



# ORIENTEERING

← NOVA SCOTIA →

Dec 1, 2021

In attendance:

Emily Secord  
Kara Turner  
Pam James  
William Jagger  
Andrea Friars  
Heather Beaton  
Heather Walker  
Cheryl Smith

Meeting start: 8:00PM

Creation of a Membership Engagement Plan (includes: draft annual calendar, engagement with membership while creating the plan, and strategies to grow, engage and retain members (ex. youth pilot program, Beginner sessions, Passports, Cross-sport events, TAPHE/PAPE Conference, Perm Courses).) Membership engagement plan created by 30 Sept and approved by 30 Nov and ready to implement by January 2022

Activity	Start Date	Comments
Beginner Sessions - at beginning of events	Summer 2021	<ul style="list-style-type: none"><li>- Event director to secure volunteer to conduct session.</li><li>- Incorporate tote boxes.</li><li>- Kara has a template that runs through the basics that she will save in a shared folder</li><li>- Hand out passports (end of Jan 2022)</li></ul>
Beginner Session - Standalone	Spring 2022 or Fall 2022	<ul style="list-style-type: none"><li>- Haliburton House has interest</li><li>- If Fall, activity coordinators like lots of advance notice</li><li>- None planned but can be coordinated ad hoc as requested</li><li>- Aim for one event per jurisdiction per year</li><li>- ISANS at Hemlock Ravine (need translators)</li><li>- Hand out passports</li><li>- Target specific groups when promoting: women and girls, ISANS, POC, indigenous</li><li>- Partner with MPALs across the province to promote within</li></ul>

		<p>their community</p> <ul style="list-style-type: none"> <li>- Talk to rec department about partnering with other groups for specialized programs</li> <li>- Utilize tote boxes</li> <li>- Highlight: education and fun!</li> </ul>
Youth and Family Pilot Program	Develop 2022 Deploy 2023	<ul style="list-style-type: none"> <li>- 4 to 6 week pilot program</li> <li>- If successful, package approach and provide to program coordinators, camp leaders, etc</li> <li>- 15 participants</li> <li>- Progressive beginner clinic over each week, ends with solo orienteering event</li> <li>- Weeknight or weekend?</li> <li>- Encourage parents/families to stay and learn and become involved</li> <li>- Family Pilot Program? Split up kids from parents but have them all on site</li> <li>- New and current youth (current youth help lead sessions? Have more advanced sessions?)</li> <li>- "Adventure running" as opposed to Orienteering, more recognizable</li> <li>- Culminate at a regular event where their registration is free</li> <li>- Halifax (Fleming Park), Windsor, Bridgewater</li> <li>- Shoulder season 2023: Spring or Fall</li> <li>- Do Calgary, Vancouver, Hamilton, Ottawa, Whitehorse have any resources to share? Anything online?</li> <li><a href="http://www.learnorienteering.com">http://www.learnorienteering.com</a></li> <li>- <a href="http://www.orienteering.ca">www.orienteering.ca</a> Orienteering Canada website has lesson plans and games for 9-13yo</li> <li><b>ACTION:</b> Develop curriculum, decide on location(s) (Fleming Park?), decide timing. Speak to some municipalities. Plan in Feb and Mar.</li> </ul>
Passports	January 2022	<ul style="list-style-type: none"> <li>- Aimed at beginners</li> <li>- Encourage repeat attendance</li> <li>- Encourage attempts to improve skills</li> <li>- Hand out at all events, everywhere</li> </ul> <p>Kara makes motion to approve 150 copies of passport for 2022 with date. Andrea seconds. Motion carries.</p>
Cross-Sport Events		<ul style="list-style-type: none"> <li>- To continue to explore!</li> <li>- Trail Orienteering event, grants possibly available. Technically challenging, accessible to those with physical limitations. Have in-class session with photos only as well?</li> <li>- Mountain biking is better with boards (\$\$\$) but has been done without. Colin might be able to come up with something? May get project funding for equipment. Victoria Park? Keppoch?</li> <li>- Ski-O at Haliburton House (whose insurance, how to time with snow, tracks move with each groom)</li> </ul>

		<ul style="list-style-type: none"> <li>- Paddle-O</li> <li>- Snowshoe-O</li> <li>- Horseback Riding-O</li> <li>- Disc Golf-O (Lockhart Ryan)</li> <li>- Skate-O? Frog Pond? Long Lake?</li> <li>- Hold in conjunction with existing event as add-on (Mountain bike events? Debert? Bird sanctuary? Haliburton House? Irishman's? The Gorge? The MARC? Victoria Park)</li> </ul> <p><b>ACTION:</b> commit to one cross sport event in 2022</p>
TAPHE/PAPE Conference	PAPE in May '22, TAPHE in Oct '22	<ul style="list-style-type: none"> <li>- Train the trainer avenue to educate phys ed teachers</li> <li>- Cross over with curriculum plan for youth/family program</li> <li>- Create/supply webinars</li> <li>- Encourage enthusiasm and long term engagement/excitement</li> <li>- Offer a resource package, hobby mapper to map schoolyard?</li> <li>- Show them the Orienteering Video</li> <li>- Set up a maze-O at the conference outside</li> <li>- Offer something on a PD day (less far reaching)</li> <li>- Consult with Sean from Digby</li> <li>- Show them the passports</li> <li>- Highlight bigger events, high level sports, travel opportunities, accessibility, affordability</li> </ul> <p><b>ACTION:</b> Present at this year's conferences: ask Sean and Jim about what resonates with teachers (map your schoolyard? Run a beginner clinic? Highschool course for credit, outdoor leadership?)</p>
Permanent/ Semi Permanent Courses		<ul style="list-style-type: none"> <li>- Committee has been meeting for a year</li> <li>- Insurance concerns around physical permanent courses</li> <li>- Physical courses don't require electronic devices</li> <li>- Could it be administered by groups already operating out of parks?</li> <li>- MapRun6 can incorporate QR codes, could be combined with permanent course for timing and app downloads</li> <li>- See Shubenacadie wetland centre's posts for inspiration</li> </ul> <p><b>ACTION:</b> Continue to pursue relationships with active living coordinators or rec managers in the regions, get them excited to execute the program. Shubie? Set up MapRun6 semi permanent courses in each region.</p>

Brainstorm:

- Update the video with additional points and reshare, target different demographic
- "I'd Rather Be Orienteering" T-Shirts
- Facebook marketing ads
- Iron-on patches, stickers
- Sprint series, Score-O series, Forest series with consistent set schedules and discount for multiple registrations. Condense to a season, aim for shoulder seasons when possible

- Consistent set schedule, morning for entire season/portions of season (e.g. every other Saturday)
- Summer social BBQ, Christmas event (and more!)

**ACTION:** Assign responsibilities. Add as 10- minute agenda item to Board meetings.