

# VULS Annual General Meeting – Nov 7, 2018

## Executive Director's Report

Craig Woods

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### Strategic Plan

This was the second year of our current 5-year Strategic Plan!

As Brett highlighted in his report, we continue to make progress on all four Pillars (youth, adults, regional, and leadership) and make time for foundational activities, as well.

### Pillars – Programs & Services

#### Youth

Youth represents the future of our sport. With the youth pillar, our goals are to seek new and improved ways to attract youth to the sport, and ensure they play fun, high-quality, spirited ultimate.

Led by William Arlotta and supported by Craig Kulyk, our youth activities continue to expand.

Number of Players by program:

| League                       | 2018        | 2017        | 2016       | 2015       |
|------------------------------|-------------|-------------|------------|------------|
| Skills Series (U19 & U14)    | 216         | 103         | 91         | 37         |
| Day Camps (spring & summer)  | 156         | 159         | 75         | 20         |
| Summer League                | 12 teams    | 13          | 12         | 12         |
| Fall League                  | 8 teams     | 10          | 9          | 8          |
| Misfit clubs (Vancouver)     | 368         | 335         | 280        | 275        |
| Vortex clubs (Surrey & area) | 256         | 230         | *          | *          |
| Savage clubs (Richmond)      | 86          | *           | *          | *          |
| <b>Total players</b>         | <b>1405</b> | <b>1155</b> | <b>895</b> | <b>731</b> |

\* Vortex and Savage were active in these years, but not with the VUL.

Highlights from the year:

- Absorbed our third club program (Savage Ultimate in Richmond), added a winter series to Misfit, and had another successful summer. Our Open teams placed 2<sup>nd</sup>, 3<sup>rd</sup>, and 4<sup>th</sup> at CUC (plus other results), and Women teams placed 2<sup>nd</sup> and 4<sup>th</sup> (plus others).
- Doubled the number of players in our weekly Skills Series. Added a new U14 Series for Girls.
- Hosted another successful Coaching Conference in March, and organized NCCP workshops certified by Ultimate Canada for coaches.
- Continued outreach to schools, including:
  - ran clinics for players and teachers;
  - helped run elementary school tournaments
  - sponsored Spirit trophies for the Vancouver High School Championships again;
  - provided TD's to run regional qualifiers for High School Provincials to help increase the quality and credibility of those events;
  - delivered 100's discs to schools across Vancouver.
- Engaged a large and dedicated team of people to run all of these programs, including 19 Coordinators and about 110 coaches and instructors!

#### Adults

While youth ultimate continues to grow, adult ultimate is still our main bread & butter. With adults, our strategic goal is to maximize member satisfaction, while maintaining or increasing the number of people involved as players, coaches, and volunteers.

Led by Troe Weston and supported by Craig Kulyk, our adult programs ran well this year.

Number of Teams by program:

| League                       | 2018              | 2017              | 2016        | 2015        |
|------------------------------|-------------------|-------------------|-------------|-------------|
| Winter Indoor                | 12                | 12                | 12          | 12          |
| Winter Turf                  | 94                | 94                | 88          | 80          |
| Winter Hat (Goalty in 2018)  | 4                 | 6                 | 6           | 8           |
| Winter Parity                | 4                 | 4                 | 4           | ~           |
| Winter Hat New West          | 6                 | 8                 | ~           | ~           |
| Summer (including Camp)      | 230               | 242               | 244         | 240         |
| Summer Surrey                | 16                | ~                 | ~           | ~           |
| Summer Bby / New West        | 6                 | 4                 | ~           | ~           |
| Fall Grass                   | 32                | 40                | 52          | 58          |
| Fall Turf (all formats)      | 74                | 72                | 72          | 70          |
| Fall Turf New West or Surrey | 6                 | 8                 | ~           | ~           |
| <b>Total teams</b>           | <b>484 (- 1%)</b> | <b>490 (+3%)</b>  | <b>478</b>  | <b>468</b>  |
| <b>Total players</b>         | <b>4727 (+3%)</b> | <b>4585 (+2%)</b> | <b>4477</b> | <b>4292</b> |

Some highlights for leagues:

- While the total number of teams declined slightly, the number of adult players continues to rise.
- Due to declining numbers, we dropped 7v7 Winter Hat and tried Goaltimate instead. Players enjoyed it, but numbers were lower than we'd hoped.
- We hosted Surrey Ultimate for the first time, and plan to do so again next year.
- Summer League dropped by 12 teams. This was a bit of a surprise, so we distributed an 'exit survey' to past players to learn more, and identify what could be changed for 2019.
- Fall Grass league also declined. We plan to distribute an exit survey to past Fall players, as well.
- Turf leagues continue to be strong with Fall growing slightly.
- All 4 tournaments were successful: Equinox, Babes, Beach, Undercover.

Other activities:

- Adopted the WFDF rule for fouls, where contact *after* making a play can also be treated as a foul.
- Ran a *#throwtome* campaign to increase awareness of the challenges that women face playing ultimate. Ran Women's Week again to promote how to make changes on the field.
- Completed our first full year of smaller Meetup social events. They are going well.

From 410 responses to our Summer survey, we learned:

- 87% had an Excellent or Good experience in Summer League (same as 2017), although the portion who said Excellent dropped just slightly from 34% to 32%.
- Concern about spirit decreased this year: 35% felt it needs improvement vs. 40% in 2017.

We recognized special contributions from past and present VUL members at our Awards Banquet.

- Volunteers of the Year: Doris Chang, Kelly Wunderlich
- Coaches of the Year: Chantel Costa, Myles Lu
- Team Carbon Flip award: Dim Sum Warriors
- Team Spirit awards: DestructO Disk, Flick it To Ride, Random Fling, Jedi Force
- Individual Spirit Awards: Matthew Fisher, Jade Shiller
- Hall of Fame Inductees: Dave Knudsen, Anne Marie Carey

## Regional Support

Our goal with this pillar is to develop viable leagues in areas outside of Vancouver, either by supporting others or running them ourselves.

We continued to run adult leagues in Burnaby and New West. Surrey Ultimate reached out to us last year for assistance, and this year we were able to host a league for them. We look forward to continuing to do so next year. We were pleased to add Savage Ultimate from Richmond to our growing youth club family.

## Leadership

Since 1986, the VUL has built a legacy by being a leader on and off the field. As one of the largest leagues in the world, we have a responsibility and opportunity to be a leader in our sport and community.

Initiatives this year include:

- Continued our focus on improving inclusivity by posting a series of resources on our website for LGBTQ2+ communities, partnering with Rain City Ultimate on a Beach event and Pride promotion, and presenting on LGBTQ2+ inclusivity in sport at the Ultimate Canada Conference.
- Clarified on-field procedures for Gender Match signals to improve trans inclusivity.
- Started exploring how we can better work with First Nations communities.
- Helping host the 2018 Ultimate Canada Conference in Burnaby in November. In addition to the LGBTQ2+ presentation, we are organizing another “C6” gathering at UCC for the 6 largest Canadian leagues to share and learn from each other. DiscNW will join us this year, too.

## Foundations – Supporting the Pillars

### Spirit

*Ensure our programs & services, internal activities, and external relations are in alignment with SOTG.*

Game reports and surveys indicate that overall satisfaction remains high, and most games are fun and spirited. The summer survey indicated that concern about spirit decreased from 2017, as well. That said, there are still more serious spirit incidents and injuries than we'd like. This year we increased our focus on reducing dangerous plays to improve safety, and may expand that focus next year.

### Facilities

*Acquire and maintain access to high-quality and cost-effective facilities.*

Highlights:

- We continue to have good relationships with Park Board, School Board, and UBC, and participate with the Vancouver Field Sports Federation to advocate for more and better fields.
- Last year we reported that the Park Board allocated funds to complete a major upgrade to a grass field. The two short-listed sites were Slocan Park and Montgomery Park, and it has been confirmed that work will proceed at Slocan. The exact timing is TBD, but this is great news for increasing the number of quality grass fields available to us in the summer.

### Communications

*Effectively engage all stakeholders (internal & external) to provide the information they need.*

Led by Craig Kulyk, our marketing team continues to engage VUL members and the public through all of our various channels. Some statistics from last year:

- Email: sent over 100 newsletters to current and past members.
- Facebook: up 244 followers to 3739
- Instagram: up 816 followers to 2755
- Twitter: down 10 followers to 1019 for @vul and up 116 followers to 696 for @vulgames.

Led by Michael Dorsey, our web team continues to enhance our website & league management systems. Some highlights include:

- Expanded the details we capture about injuries. This will help us understand how teams are affected by dangerous play, and give us data about fields that we can escalate to the Park Board.
- Improved registration for parents and youth, and new Emergency & Medical data for youth.
- Many updates to admin features to save staff time (and keep staff costs lower).
- New “My Account” to enable us to show more info in the future (invoices, team history, etc.)
- Moved to a new hosting company to improve performance.

## Collaboration

*Create mutually-beneficial relationships with external partners to further the aims of the VULS.*

Some highlights:

- Maintained ongoing dialogue with BC Ultimate about how to grow and develop ultimate.
- Formed partnerships with new jersey vendors. *BE Ultimate* as the official VUL supplier and the provider for the Misfit and Savage club programs, plus *VC Ultimate* for the Vortex program.
- Formed a new partnership with Soccerwest for cleats and prizes.
- Expanded our sponsorship agreement with Strange Fellows Brewing.
- Renewed our partnerships with Insync and Jointworks for athletic therapy.
- Continued to support adult Touring teams with practice fields.

## HR

*Ensure we have the structure, people, and processes to support the society and deliver on its objectives.*

The VUL is blessed to have many talented individuals who contribute to our success. Almost 200 people contributed their time and energy to the VUL this year as coordinators, mentors, coaches, clinic instructors, event helpers, committee volunteers, and more. As always, a special thank you goes to all captains for organizing and leading their teams.

The biggest HR change this year was a transition in the League Manager role, as Troe Weston moved on to other opportunities. In her place, we were very pleased to welcome Katie Berezan as our new LM!

We are also in the process of hiring a new Bookkeeper / Administrator. We've grown to the point that we need dedicated admin support to maintain our expanding operations.

## Governance

*Ensure the organization is governed well through policies and procedures that cover all strategic and fiduciary responsibilities.*

The President's Report summarizes key Board activity. As always, the directors were passionate and diligent in their efforts to ensure the society was well-managed and headed in the right direction. VUL members are fortunate to have a dedicated and competent leadership group.

I'm proud of what the VUL has accomplished this year, and motivated to continue building on our strengths going forward. I'm excited about what the future holds for the VUL and the sport of ultimate!