

2024 AGM Report

Director, Community Engagement

Social Media

All three social media platforms continued to show positive engagement. There were no negative or problematic interactions or incidents on the VFIHA accounts. We continued to monitor the one team account that we knew of, the U18 A Instagram account. One reminder was issued that photos cannot be taken in the dressing room.

Email Newsletter

Following discussions with the board and various feedback from members, efforts were made to change the structure of the monthly email newsletter to better serve all members of VFIHA by highlighting key items discussed at board meetings (rather than simply rounding up content that had already been posted to social media/shared in TeamSnap emails). Work is still needed in this area to develop a newsletter that is informative and engaging and that is distributed more consistently.

Open rates continued to be significantly above the industry average (27-40%), with the monthly newsletter open rate sitting consistently at approximately 70%.

Alumni Engagement

The second annual alumni scrimmage was held in early January 2024, with 21 alumni participating. The scrimmage was once again very well received. Key piece of feedback received was the timing; the date was too late for those who left Vancouver to go back to school/work. The week before Christmas was seen as a better option (this was the timing of the first scrimmage held in late 2022).

I continued to maintain and update an Alumni Database. Alumni newsletters were sent to our alumni mailing list in July and September, highlighting upcoming opportunities to stay involved with VFIHA.

Photography

We had some great volunteer photographers capture high quality imagery for us at: August 2023 Come Try Hockey, Alumni Scrimmage, Indigenous Crest Jersey Unveiling, October 2023 Come Try Hockey, and more.