

B.C.S. & R.D.A.
2nd VICE PRESIDENT'S REPORT
AGM 2017

In going over the duties performed by the 2nd. Vice there are items that are crossed over with other Officers. I suggest a general review should be in order. Reference the following on page 30.

Item 2. Sub 1

be responsible for getting quotations for the various requirements of the Federation.
Treasurer does it.

Item 2. Sub 3 (b)

be responsible for ensuring that Delegates receive Federation news and information on a regular basis.

All Officers send out information.

Item 9.

Co-ordinate getting Federation information to the Federation Webmaster.
All Officers including the Secretary send out information.

[General observations.](#)

At the time of the BOD in Abbotsford, President Ken Crisp spoke of how much "meat" there was to digest in the reports. It's time to make time to digest the meat and to think in visionary fashion. We should consider special meetings about possible new initiatives whether they take place in person or via social media or e-mail avenues. These twice yearly gatherings provide limited opportunity to properly address some initiatives.

Dennis Sutton feels that the member-based category is best for the Federation while it limits our annual ability to fundraise to only \$20,000. That's not adequate for the programs and projects that we should be envisioning.

In fact, it's been unfair to Dennis to determine how to "slot" our organization into the new framework without giving him an idea of what the Federation wants to be and where it wants to go (grow).

As we've discussed before, it's all based upon the vision for the organization. Every volunteer on the Federation's Executive Board should put their vision on paper. Perhaps a special session of the Delegates should be held in followup because the general board's main purpose after all is to

1.set policy

2 ensure that funding is in place to conduct the programs and projects

What is the Federation's 5-year plan?

What is the 10-year plan?

Turning the BC Federation into a progressive organization in support of our dance forms will require funding to accompany the planning. Since clubs and their regional associations comprise the Federation, they need to be asked to conduct some fundraising to benefit their Federation, whether a fundraising dance or otherwise. Dues are intended for operation and administration of the organization, not necessarily to pay for programs and projects. For starters, the annual paid advertising investment should exceed the current dollar limit.

What about the myriad of programs and projects in which the Federation should be engaging? We'll need funding for them.

We should be conducting (not just offering funds) caller and cuer training around the province. (For caller training, we should consider engaging the likes of younger B.C. callers Steve Edlund, Brent Mawdsley, Ray Brendzy, Dustin McGifford and older, seasoned callers like Chuck Jordan and John Corrigan.)

We should be offering workshops and seminars in so many things, some of which might be best served by bringing in professionals from outside the dance community. Examples:

- Accounting for club treasury volunteers
- Non-profit structure & management
- Rules of order for meetings
- Volunteer support, management and recognition
- Marketing at the club and association level (incl. what's new & proving effective, such as the 5 sec. YouTube ads that precede the video selection)
- Basic computer/tablet operation with an introduction to Facebook and Twitter
- Web page design (many B.C. clubs either have no web page or what they have is dismal)
- Research & Development: What are the trends in our activity--such as shorter lesson periods? What's new of a technical nature (Bose sound systems, hearing aids that tune directly to the hearing assist. system)?

You name it--we're probably not doing it but should be.
be.

Useful Information that all Regions should consider passing on to individual clubs.

As dancers, we undervalue ourselves and our forms of dancing. Dancing is an inexpensive hobby. What memberships do other dance and sports organizations charge? How many extra items or equipment does a person have to purchase in order to be a participant? How much fund-raising also needs to be done? How much does it cost for two people to go to a movie?

People are balking because they do not want anything to change. Without change, square dancing will die out. We might have to pay a little more to keep it alive because dancing is a long-term investment.

I am sure that there are dancers in all our clubs that have ideas on how to make our activity more appealing to the community at large. As is normal with the human being many ideas will be poo poo'd as "Been There, Done That, Didn't Work", etc.

One very important fact that we need to keep in mind regarding new and novice dancers, "We need them more than they need us".

Use of BCSRDF funding.

If clubs decide to use the Square up BC Facebook promotion for new dancer sessions or any club activity, the information needs to be sent to Brian Elmer as early as possible. This will allow for better preparation and timely release on Facebook. The information should give Location, dates, time, type of dance, contact info etc, and any other information regarding the event. The free community advertising available should not be ignored, such as community bulletin boards, news paper community calendar, info flyers at restaurants etc. and of course word of mouth.

When clubs or regions make use of the BCSRDF facebook promotion, with memorial funds for training callers, cuers, or instructor training, any funding for new dancer sessions, there needs to be some acknowledgement to the Federation for the support it supplied. eg Facebook promotion by BCSRDF. As for any activity promotion, it is the responsibility of the requesting organization to send the information to Brian as opposed to him having to go to each web page for the information. To increase the exposure for greater success, Clubs can put in additional funding to give longer and more concentrated facebook promotion by letting treasurer Pat Zeeman aware of the plan. Clubs need to let Brian know if

they're conducting new dancer sessions (square, round or clog) and, for the Fall campaign, it would be nice to know by about August 20th.

For the Winter campaign (usually January start-ups), it would be nice to know by about Nov. 30th.

Something that needs to change in the B.C. Federation is the maintenance of ignorance as to exactly who the members are.

We need their name, mailing address, phone no. & e-mail address as well as to what club(s) they belong. It would be good, too, to include in the database any detail about their skills (provided voluntarily) for the purpose of possibly asking them to volunteer in a particular capacity at the Federation level. We might even ask the name of their Facebook page or Twitter ID if they have one.

We need to be able to communicate with our members on a number of levels, some of which are:

1. Furnishing information (such as details about our Festivals, meetings, agendas, member benefits, programs & projects as well as semi-regular e-newsletters and possibly birth/marriage/obituary announcements)
2. Requesting information (such as new dancer session details)
3. Maintaining communication about the benefits of being a member and announcing any special perks
4. Soliciting funds (such as through special fundraising dances)

Not knowing who our members are and not being able to communicate with them directly is archaic.

[Following are some items of interest that have been sent to me from the membership.](#)

If you take a look on the Federation website under 'About the Federation' all you see listed are housekeeping duties. Where are the exciting projects being undertaken to promote SD, where are the plans to reach out to the general public? Why would the general public even look at the Fed website?

The Federation suffers from inertia which is a symptom of old age. We say we want younger people but we tend to stifle any ideas they bring forward. We resist the computer age, social media and any change to how and what we dance in our clubs. We expect new dancers to embrace SD as a new way of life when mostly they just want to dance, have fun, be entertained and not be pushed into workshops so that they can dance Plus in one year. We put obstacles in the way of

new callers. Our callers, by and large, do not participate in promotion, in making program changes, in actively looking for and mentoring new callers or indeed participating in the affairs of their clubs. Look how Caller Associations and Dancer Associations remain separate entities with no connection between them.

The Federation make an all-out effort to find those among its membership who have special skills in advertising, promotion, poster design, letter appeals and other tools that will attract the 40 - 50 year olds and the 20 - 30 year olds and families to come square dancing. These members will have contacts outside of the SD world who might also be willing to lend their expertise. When these members have been identified, they will be asked to do specific tasks and the Federation will give them help and encouragement as they work.

The Federation Executive writes a monthly Newsletter to keep the membership informed of initiatives, projects, needs and ideas along with requests for new ideas and this letter is sent out by email and Social Media to every member who has an email address or social media connection. The Exec actively seeks information to include each month, rather than wait for it to appear by magic. A hard copy is mailed to every club for posting at their dances. The Federation makes every effort to enable collaboration with organizations such as The ARTS and shares any successful projects freely and shares information with its members in the monthly Newsletters.

I thank Brian Elmer for his dedication and hard work with Square up BC and the Info line. It is unbelievable the amount of time Brian puts into the Federation projects.

Respectfully, Bill Morey

2nd. Vice BCS&RDF