



*** For the purposes of this report, I will be referring to last year's division names however as we move forward in the AGM, we will be using the new naming convention as announced by the ALA.

November 2, 2022

President's Report – Annual General Meeting

Titans Members,

I would like to start out by sharing the Titans Vision that was developed and communicated out to our membership last year. The underlying message is quite simple; our goal is to grow lacrosse in Sherwood Park while offering the best possible programming to all Titans athletes and their families.

In addition, my role is straightforward, to empower the team and keep us on track with our vision. We want to constantly innovate and improve; therefore, creating a strong foundation for years to come.

Our Season

We learned very early that there was going to be a large push from the GELC clubs to move to a parity plus model. We believe strongly that A-level lacrosse is desired in our community and that players of the same skill should be given the opportunity to play together. The Titans were fortunate to host teams in all four A-level divisions last year with 12U successfully playing outside of the GELC as a travel team. Our hope is that the GELC will be able to support A-level teams in all four divisions this upcoming season.

We also knew that Female Lacrosse was going to struggle in 2022. The Titans supported the 16U female division by having some of our players volunteer to go to other clubs. This allowed for a four-team division. In the case of 10U females, we adjusted to a three-on-three league because of low numbers. While this was not a perfect solution, it allowed our girls to be able to play. The 12U and 14U teams struggled with roster size as well, which sometimes made it difficult compete. These reasons are why we know that female lacrosse needs to grow – and it goes without saying, that the Titans and the GELC as whole, will have to reevaluate our approach in the female side this coming season.

In April, we were very excited to offer Titans goalie camps and Titans Coaching Clinics with the support of the Junior Outlaws. These touched on many areas, and we were able to wrap it up with a nice social hour. We intend to continue both initiatives for the 2023 season and planning has commenced.

As well with the start of the season, we successfully launched our new jerseys with rave reviews. Based on feedback from our membership, we do know that we have some work to do around apparel availability and options – which we are working on now.

At the same time, our Policy and Procedure Manual was updated and posted on our website. The Policy manual is a very fluid document and will be modified and updated prior to the start of every season.

The Titans were able to finally successfully host our long-standing tournament after a two-year Covid break. We were thrilled to have teams visit from Saskatchewan and all over Alberta – with great growth in our 16U division. In total, we had 9 divisions with 57 teams competing. Overall, the event was a success. I spent many hours at the arena that weekend and enjoyed seeing the excited and smiling athletes and families, all happy to finally have an opportunity to get back on the floor in a tournament format.

A big change last year was the Wild Rose League for our 16U A-level team. The league was involved in some traveling to Calgary and Red Deer but overall was a positive experience for our Titans athletes despite some challenges with a league running its first year. Titans competed hard and had a successful season winning the league championship. At this point, our understanding is that Wild Rose Lacrosse league will run again this season.

And last, but certainly not least, is the success of our teams on the floor. The Titans had 7 teams out of 12 divisions compete in the gold medal final with 5 teams (10U-3, 10U F, 14UB-2, 16UA and 16U F) bringing home the gold. The 16UB and 14UF-1 teams fought hard all season and came home with a well-deserved silver.

The Board

The Titans continue to have the strongest board in the GELC – after tonight’s meeting, a solid 18 members. I am confident that this board is comprised of the right mix of people and skills, with multiple perspectives, all coming to the table with a love of the game.

The Titans were very fortunate to have two volunteers join us shortly after last year’s AGM. Colleen Tachuk, in the role of Webpage and Communication, who has set the bar from a communications perspective. Our social media presence is strong and is instrumental in driving our registration and keeping our membership well informed. In addition, Colleen sends out a very informative (and fun) newsletter monthly.

Jen Harrison took over the secretary role a few months into last year’s season. Jen has brought an enthusiasm and love for the Titans to the table and is a huge support to the Executive team.

I had a very wise parent mention that the best volunteers are the busiest people. This goes without saying of our Sarah Hanson – who stepped up last year, mid-season, to take over scheduling. It is never easy to take on a role, never mind such a significant role, mid-season. Sarah went above and beyond to make the transition as seamless as possible and continues to work very hard to develop relationships with the County. We are looking for someone to volunteer for Scheduler and work side by side with Sarah this year.

Registration

Registration throughout the GELC dropped by 50%. The Titans, however had strong numbers through relentless promotion targeted “come try it” and “drop-in” events. Special thanks to Sports Ball, SPMHA and Sherwood Park Ringette for their support of Titans lacrosse. Our efforts

were rewarded with a remarkable 5.3% decline in registration when comparing pre-Covid registration numbers. See below (show on slide):

Division	Number of Players 2022	Teams 2022	Number of Players 2019	Teams 2019
6U	58	6	55	4
8U	61	5	50	4
10U	56	4	72	5
10UF	11	1	14	1
12U	53	4	45	3
12UF	26	2	30	2
14U	54	3	57	3
14UF	31	2	31	2
16U	32	2	57	3
16UF**	24	1	15	1
	412	30	435	28

** +3 Players played in Beaumont

We realize that that the future growth and success within the Titans organization is dependent on growing our numbers at the 7U / 9U levels. Our goal is to reach 500 registrants within the next few years.

In closing, you have our commitment that growth of the game is front and center. That in all cases, we will strive to be open and transparent in communication and use the feedback and survey results that we receive from you, our membership, towards constant improvement.

To our volunteers, parents, members and of course our players - thank you for your support of Titan's Lacrosse. We sincerely hope that the 2023 meets and exceeds your expectations.

All the best in lacrosse,

Karen Wellner
President
Sherwood Park Titans