BCCPAC Representation Report

7.11

February 2009

Submitted by: **Laurey-Anne Roodenburg, 2nd Vice president**

Name of Event: Roads to 2010
Date of Event: January 19th, 2009
Location of Event: BCSSA offices

I was unfortunately stuck in Williams Lake trying to fly into Vancouver, therefore I was unable to attend this meeting. The following are the minutes from this meeting.

In attendance: Don Black (VANOC), Christina Adams (VANOC), Bruce Deacon (COC), Audrey Hobbs-Johnson (Interactive Innovations, BCELC), Jane Gardiner (MOE), Kim Young (BCSSA), Chris Kennedy (West Vancouver), Bruce Beairsto (Richmond), Rob Goodall (BCSTA), Kerri Gregory (2010 Legacies Now), Pierre Gilbert (MOE), Laurey-Anne Roodenburg (BCCPAC),

Welcome: Les Dukowski (BCPVPA),

Regrets: Sherri Mohoruk (MOE), Carla Qualtrough (CPC), Gaila Erickson (BCPVPA), Denise Leduc (CSF), Brenda LeClair (2010 Legacies Now), Margaret Ross (BCASCD), Talya Cohen (MoE), Paul de la Riva (CSF), Nick Poeschek (MoE),

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Metro Discussion Between Districts and Municipalities

Chris raised a question about how districts are working with municipalities. It was suggested that a meeting be organized to include those responsible for organizing Olympic activities and celebrations at the municipal-level together with those responsible for those encouraging participation of teachers and students within school districts. It was agreed that Bruce would speak to Gary Young (City of Richmond) about how the invitation to municipalities might best be extended. Should it include Spirit Committees? Who issues the invitation? Would it be beneficial if VANOC were to host and/or be directly involved in the meeting? The suggested date was sometime in April, which was considered the earliest possible time from a practical perspective. [Bruce has spoken to Gary Young. He reports that host municipalities already meet on an approximately monthly basis. The next meeting is next week and he will suggest that Districts be invited to the meeting following, which would come before spring break. Gary anticipates that this suggestion would be welcomed.]

Calendar

Don provided an update on thinking about and preparation for development of a calendar. He noted that certain fixed dates are well known but that many aspects of the calendar between now and Games-time

are unknown and variable. This is particularly true outside of the sporting events and for all local events. Nonetheless, it was agreed that a calendar that includes only the fixed dates and URL hotlinks to web locations where more specific information of a more current nature can be found would be very beneficial. In order to avoid the bottleneck of regulation and authorization that is encountered when VANOC produces something, it was suggested that the calendar be produced with a provincial focus through the facilitation of the Ministry of Education. Jane noted that Ministry personnel are very busy and that budgets are limited. Consequently, it was agreed that the calendar would be issued in .pdf form for distribution through various channels that would include the BCSSA Leader ListServ, BCPVPA distribution channels and others as appropriate. Jane and Don will provide the follow up on this initiative.

Countdown

It was noted that the Lesson Starters have now been posted on the /EDU site and that they can be accessed through a "lesson starters" link on the home page. (The direct URL is http://www.sharingthedream.gov.bc.ca/search.php.) It was further noted that **February 12th** marks one year before the Games begin and that a variety of acknowledgements and celebrations are planned provincially. At this time, there will also be some new items added to the "share the dream" website such as a program to "adopt a country". More items will be added frequently over the coming year.

It was proposed that one way to mark the one-year countdown day was to organize a mass singing of 'O Canada' across BC, and possibly across Canada on that day. The marketing theme of "with glowing hearts" or "sharing the dream" was suggested for this event. The possibility that it might be coordinated through the Guinness Book of World Records was also mentioned. A brief, informative announcement was recommended that includes the why, what and how of the event. It was suggested that some sort of radio broadcast at the designated hour might assist in the coordination and also encourage participation. Participants might be encouraged to submit still or video recording of the event at their location and this footage could have a variety of future uses. Some mechanism of recording involvement and thus counting the total number of participants was also recommended. It was noted that in order to organize such an event, rapid action would be required. Jane will consider the possibility of pursuing this idea.

Games-time Program

It was reported that a set of guides are being produced for activities such as the Torch Relay and the Adopt an Athlete Programs. A Student Reporters Program is also being developed for the Games through the coordination of the Historica Foundation and its Encounters Canada Program. Local alumni of this Program will be trained to act as student reporters and there is the possibility that other students may also be trained to participate locally. There will be a meeting in early February to finalize this initiative.

An athlete school visit was also announced. Prior Olympians might visit schools or current Olympians after their events are completed. It was noted that there is a limited budget but that strategies for broadening participation across the province were being sought. The group very strongly encouraged an equitable access to this opportunity despite the financial implications and various ways of accomplishing it were discussed. The physical presence of athletes was encouraged as the ideal or, at the very least, personalized direct electronic connections with schools be established. Overall, it was hoped that by using prior Olympians who are already living around BC that personal visits distributed across the regions of the province would be possible.

As part of the environmental strand, student videos of 5-20 seconds would be solicited with the top entries to be shown at a Sport and Sustainability Conference this March. An announcement will be made on February 12th and submission required by Spring Break.

A Province-wide Regional Committee

A proposal for a province-wide regional committee to promote teacher and school participation in Olympic events and related activities was proposed. These regional champions might serve as a channel for information and a local coordinator. The initial thought was that the program might be initiated with a single face-to-face meeting for 15-20 people from areas outside of Metro. However, the efficacy of this idea was questioned and as an alternative it was suggested that the BCPVPA and/or COC might be able to facilitate some sort of electronic networking that would involve more people and thus be more effective in reaching the widely distributed schools in the province. Ultimately, however, the concept of a help desk that is connected to a network of identified regional champions seemed to be the most promising and cost efficient way of ensuring rapid access to information at a time when interested parties required it.

Video Overviews for /EDU

It was reported that the window on /EDU that is currently used to introduce new events and ideas would be re-purposed as an easy-to-use and user-friendly introduction to the /EDU site. This might take the form of an interactive PowerPoint with some print support. The possibility of a video overview was discussed but discarded as inappropriate for VANOC because so much of the information was fluid and the video would have to be upgraded frequently. Moreover, quality standards would result in high cost. However, it was noted that districts can produce this sort of guide quickly and easily, albeit not with the some polish and quality that VANOC would require. Such videos might be distributed in a variety of ways and/or posted on YouTube for viral promotion. Both Bruce and Chris felt that this could be easily accomplished within their districts and they may pursue such an initiative. Any introductory videos that are produced will be shared with all involved for informal distribution as desired.

Roundtable Updates

COC

- COC will be producing Olympic Torch School Tool Kits
- 15 to 20 school teams will be awarded torch relay opportunities (13 ys & older)
- a torch curriculum is being developed for elementary age students

Sharing the Dream Webcasts

- Michael Furdyk on Feb 20
- Severn Suzuki on april 30
- Paralympism in November

Provincial Schools Professional Development Day

- Consider how we might develop a ‘road show’ that showcases best practice and future opportunities
- Focus on games-time programming

Next Meeting

Monday, March 2, 2009
10:00 – 2:00 (Richmond Speed Skating Oval)