

# Terms of Reference: SLNC: Programs Committee

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Mission:

**Inspiring community through cross-country skiing.**

Building lifelong passion for cross-country skiing and biathlon through extraordinary programs for children, youth and their families.

Description: The SLNC PC is a standing committee of the SLNC and reports to the SLNC Board of Directors. The Committee including the GM, SDP (Skill Development Program Coordinator) and a Board representative will deliver programs to meet the needs of the program participants.

Areas of Responsibility:

- 1) Program Delivery according to the CCC programs manual.
- 2) Programs Communications, Marketing, & Media
- 3) Fundraising as per the SLNC model developed spring 2017
- 4) Support Special Events, including races, loppets, & promotions
- 5) Work with the GM to develop a program budget and system to authorize expenditures.

Activities:

**Program Delivery:**

- 1) To review and assess content and delivery of SLNC programs
- 2) To (recommend) changes relating to programs with the intent to best meet the need of the SLNC clientele.
- 3) To (recommend to the Board) a plan for program offerings for each of the spring/summer, fall, and winter seasons
- 4) To recruit and facilitate training for all coaches
- 5) Facilitate registrations for all programs with GM
- 6) To provide essential program information and expectations of participants and parent/guardians such as program volunteer hours/duties
- 7) To monitor and guide progress of all participants to accomplish program objectives

**Programs Communications, Marketing, & Media**

- 1) To author content for all communication media including pamphlets, website, newspaper articles, and newsletters
- 2) To arrange for publishing of above media

- 3) To identify club and Nordic events requiring a communication strategy, and to design that strategy to maximize impact for available resources
- 4) To work with 3<sup>rd</sup> parties, such as newspapers, to secure access to media and ensure on-time launch
- 5) To identify and approach specific target markets with proposals for specific programs (e.g., schools)

### **Program Finances and Fundraising**

- 1) To recommend program rates
- 2) Set goals for number of participants in each program and the coaches required
- 3) Identify the expected expenses for program delivery, marketing/advertising, travelling and waxing expenses
- 4) To identify specific fundraising events or strategies and create plans for making them successful
- 5) To recruit volunteers to assist with fundraising activities

### **Special Events, including Races, Loppets, & Promotions**

- 1) To plan & coordinate events and evaluate their results to ensure future success and continuity
- 2) To organize and communicate information to participants and parents for ski events/competitions held both locally & away
- 3) To work with a volunteer coordinator and provide direction for volunteer needs
- 4) To communicate with volunteers
- 5) To recruit parents and members to run events/races
- 6) To help ensure sufficient resources to run events/races
- 7) To use communication tools (i.e. Team Snap, club email/website, an appointed communication liaison) to forward key information about events

### **Roles of Committee Members:**

- 1) Bunnies, JR1-2, JR3-4 Representative
- 2) TA/TA+ Representative
- 3) JD/JD+, Ski Academy Representative
- 4) Biathlon Representative
- 5) Winterfit / Board Representation
- 6) Communications / Marketing / Media Representative
- 7) Programs Committee Chair / Parent Liaison Representative
- 8) Fund-raising Representative
- 9) Special Events Representative
- 10) Club Coach
- 11) General Manager
- 12) Skill Development Program Coordinator