

VUL Office Report - 2021 AGM

The VUL experienced a significant amount of change during the 2021 season. The ongoing modifications to provincial health order and return to play guidelines, compounded by key staff departures, created several challenges to our program delivery.

To bolster the organization's programming capacity, the Board of Directors approved several new temporary and permanent senior [staff](#) hires. [Kurtis Stewart](#), Interim Operations Manager (Jun'21); [Shanna Rice](#), Community Engagement Manager (Mar'21); [Thadeus Tang](#), Administrative Assistant (Sep'21) [Tristan Bown](#), League Manager (Oct'21); and [Diane St-Denis](#), Executive Director (Nov'21).

PROGRAMS & SERVICES

Adults

Our adult programs resumed in the summer of 2021, The following chart provides comparative data to pre-covid participation cycles.

<u>Program</u>	<u>Type</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>
Winter DDC	Players	24	X	0	0
Summer in Surrey	Teams	12	X	16	16
Summer League	Teams	143	X	228	222
Summer League	Players	50	X	37	58
Summer in Bby/NW	Players	60	X	65	92
Summer Adult Camps	Players	X	104	75	74
Summer Practices	Teams	11	49	0	0
Shades 'N Hats	Players	X	X	178	152
Life's a Beach	Teams	X	X	21	21
Fall Grass	Teams	28	9	40	31
Fall Turf	Teams	82	38	56	58
Fall Turf	Players	190	46	828	875
Fall Women's	Players	104	51	161	168
Fall Open	Players	43	37	38	82
Fall Turf - Surrey	Players	57	36	86	98
BC Place Undercover	Players	X	X	200	209

X = program was not offered

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We have modified the delivery of most programs to build in the flexibility needed to address potential changes to provincial health guidelines. An example of a change was the shift team-based registration. Our ever-popular “Fall 5 on 5 Hat Turf League” saw a huge leap in team registration as people were very cognizant of their immediate bubble and those in it. The staff will continue to explore creative programming opportunities that align with current provincial health guidelines.

Youth

<u>Program</u>	<u>Type</u>	<u>2021</u>	<u>2020</u>	<u>2019</u>	<u>2018</u>
Winter U19 Skills	Players	51	68	70	74
Winter U16 Skills	Players	38	28	0	0
Winter U14 Skills	Players	11	17	39	24
Spring Break Day Camps	Players	74	10	38	40
Misfit Winter Series	Players	0	39	0	0
Vortex Tryouts	Players	0	0	340	286
Misfit Tryouts	Players	144	0	426	514
Reign Tryouts	Players	0	32	103	0
Misfit	Players	109	50	236	336
Thunderclub	Players	0	0	35	68
Vortex	Players	75	0	250	236
VClub	Players	0	0	40	19
Reign	Players	60	24	68	196
Summer Juniors League	Teams	0	0	8	12
Summer Day Camps	Players	179	213	146	115
Summer U19 Skills	Players	51	110	55	37
Summer U16 Skills	Players	62	0	0	0
Summer U14 Skills	Players	36	32	23	14
Fall Junior Turf League	Teams	0	0	7	8
Fall U19 Skills	Players	138	75	82	52
Fall U16 Skills	Players	43	60	0	0
Fall U14 Skills	Players	24	24	36	61

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COMMUNITY ENGAGEMENT

A Marketing Coordinator was hired on a part-time basis in March of 2021. With summer programming allowed to start with B.C.'s restart plan, we were able to extend those hours to full-time in August. The position was transitioned to Community Engagement Manager in November of 2021 to better reflect the position and its alignment to the VULS pillars.

Communication was key when leagues started up in Summer 2021. Ensuring members were informed regarding return to play policies and safety procedures. This practice will be continuing into the 2022 Winter Season as we continue to navigate the changing landscape of returning to play in a pandemic.

Allison Lambert's work as our Social Media Coordinator continues to be amazing. A substantial increase of followers across Facebook and Instagram since 2018 (last recorded numbers).

Some statistics from 2021:

- Email: sent 49 newsletters to current and past members
- Facebook followers are up 7% (an increase of 266 followers)
- Instagram followers are up 47% (an increase of 1,298 followers)
- Twitter is down by 29 followers for @vul and up by 9 followers for @vulgames

The safety of our membership is of utmost importance. Of the 213 respondents to our summer survey:

- Rating of the VULS safety rules and guidelines implemented for return to play
 - 82% thought the guidelines were either good or excellent
- Rating of the VULS communication of related league related information
 - 82% thought communication was either good or excellent
- Overall inclusivity continues to be high among VUL membership
 - 94% said the VUL was very inclusive or somewhat inclusive
 - 6% said the VUL was somewhat not inclusive
 - 0% of our members considered the VUL has not inclusive at all

Partnerships are ongoing. We are working with them to best support each other throughout the pandemic.

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IT SYSTEMS

Managing Programs through COVID-19

Running programs during the pandemic brought many new challenges for our team. New features were implemented on the website to assist staff with managing programs and reporting to various government levels. A few examples are:

- A new report was created to list the participants in various programs that occur at the same time, which helped staff manage cohort counts as per COVID-19 rules.
- A new report was created to allow staff to easily export the attendance of players in a league for a specified game date and field. The purpose is for when government agencies contact the VUL and request attendance data for contact tracing.
- We expanded the capabilities of our Multiple Refunds feature, which was helpful for when a large number of refunds had to be issued due to COVID-19 cancellations.

New Features and Changes

The web team addressed 108 "tickets" which included adding features, fixing bugs, and general system maintenance issues. Of those tickets, they introduced 48 features and changes to our league management system, some of which included:

- In June, the VUL changed its credit card processor to a merchant with slightly better rates and a more streamlined accounting process.
- Added the ability for parents and guardians to "Add a Child" to their Family, separate from the normal registration flow.
- Captains can now reset their game report directly from the completed game report page, such as if an error was made during submission. Previously, Captains would have to request that staff do the reset.
- Added a method for Captains to report Code of Conduct infractions on their opponent as part of the game report. A new report is available for staff to track those submissions, which is important if staff needs to take action against a team for multiple infractions.
- A new "Reminder" email template has been added to the list of emails sent around registration. The purpose is to include any important information that registrants should be aware of before a program starts.
- New reports have been made available to the Board of Directors so that they can view real-time high-level data to assist with their governance duties. One of those reports is the Demographics report, which displays detailed demographic information on our yearly membership on a yearly basis; and the Registrations report, which provides year-over-year analysis of registration data for all of the VUL's programs.

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OPERATIONS

With a significant staff turnover in the past 2 years, we wanted to ensure everyone joining the organization starts with a solid foundation as well as ensured a consistent transfer of knowledge. This meant creating an onboarding document that serves as a central resource for all staff. We are an organization with a lot of nooks and crannies and this 76 page (and growing) resource serves to shine a light on all the areas we are involved in.

In summer 2021, we introduced the use of staff Visa cards. In the past, staff were being asked to pay 4-5 figure expenses on personal credit cards. Moving forward we wanted to ensure those expenses were dealt with/tracked internally, as well as not restrict us from only hiring people without credit limits that are required to sustain that practice and the liability that represents.

As our primarily remote team grows, communication is critical to ensuring the effective operations of our organization. We are currently piloting the use of [Asana](#) as a centralized Project Management tool. An upgrade from our static excel sheets, this tool allows staff with differing schedules and hours to get a clear snapshot of what their coworkers are doing and what's next on the horizon.

Working remotely means connecting differently than we do in a traditional office. Our team has always been remote but with the change in almost all our senior management, we're starting to have conversations about our staff culture. Who are we as a team? What are our values? Why would someone want to come work for the VUL? Having answers to these helps us understand how we interact with our colleagues, the work, and our membership.

Over the past decade, the VUL has grown rapidly from a 6 to 7 figure operation. In reviewing our financial practices and systems we identified some areas of improvement. In line with that review, we have chosen [Tandem](#) as our new external finance vendor. They will be helping us establish better practices so we can have better insight into our finances and better steer this organization where we want to go in the future.

The Vancouver Park Board has kicked off the process of developing their new Sport Field Strategy. They will be talking to all field users to establish new allocation practices, capital investments, and how field users work with them moving forward. The process itself is going to take ~18 months to complete. Our point person for this will be Wendy LeBreton who has a wealth of experience in our community and working with the City of Vancouver.

VOLUNTEER THANK YOU

While the VUL has a core staff team, the delivery of our programs would not be possible without the many volunteers (coordinators, coaches, mentors, captains, assistant captains, and rules gurus). We value and appreciate the contributions our volunteers bring to the VUL and wish to thank all who share their time, passion and expertise across our organization.