



Alberta Lacrosse Association

Enhance character, community, and culture through lacrosse.

Programs Coordinator Report - 2024
September 2024

This has been an exciting year for in-house staff. Jason and I secured the Roughnecks funding, collaborated on all office projects, and paid close attention to the details of the operations. Throughout this past year, we have kept an ongoing list of improvements that could be made to the workflow and communication. Much effort was also put into the communication that came out of the office, ensuring it was cohesive, correct, and positive. We welcome this upcoming season, and both know that as we move forward, we will continue to develop processes that will ensure the success of the operations.

Registration

This year, we saw growth across several minor age divisions in both box and field.

Box

Division	2019	2020	2021	2022	2023	2024
U7	841	634	423	557	671	753
U9	1290	1069	735	875	1225	1352
U11	1523	1228	815	937	1209	1335
U11 Female	242	155	72	88	113	131
U13	1499	1325	1004	984	1194	1280
U13 Female	215	256	216	159	148	164
U15	1251	1170	901	880	972	1006
U15 Female	284	243	160	228	239	237
U17	974	849	741	760	709	788
U17 Female	243	232	192	130	149	98
Minor Totals	8362	7162	5239	5598	6629	7224

Field

Division	2019	2020	2021	2022	2023	2024
U7	12	0	19	30	30	21
U9	61	0	33	60	95	79
U9 Female	12	0	6	5	22	9
U11	86	0	49	64	81	96
U11 Female	52	0	22	0	7	21
U13	100	3	77	109	99	152
U13 Female	0	1	0	27	14	35
U15	81	0	48	110	131	-
U15 Female	58	0	32	5	41	150
U17	134	0	0	51	90	11
U17 Female	58	0	32	5	41	47
U19	23	0	22	2	7	
U19 Female	55	1	20	65	44	
Field Totals	682	6	414	528	662	714



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Lacrosse Literacy

We continue to work closely with schools, increasing our visits. The ALA secured funding through the Calgary Roughnecks. The Roughnecks contributed \$30,000 in funding to support the lacrosse literacy program and provide each student with home game Roughnecks tickets.

School visited	Summer Camps	Total School/Camp Bookings	Teacher Conventions
24	2	83	2

We also attended one school on Truth and Reconciliation Day, with a Skylar Running Rabbit as a presenter at the assembly. Then, we facilitated lacrosse literacy for the remainder of the day.

High Performance

Tammy Machado, the Team Alberta coordinator, was instrumental in coordinating the 8 Prairie Cup and 6 Team Alberta teams and facilitating the Alumni and First Nations Cup. This role is imperative as we continue to grow and develop these programs.

This was the first year for the Prairie Cup, which was successful in many areas. We expect to see this program grow in the years. Manitoba Lacrosse Association will host the Prairie Cup in Brandon, Manitoba, July 18 – 20, 2025, and then come to Alberta for the 2026 cycle. The recommendation is that we compile a Prairie Cup host committee. The technical director and I are presently exploring location options.

2024 Prairie Cup	
U17 Male Team Alberta	
South U15 Male	1
North U15 Male	3
South U13 Male	3
North U13 Male	1
South U15 Female	2
North U15 Female	1
South U13 Female	2
North U13 Female	1

Team Alberta		
U17 Male Box	Tackaberry Trophy	3
U17 Female Box	Dorothy Robertson Trophy	2
U22 Female Box	Carol Patterson Trophy	1
U17 Male Field	Alumni Cup	3
U19 Male Field	First Nations Cup	3
U19 Female Field	Jenny Kyle Cup	2



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Alumni Cup and First Nations Cup

In addition to fielding eight Prairie Cup teams and 6 team Alberta teams, the ALA hosted the Nationals Alumni Cup (U17) and the First Nations Cup (U19) in Calgary from August 29 – Sept 1. Hosting 11 visiting teams.

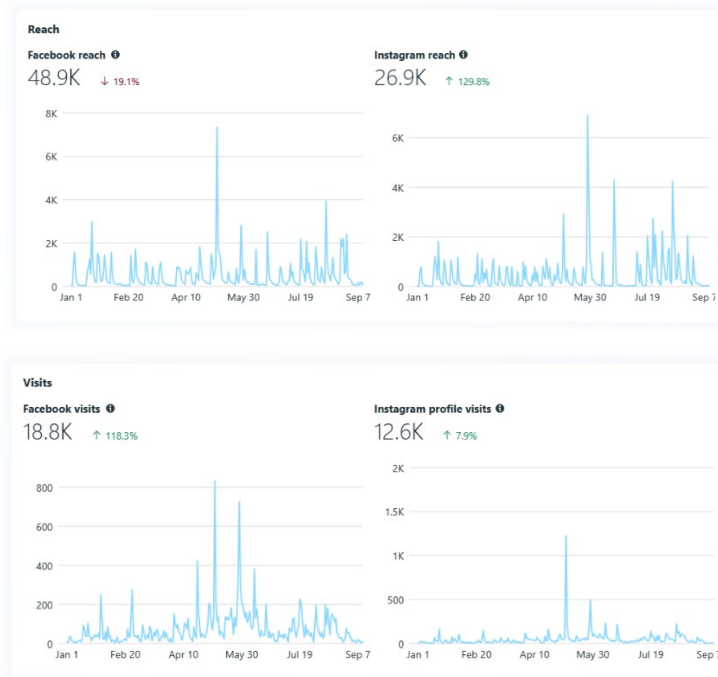
Alumni Cup	First Nations Cup
ALA	ALA
BCLA	BCLA
FCQ	FCQ
LNS	LNB
MLA	MLA
OLA	OLA
SLA	

Casino

The ALA had its casino, which took place at the Century Casino in Edmonton from July 31 to August 1. I completed all necessary AGLC paperwork for reporting, submitted applications and AGLC forms, coordinated with the casino, and sourced out and scheduled volunteers. The following casino application has been submitted, and the location is in Calgary. The plan is to alternate between Edmonton and Calgary in the upcoming years.

Promotions

Increased social media presence, using branded ALA content and implemented Linked Tree to share multiple links, driving the audience to our website or sharing lacrosse-specific links.





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AGM

The 2024 AGM will be held at the following location:

Delta Hotels by Marriott Edmonton South Conference Centre
4404 Gateway Boulevard NW
Edmonton, AB T6H 5C2

RAMP will attend to discuss the Game Sheets app and the new website rollout. The guest speaker, Carrie Anton, will discuss mental health and youth with the hope that we also schedule a discussion around the website Connected Care. I am presently working on the agenda, looking over the past five years on layout options.

Administration Duties

- LC Transfers (27 left AB/22 incoming)
 - Successfully communicated with LC, the team's spokesperson, and executed all within the tight deadlines.
- over age/under-age exemptions
- sanction/non-sanctioned event requests
- Website Updates
- Social Media posts
- Team AB/ Prairie Cup
- Development Camps
 - Create RAMP registration, communicate with participants, and update the technical team on numbers.
- Tournament request/Discipline Logs/Distribution
- Lacrosse Literacy
 - Communicate with the school, acquire an insurance certificate, and schedule an instructor.
- Travel Permit Request
 - Processed 49 permits (reviewed requests/rosters/affiliations/trainer certifications/coaching certifications (Technical Director), emailed approval/reviewed game sheets)
- Provincials
- Grant Reporting
- Insurance certificate requests/claims/renewal
- Hosting Nationals
 - Worked with Tourism Calgary to secure funds/hotels/facilities/secured vendors/awards/communication
 - Facilitated with the LC on officials' and representatives' accommodations.
- Casino
 - Organized and executed
- Travel
- Meeting Facilitating and attendance (including Planning meeting/AGM)
- Day-to-day office communication
- Procurement
 - Sourced new vendors and maintained relationships with existing suppliers.

Future Projects

- Create SOPs for all operational tasks
- Create an operational calendar for employees
- Focus on grant applications and source out new opportunities



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Staff

The ALA employed two full-time and two part-time staff for 2024.

- Communication and Programs Director, full-time
- Technical Director, full-time
- Technical Specialist, part-time
- Team Alberta Coordinator, part-time

All other paid positions were contracted.