

AGENDA

Wednesday August 28, 2024
Sport Manitoba Conference Room A
145 Pacific Avenue
Winnipeg, MB
R3B 2Z6
7:00 PM



1. Welcome and call to order
2. Establishment of Quorum
3. Appointment of Scrutineer
4. Overview of last year's board of directors
5. Approval of Agenda
6. Declaration of any Conflicts of Interest
7. Adoption of Minutes from 2023 AGM
8. Business Arising from previous year's minutes
9. Board and Committee Reports
10. Auditor's Report and Financial Statements
11. Appointment of Auditors
12. New business
13. Election of new Directors
14. Adjournment



Cheer Manitoba AGM Minutes

Wednesday August 24 2023 @ 7:00 PM

Sport Manitoba Theatre A



In Attendance:

1. Welcome and Call to Order at 7:07pm. Land Acknowledgment read.
2. Establishment of Quorum
 - In Attendance is at least 70% of the Executive Board and at least 40% of Cheer Manitoba Membership.
 - Sign In Register attached. Quorum has been reached.
3. Appointment of Scrutineer
 - Elizabeth Truman will be Appointed Scrutineer.
4. Overview of Last Year's Board of Directors
 - President – Melissa Skrabek-Sen cal
 - Vice-President – Bailey Campbell
 - Treasurer – Kristyn Van Walleghem
 - Secretary – Karen Hansen
 - Judging Director – Serena Stuart
 - Coaching Director – Hailey Verburg
 - Directors at Large – Brandy Cameron, Natalie Batkis, Laura Pott, Ryan Daun, Danessa Picard, Spencer Weisensel
 - Executive Director – Liz Trueman
5. Approval of Agenda
 - Be it so moved that the Agenda for the 2023 Annual General Meeting be Approved.
 - Motion made by: Hailey Verburg. Seconded by Brandy Cameron. 0 Opposed. 0 Abstain. All in Favour.
 - Passed by Majority.
6. Declaration of any Conflicts of Interest
 - No Conflicts of Interest.
7. Adoption of 2022 AGM Minutes
 - Be it so moved that the previous minutes from the 2022 Cheer Manitoba AGM be approved.
 - Motion made by: Bailey Campbell. Seconded by Spencer Weisensel. All in Favour. Passed by Majority.
8. Business Arising from previous year's Minutes

- Cheer Reg Update

- New Registration system – Sport Lomo will be coming into place by Cheer Canada. Launch date is still pending. Cheer Canada has committed to starting the new season with the new platform. Cheer Manitoba will be required to pay \$3000 for the same (unclear if there will be a yearly fee as well, still waiting on Cheer Canada).

9. Board and Committee Reports

-Board and Committee Reports are attached.

-Be it so moved that the 2023 board member reports be approved as circulated. *with the addition of the Project 11 partnership.

Motion made by: Spencer Weisensel. Seconded by Karen Hansen. 0 Opposed. 0 Abstain. All in Favour. Passed by majority.

10. Auditor's Report and Financial Statements

- Auditors reports are attached.

12. Appointments of Auditor's

-Be it so moved that Heartland Chartered Professional Accountants LLP be engaged to complete the 2023-2024 audit. Motion made by: Kristyn Van Walleggem Seconded by: Danessa Picard. 0 opposed. 0 abstained. All in favour. Passed by Majority.

13. New Business

Insurance Rates and Fees

- Insurance rates have increased – across all sectors

- Fees for next season for Cheer Manitoba: To reflect the increase in insurance fees this will increase from 12.23 to 15.73

- Fees for Cheer Canada: Please contact Cheer Canada for the same as they are set to increase by over 40% in the next years.

New Business Yearly IFF 590% Increase

- Sport Manitoba Integrated Funding Framework:

- Sport Program Funding last year: \$1000

- Sport Program Funding this year: \$3000

- Sport Initiation Funding last year: \$750

- Sport Initiation Funding this year: \$3500

- Performance Pathway Funding last year: \$500

- Performance Pathway Funding this year: \$7500

- This does not include all the possible extra funding available for coaching and judging initiatives- we will continue to apply for these when appropriate.

Ronan Barsy Bursary

- Ronan Barsy was a cheer athlete for only a short few years but over that period of time, Ronan became a huge supporter of the Cheer Manitoba community by always lending a hand, assisting financially when it was needed and just being a quiet supporter of our sport. Ronan never expected anything in return and certainly did not want to be praised for his contributions. He just wanted to see the sport thrive in

Manitoba. Ronan was a transgendered athlete – the first in our sport in Manitoba. His transition really started when his Central Cheer family gave him the choice to wear a male uniform or a female uniform. According to his friends, this was one of the first acts of acceptance he received as he began his journey towards revealing his true authentic self and it gave him the courage to continue on with his transition. In 2022, Ronan was diagnosed with cancer and, after a short 3 month battle, died of this terrible disease. As a way to honour his love of cheerleading and his contributions to the cheer community in Manitoba, Ronan’s friends, in partnership with Cheer Manitoba, have decided to start the Ronan Barsy Bursary. This bursary will be handed out to a deserving athlete each year to help pay for their cheerleading fees for the next season.

Nomination Criteria:

1. We are looking for nominees that embody the light and kindness that Ronan brought to the sport locally. The nominee is someone who gives of their time to impact the cheer community. They display kindness and acceptance of athletes from their own program and other programs. They go above and beyond to help make the community a better place for all athletes, coaches and families. They are humble and contribute out of pure love for the sport without looking for praise or recognition.
2. The athlete must be nominated by a coach, fellow athlete or community member that is not a direct family member.
3. This athlete must be a registered athlete with Cheer Manitoba.
4. The athlete can be an all star or scholastic athlete.
5. The athlete must be continuing in cheerleading the following season in order to accept the bursary as the funds are going to be used specifically towards cheerleading fees

14. Proposed ByLaw Modifications – as per the Pre-AGM package (typo on slide show) – votes were based on mirroring All-Star and Scholastic Streams for the changes.

Modification 1:

14. Special requirements of Regular Members (based on category as described below):

Scholastic Members

f. **Previous** - All teams must have a minimum of one coach present, who is not a registered athlete on said team, and who is a coach in good standing in accordance with section 13.

Proposed Change - All teams must have a minimum of one coach present, who is not a registered athlete on said team, and is credentialed to the level of their team competing.

14. Special requirements of Regular Members (based on category as described below):

All Star Members

e. **Previous** - All teams must have a minimum of one coach present, who is not a registered athlete on said team, and who is a coach in good standing in accordance with section 13.

Proposed change - All teams must have a minimum of one coach present, who is not a registered athlete on said team, and is credentialed to the level of their team competing.

Motioned by – Scott Kuz

Seconded by – Natalie Batkis

2/3 votes – Motion has passed.

14. Special requirements of Regular Members (based on category as described below):

Scholastic Members

d. **Previous** - All coaches listed on the roster at Cheer Manitoba sanctioned events must be credentialed to the level of their team competing, in order to be eligible to enter in the warm up area.

Proposed change - All coaches listed on the roster at Cheer Manitoba sanctioned events must be registered with Cheer Manitoba, and must be in good standing in accordance with section 13, in order to be eligible to enter in the warm up area.

All Star Members

b. **Previous** - All coaches listed on the roster at Cheer Manitoba sanctioned events must be credentialed to the level of their team completing, in order to be eligible to enter in the warm up area.

Proposed change - All coaches listed on the roster at Cheer Manitoba sanctioned events must be registered with Cheer Manitoba, and must be in good standing in accordance with section 13, in order to be eligible to enter in the warm up area.

Motioned by – Scott Kuz

Seconded by – Laura Pott

2/3 votes – Motion has passed.

Qualifications for Membership

12. Executive Member:

Previous - Executive membership is granted to each member of the current Executive. The fee for Executive membership will be waived as recognition of their contribution to Cheer Manitoba. Each Executive member is entitled to one vote on all matters at member meetings except the President who will vote only in the event of a tie.

Proposed change - Executive membership is granted to each member of the current Executive. The fee for Executive membership will be waived as recognition of their contribution to Cheer Manitoba. Each Executive member is entitled to one vote on all matters at member meetings with the exception of the AGM to which the executive is unable to vote if they are associated with a current club or team by means of gym owner, coach, athlete, director, parent of an athlete, advisor or team member. The President will vote only in the event of a tie.

Motioned by – Vision Cheer Company

Seconded by – Hailey Verburg

Did not receive 2/3 votes – motion declined

Vision Cheer Company declined to bring forth second motion.

Vision Cheer Company declined to bring forth third motion.

Vision Cheer Company declined to bring forth fourth motion.

15. Election of New Directors

President - Melissa Skrabek-Senécal

Vice President – Jen Mathieson – voted in

Treasure – Caroline Muth – Voted in

Secretary - Karen Hansen

Coaching Director – Ryan Daun – Voted in

Judging Director – Serena Stuart

Director at Large- Laura Pott

Director at Large- Danessa Picard

Director at Large- Brandy Cameron

Director at Large- Jolene Chuhai – voted in

Director at Large- Amanda Kuz – voted in

Director at Large- Mariel Barrett – voted in

16. Adjournment: Meeting adjourned 8:52pm. Motioned by Natalie Batkis

AGM Report 2024

Judging Director

Serena Stuart

This has been my second season in the role of Judging Director with Cheer Manitoba and I wanted to thank all those that assisted in my learning and held space for me to navigate new situations.

Cheer Canada Train the Trainers

On September 28th, 2023 Cheer Canada hosted a virtual *Train the Trainers* workshop. Kelly Chin, Kathryn Smith, Stephanie Meilleur, Danessa Picard and myself completed the training. A virtual recording was also provided.

Cheer Manitoba Judges Training

On November 18th, 2023 Cheer Manitoba hosted an in person training with the virtual facilitator Corey Skipper from Nova Scotia at Sport Manitoba. 14 people registered, 13 attended and 1 completed virtually after the fact. 3 new judges started working with Cheer Manitoba this season. Virtual training

videos were sent out to judges for additional practice. Feedback received via a survey after the training was largely positive.

Score-Core

This season Cheer Manitoba utilized Score-Core (the electronic scoring system) for the second season. The system was used and streamlined the judging process by allowing comments to be typed. Although this system was a positive change, it was not without issue. Tabulation errors and internet access at venues created difficult barriers that were navigated on competition days, despite prior troubleshooting, however this occurred less than last season. Overall, the system was working smoothly at the end of the season. This also saved an immense amount of paper! It was discussed that obtaining laptops for judges to use at competitions could be helpful, but this was not actioned this season.

Competitions

Throughout the Cheer Manitoba Competition season, I was responsible for scheduling judges, preparing score sheets & script sheets, as well as overseeing the judging panel and handling appeals at Cheer Manitoba sanctioned events. Due to a lack of communication from Cheer Canada, national judging certifications were late this year and limited information about testing was made available.

Due to lack of trained safety judges in Manitoba, a safety judge had to be physically or virtually brought in for each competition. Requests to Cheer Canada and IASF to assist with future training were not fruitful. There was also some uncertainty surrounding the cost of bringing in a legalities official that is not local. The Judging policy was updated to make the expectation more clear for future events.

Cheer Manitoba

I attended monthly board meetings and assisted with duties as needed including policy and bylaw reviews and case managing complaints. The Judging policy was updated this season in hopes to fill any current gaps and amend the procedures to include the changes that come along with using Score-Core.

PRESIDENT'S REPORT

The 2023-2024 season proved again to be another historical season for *Cheer Manitoba*! Some major highlights include, but are not limited to, increased membership to *Cheer Manitoba*, increased exposure of our sport, historical funding cycles from *Sport Manitoba*, and an increase in athlete participation at major year-end international events.

I wanted to take some time to thank everyone who helped bring our initiatives to life and helped us work through our three-year strategic plan which ends at the end of the AGM this year. Of note, *Cheer Manitoba* was successful in acquiring a substantial amount of funding from *Sport Manitoba* to cover the cost of hiring an independent company to create the next strategic plan in consultation with all *Cheer Manitoba* stakeholders to set a path for the continued evolution of our sport.

It only seems fitting to review some of the major milestones that the *Cheer Manitoba* board of directors (BOD) was able to achieve through the course of its three-year strategic plan. The plan is separated into three main pillars: ***Growth and Stability, Training and Education*** and ***Sport Organization Compliance***.

Pillar One: Growth and Stability

Initiative One: Hiring of an Executive Director

To help in the long-term development of our sport, the executive director role is a paid position that assists in the delegation of daily operations and reduces the workload of a volunteer board while increasing accountability for the organization.

We were successful in achieving this goal with the hiring of Elizabeth (Liz) Truman. She has been working tirelessly to help us reach and achieve our goals and simultaneously helping to decrease some of the workload for the volunteer BOD. The addition of Liz to the team was extremely beneficial as she already has a strong understanding of the inner workings of *Sport Manitoba* and has assisted in many grant and funding requests. She has also assisted in fine-tuning our integrated funding frameworks with *Sport Manitoba*. Liz splits her time with another Provincial Sports Organization (PSO), Judo Manitoba, and she is hired to only work 5 hours a week within our organization. She is extremely efficient and can complete a multitude of tasks within the workweek. She has taken on the main administrative role in Sport Lomo which is a huge undertaking and we appreciate it so much!

Initiative two: Financial stability

As many goals and desired outcomes rely on a financially stable organization, ensuring steadily increasing annual funds is central to the growth and stability of our sport.

Cheer Manitoba is now in a position where we are financially stable, and we can create a separate legal/rainy day fund to help build on future potential opportunities or needs. (All while remaining compliant with NFP laws and regulations.) We continue to complete audits yearly and are committed to maintaining clear, accountable financial information. Certain policies, such as the financial management policy, were created to ensure fiscal transparency. Monthly reports are created and presented by the treasurer directly from our accounting systems. These are reconciled with the bank statements from our

bank, *Assiniboine Credit Union*. We have also purchased an updated version of our accounting software to help facilitate some of the management of this ever-growing role within the board of directors and to allow for greater detail in our accounting practices. We also continue to advocate and follow up with the courts in terms of the restitution from the fraud case involving our organization. This is ongoing and it may be many years before all money owing has been returned to *Cheer Manitoba*.

Initiative Three: Sector-Specific Growth

As we have different sectors in several streams in our support that have varying priorities, and because needs at times can differ, sector-specific goal planning is important.

As mentioned, we have seen an increase across the board in all categories of stakeholders. Growth within the scholastic sector has been slower however we continue to work diligently to increase interest in this stream and this initiative will be reflected in the new strategic plan. Certain items mentioned in the previous strategic plan, such as recognition through *The Manitoba High School Athletics Association*, have proven to be nearly impossible given the parameters they have implemented. (A sport must be in all regions of the province.) We will continue to work within our organization to increase the pool of scholastic athletes and coaches in Manitoba.

Through the sport initiation funds we received through *Sport Manitoba*, we have been able to promote various other streams including working with the *University of Manitoba's Mini U* program and working with other organizations via *Sport Manitoba* such as *Sport en Français*, *Manitoba Aboriginal Sports & Recreation Council*, and working with other advocacy groups such as *The Winnipeg Newcomer Sport Academy*. By working with these organizations, we have been able to bring more exposure to our sport and have seen new athletes take part in cheerleading. Many are young people who may not have had the opportunity otherwise.

In the current strategic plan, we have placed a focus on *Safe Sport*. This subsection of sport will have a much larger focus in the new strategic plan. Through the direction from *Sport Manitoba*, *Sport Canada*, and various other high-level organizations, it is mandated that an entire pillar be dedicated to *Safe Sport*. *Cheer Manitoba* completed a *Safe Sport* audit, which was initiated and required by *Sport Manitoba* during the last strategic plan, and we are happy to report that we were one of the top-rated sports in terms of complying with the *Safe Sport* requirements. There are still opportunities for growth in this area and we are currently engaging with *Coaching Manitoba* on some new and exciting seminars and education sessions for all stakeholders.

Pillar two: Training and Education

Initiative One: Coach Development

Opportunities to learn and grow are paramount to the success, growth, and safety of our sport. Providing opportunities for coaches to develop sport knowledge, leadership skills, and overall enhanced skills is a critical focus.

Coaching development has been a major focus for the BOD and a lot of development has happened in this in this area since the implementation of the strategic plan. *Cheer Manitoba* was ahead of the curve in terms of coaching requirements for both *Cheer Canada* as well as *Sport Manitoba*. We implemented various initiatives well before the mandatory dates set out by both of these organizations. By completing these requirements, we will be receiving a funding increase from *Sport Manitoba* two years in advance of the mandate! *Sport Manitoba* was very impressed with our successes in this area which has resulted in our increased funding! Please note that many of the training sessions and classes that we made mandatory for our coaches in our sport are now mandatory across all PSOs within this province.

Our ability to recruit and retain coaches continues to be a threat to our sport here in Manitoba. This will remain an area of opportunity for *Cheer Manitoba* to continue to build on. We have strived to create coaching development training courses and opportunities to reach out to train more coaches. With assistance from *Sport Manitoba*, we have purchased a coaching program from Quebec which we have offered to coaches and will be offering again. Our goal is to provide training sessions outside of the city of Winnipeg in rural locations, such as Portage la Prairie, in an attempt to grow our sport in different markets. We facilitated a coach education seminar again this year through the support of *Sport Manitoba*. This is a training session we will run again to help support our coaches and will be a focus within the new strategic plan.

As we continue to strive to obtain increased funding for our performance pathway development plans from *Sport Manitoba*, we will work with *Cheer Canada* and *Coaching Manitoba* for the implementation of various other coaching sectors within the *National Coaching Certification Program (NCCP)* such as learning facilitator, coach developer and master coach evaluator to further strengthen the skill sets of our coaching pool.

Initiative Two: Athlete Training

Increase opportunities to learn, grow, and build skills from various coaches and sports leaders. Contribute to greater overall success and achievements for athletes ensuring opportunities are available to everyone regardless of stream and sector and ensuring everyone has the opportunity to thrive within the sport.

Some of the items under this initiative are ongoing and will be brought into the new strategic plan. As we are seeing an increase in funding from *Sport Manitoba* each year, a significant proportion of the funding has been requested within the performance pathway avenues of the long-term development plan to include a large focus on athlete training. *Cheer Manitoba* is committed to working with the performance path and partnership manager at *Sport Manitoba* to create a high-performance training plan for *Cheer Manitoba* for all those athletes within the performance pathway avenues. Work on this has already started and is dependent on the amount of funding that we will be granted for the upcoming cycle. At this time, we continue to share all the various funding opportunities that do exist for athletes through

the *Sport Manitoba* pathways and are continuously advocating for increased funding for our athletes specifically for athlete development.

The plan, again pending funding, is to focus on this initiative in the new strategic plan to offer athlete training for all those who are interested, regardless of what stream or sector of cheer they are participating in. This will be the new focus of the high-performance committee as we are currently pausing the competitive Team Manitoba training until a clear pathway has been distinguished from *Cheer Canada*. We are passionate about providing ALL athletes with opportunities for growth and development.

Initiative Three: Sport Education

Overall awareness of our sport across Manitoba is often overshadowed by stigma which impacts the understanding of our sport structure, streams that are available to athletes, and the rules. Sport education will benefit all streams and programs which will increase overall membership.

Cheer Manitoba has taken an active role within the *Sport Manitoba* community and, as a result, has become very well known within the PSOs and administrative staff at *Sport Manitoba*. We continue to volunteer for numerous community events to help market our great sport and continue to see a positive response in all community events that we have participated in. We would also like to take this time to thank all of those who volunteered and supported *Cheer Manitoba* at these important promotional events. Without volunteer coaches, athletes, and families, we would not be able to promote our sport this way. Thank you!

Over the past few years, we have put a lot of focus on our social media presence to help bring increased awareness across all sectors. We have seen consistent growth across all social media platforms and in our website traffic. As a result of these marketing initiatives, we have seen an increase in membership.

We continue to network and work with other cheer PTSOs within the country and have begun to have more regular communications with *Cheer Canada*. We have BOD members who attend monthly meetings with all the PTSOs within *Cheer Canada*, and the PTSO members also meet independently either formally or informally via zoom, through emails, or by phone to discuss ways of advancing the sport within this country and on the international stage.

Cheer Manitoba has dedicated countless hours collaborating with *Sport Manitoba* to raise awareness about the incredible potential of our sport and its future growth opportunities. We consistently receive praise from all levels at *Sport Manitoba*, including sport development officers, high-performance directors, finance officers, governance officials, the head of Coaching Manitoba, and the CEO of *Sport Manitoba*. Everyone is impressed by our significant growth and unwavering commitment to sport development and governance.

Imitative Four: Officiating

Ensure proper systems, tools, education, and requirements around judging, scoring, rules, division levels, and event requirements are in place. This is critical to increase opportunities, consistency, accountability and growth within our competitive stream which accounts for the majority of our membership.

This was one of the most challenging initiatives to work on through the course of this strategic plan due to multiple factors. One of the major issues that held back judges' training and development was that *Cheer Canada* was unable to provide education training opportunities for close to 18 months due to a multitude of factors within their organization. However, during the most current season, there were some local and interprovincial training opportunities that several judges were able to participate in. Nonetheless, we continue to have an overall lack of judges within the province. We are actively trying to recruit more judges within all roles and all scorecards. A large portion of the funding that we are requesting from *Sport Manitoba* is to help with the training of current judges. Those who desire to take training immediately receive funding from *Coaching Manitoba*, independent of *Cheer Manitoba* funds.

Cheer Manitoba has successfully applied for and received multiple grants from *Sport Manitoba*. These funds have enabled us to bring in various judges for training purposes, such as shadowing, and to address role shortages, particularly the position of legalities judge, which is lacking not only in Manitoba but throughout Canada.

One of the major advancements that we were able to make throughout the last few years was the implementation of an online judging system and we continue to work with the developers to improve this system at each event. The feedback we have received is that it makes the judging process easier and allows for quicker tabulations. As previously stated, a large percentage of funding that we have requested from *Sport Manitoba* was to help increase our judging officiating pools in terms of overall judges within Manitoba (across all scorecards) and to increase the overall amount of judges that we have at national and international events.

Pillar Three: Sport Organization and Compliance

Imitative One: Governance

Success depends on BOD members and the members understanding the organization's purpose, requirements, and roles while ensuring the board is well-structured and capable of learning which helps maintain accountability. Advocacy, leadership, communication, and growth are essential and need to be supported by the board's structure and learning capacity.

When the strategic plan was initially drafted, *Cheer Manitoba* faced several funding requirements related to governance and sport policies. We have since met all these funding criteria, and the additional funding we are requesting is a testament to the hard work and dedication of our (BOD) in advancing the sport within the *Sport Manitoba* system.

The creation and subsequent update of the strategic plan showcase *Cheer Manitoba's* ability to adhere to the framework established by *Sport Manitoba*. Janet McMahon, the President and CEO of *Sport Manitoba*, has delivered several presentations on the requirements and responsibilities of a BOD within their system. Multiple iterations of our BOD have benefited from free online sports governance training sessions funded by *Sport Manitoba*.

Our organization meets with *Sport Manitoba* at least once a month to review our requirements and progress, as well as to explore new opportunities. Our sport development officer frequently shares how impressed *Sport Manitoba* is with *Cheer Manitoba's* forward momentum. He has even brought *Sport Manitoba* staff to our provincial championships to gain a better appreciation for the sport.

We have established an onboarding process and documentation for new board members, which includes criminal record checks and child abuse checks to ensure proper volunteer screening. This process is overseen by our executive director, Elizabeth Truman. The BOD meets in-person at least once a month at *Sport Manitoba*, and communication between the president and the executive director occurs daily. All BOD meetings are scheduled a year in advance and are open to all members. For questions about attendance, please contact Liz.

As mentioned, *Cheer Manitoba* has experienced significant growth and development since the implementation of our three-year strategic plan in 2021. I would like to personally thank Heather McCance, Mallory Mitchell, and Hettie Proulx for their dedication and collaboration in creating this plan with me three years ago. I also want to extend my gratitude to all board members, coaches, judges, athletes, parents, school officials, and stakeholders for helping us achieve our collective goals. Our accomplishments have been substantial and have distinguished us among our funding partners.

I am very excited about the creation of the new strategic plan. Thanks to significant funding from *Sport Manitoba*, we can hire an external strategic planner, *Mosaic Engagement*, who works with many PSOs in Manitoba as well as NSOs and PTSOs across Canada. Stay tuned for more on this exciting journey, which will begin in September!

Melissa Skrabek-Senecal
Cheer Manitoba President

Coaches report from 2023-2024 season

Duties of the coaching director:

Keeping track of requirements for coaches to be in good standing with cheer Canada and cheer Manitoba. Running the coaches training sessions and communicating with new coaches/ schools.

Statistics:

72 coaches registered under Cheer Manitoba

4 all star programs

6 scholastic teams

29 coaches credentialed

Level 1 course done Oct 14, 2023

Level 1 and 2 courses refined and scheduled for August 17th.

Thanks,
Ryan Daun

AGM Report 2024 - Social Media and Website Report

Cheer Manitoba's marketing initiatives serve several key purposes. Firstly, they disseminate important organizational information to our stakeholders. Secondly, they promote our clubs, schools, and the sport overall, aiming to raise awareness and boost membership.

Here are some of the ways we accomplished those initiatives:

- We had in-person social media coverage at all Cheer Manitoba-sanctioned events and even at some national and international events like ICU Worlds and Cheerleading Worlds. (This included a live stream of Team Canada's performance at ICU Worlds on our Instagram account.)
- Cheer Manitoba worked with the local media to help highlight achievement in our sport. This included an [article by the CBC](#) about the Manitoba teams competing at The Summit and Youth Summit. 103.1 Virgin Radio was at Sport Manitoba Game Day and provided coverage including at Cheer Manitoba's station.
- We love sharing what clubs and schools are working on and we love being tagged in content. Whenever possible, and when appropriate, we are happy to share your great news! When one person shines, we all shine.
- The Cheer Manitoba website was updated continuously throughout the season to ensure members could easily find information they needed on various matters such as events, sanctioning, credentialing/training, bylaws/policies updates, and judging. This information was also shared on our social media channels.
- Cheer Manitoba attended the Sport Manitoba Game Day for the second year in a row and had members taking pictures and videos for social media content - including Ace Burpee flying with our enthusiastic athletes.

Website Analytics

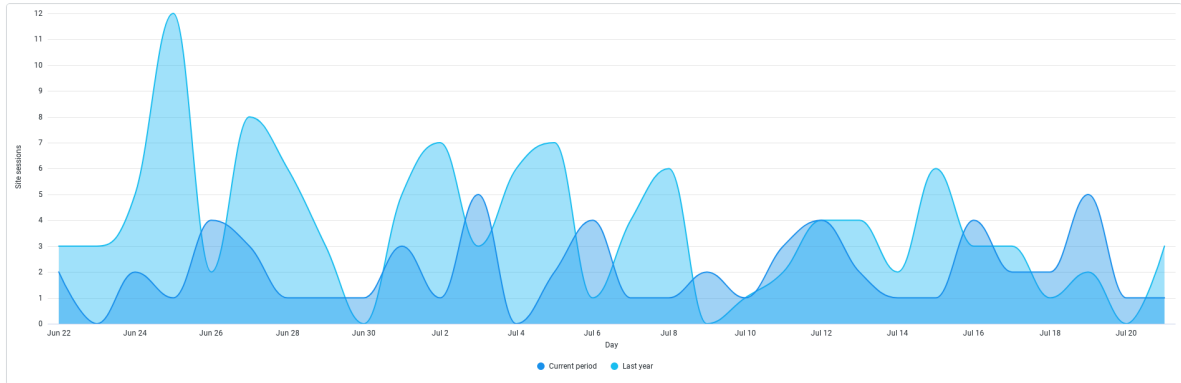
There weren't a lot of changes to the Cheer Manitoba website this year other than annual updates. Here are a few notable statistics:

- Over the last year, the Cheer Manitoba website had 13% returning visitors vs 87% new visitors suggesting that we are seeing increased interest in the sport which is exciting news!
- Over the past year, most of our traffic came from Google (840 unique visitors), followed by direct search (1242 unique visitors), Facebook (230 unique visitors) and Instagram (176 unique visitors). Twenty-one unique visitors came from the Sport Manitoba website.

- The Cheer Manitoba website traffic decreased slightly from the previous year as seen in the chart below.

Traffic Over Time

Select a time period is in the last 30 days Compare to is Last year Group by is Day Select a measure is Site sessions Exclude bots is Yes



Generated by Looker on July 21, 2024 at 11:45 PM UTC

Social Media Analytics

Cheer Manitoba compared its social media numbers from last year. There were areas of improvement and areas to work on.

Terms for reference

Reach: Reach is the total number of people who see your content.

Page visits: Page views are the number of times a page's profile has been viewed by people.

Facebook reach **increased** by 35.2%

Instagram reach **increased** by 9.1%

Facebook page visits **decreased** by 61%

Instagram page visits **decreased** by 14%

Closing Remarks

It remains a joy to work with Cheer Manitoba and witness the remarkable achievements and growing interest in our sport. Cheer in Manitoba has made significant strides since my family became involved over a decade ago. Our recent analytics review has identified areas for improvement, presenting opportunities for Cheer Manitoba to enhance its social media presence and further our growth. The future of cheerleading in Manitoba is bright and I'm happy I could be a small part of it this year.

Respectfully submitted,
Natalie Batkis
Social Media and Website Coordinator