

# REPORT OF THE EDUCATION & PROMOTIONS DIRECTOR

2023-2024 was a season of both reflection and action. In the education and promotions director role I

- 1) Participated in the strategic plan development process
- 2) Initiated a visioning exercise that looked at options for, and timelines around, the national championship structure and divisions
- 3) Brought forward stick curling promotional materials created in Nova Scotia but applicable for national use
- 4) Brought forward functional training materials for stick curling clinics and setting up stick curling leagues
- 5) With the permission of the CSCA executive, submitted two grants looking for funding to create a national stick curling clinic program and a national program to train stick curling clinic instructors
- 6) Initiated the process of creating a national stick curling coaching certification program

While not directly related to my director role, I have been approached about making a presentation on stick curling to the Curling Canada board at their national conference in May, 2024.

## Outcomes:

- 1) A strategic plan is before the membership for discussion and ratification.
- 2) There will be informal board discussions at the 2024 national championship about what the future stick curling championship(s) looks like and timelines for change. However, decisions for the 2026 national championship need to be made.
- 3) Education and promotional materials have been added to the CSCA website. A videotaping session of the basic stick curling skills clinic is being held April 4, 2024 with editing to take place over the summer. There should be a videotape of a basic stick curling skills clinic available to add to the national website educational materials by this fall.

4) Waiting on responses to the grant applications. Likelihood of success is not determinable now, but we are optimistic. The application calls for a five-year cross-Canada, in both official languages, clinic and instructor training process. If approved activity could start as early as fall 2024.

5) I have begun the process of qualifying as a curling club coach instructor. This year I have taken and passed all of the required multi-sport courses, the Required NCCP course and the curling club coach course. I have also done the first facilitator session where I taught two of the club coaching modules. It is anticipated that a future stick curling coaching certification program would include

- a. Multisport making ethical decision course and Safe Sport Training course
- b. NCCP Learning facilitator course
- c. Curling club coaching or higher certification

The original plan was to rewrite sections of the Curling Club Coaching manual and apply for NCCP certification with the assistance of the NSCA technical director. It appears that the NCCP route may now be blocked to us so we will probably pivot to a specialty designation within curling through Curling Canada. Regardless, the strategy will be to approach the relevant body through a provincial curling association joint initiative.

6) The Curling Canada presentation is not finalized but I am optimistic it will happen. I have created a script for the Curling Canada presentation and shared it with the CSCA chair. The presentation offer came through my affiliation with NSCA so it is somewhat focused from that direction while also highlighting the national scope of our work and presence.

7) I am transitioning out as the chair of the Nova Scotia Stick Curling Association effective March 31, 2024 and have accepted a position on the NSCA executive as Interim Director of Finance. I feel that our voice needs to be heard at the Provincial association and Curling Canada levels so this transition is strategically based.