

GOAL 2 COMMUNICATIONS March 2012	Strengthen the overall communication with the membership of Ontario Wheelchair Sports Association (OWSA) which will include stakeholders, National Sports Bodies, Provincial Sports Bodies, stakeholders and with our community partners	
OBJECTIVE	ACTIONS	Update March 21st, 2012
1.0 Create a Public Relations Committee to support the work of the VP Public Relations	1.1 AI Will to draft a Committee Mandate for recruited committee members to review, revise and recommend to the Executive Committee.	<ul style="list-style-type: none"> Board approved
	1.2 President to follow up with Director of Public relations as to his time available to give leadership to this task. AI Will recommends that if no response from the Director by the October Executive/Board meeting that this goal be reassigned to another Director for leadership.	<ul style="list-style-type: none"> New VP Public Relations Lindsey Evanoff elected March 2012
	1.3 Ann Marie Hagey, Michel Imbeault, & Martin Larocque volunteered.	<ul style="list-style-type: none"> These people have yet to be recruited as the VP has just been recently elected
	1.4 AMH to invite Mark Halpren to join the committee	<ul style="list-style-type: none"> Lindsey to follow through with Ann Marie
2.0 Improve electronic means of communication.	2.1 Committee to draft a work plan for maximizing the Website as a portal all communication. Start the review by October 30 th .	<ul style="list-style-type: none"> New VP to put a plan & schedule in place
	2.2 Sport specific Directors to submit monthly an update on news and events to Public Relation for posting. Staff and volunteer time are barriers. Target implementation with submission.	<ul style="list-style-type: none"> VP Public Relations to regularly remind Sport Directors that updates are due on the 15th of each month for posting at the end of the month.
	2.3 Find More effective ways to use the electronic membership data bases to get news out to members	

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3.0 Improve the exposure of all sports supported by OWSA	3.1 The PR Committee will enhance and maintain the consistency with BTG.	
	3.2 The PR Committee to look at the creation of brochures/banners which clubs can use at events. Due to budget constraints possibly create the PDF's & post on the website for clubs to access and print at their own costs.	<ul style="list-style-type: none"> • Schedule to be established by the VP • Budget consideration will involve the VP Finance & the E.D.
	3.4 Investigate affordable training re accessing & maximizing the media for athletes, coaches and sport directors.	
	3.5 Encourage all sports to communicate to OWSA on events, training, and athlete biographies and any sport news for website hosting. Invitations to be sent out by the PR Committee	<ul style="list-style-type: none"> • Every 2 months send a reminder to a contact list, starting May 1st, 2012
4.0 Demonstrations that involve the overall promotion of our MSO, through brochures of all sports to illustrate the progress from beginner to high performance athletes		
5.0 Scouting for events where disabled people may attend		