

Looking at this to hire a student over the summer to expand our marketing plan and pursue some bigger events for ONtario.

SPORT HOSTING GRANT

Looked at this for the Cdn Masters Championships for July. Unfortunately due the structure of the Cdn Masters Federation with WCH this was not able to be sanctioned. Cdn Masters has changed from a Federation to an organization now and hopefully this might change how funding for National Masters events in the future. Note that we should get Variety Village to apply for the 2024 Juniors event in July so that if our application is rejected for any reason we can reapply in Jan 2024 and not end up missing out on funding.

FUNDRAISING

Flipgive App

VP Finance and VP tech joined the team. There are some additional transactions made and so it looks promising. Before rollout - I want to finalize our financial information with VP Finance so that all things are tickety boo before we put this in front of our athletes.

50/50 Raffle In person sales

Looked at this for Toronto events - and it would be just as much work as it was doing the AGCO application. Not worth pursuing at this point.

SPORT FOR LIFE

MASTERS WEIGHTLIFTING NATIONAL CHAMPIONSHIPS

Provide support for Driven as they prep for the National event in July. How this might look is currently from a guidance perspective. We may also provide the backdrop for them.