



2025 Skate Canada AGM Standing Committee Report

Standing Committee Name: Membership Committee

Committee Chair and Members:

- Joni McPhail – Chair
- Debra Armstrong (CEO) (required participant)
- Andrea Derby
- Gregor MacLean
- Shawn Winter
- Brenda Hart
- Patrick Roch
- Hilary Quick
- Pat te Boekhorst
- Mary Liz Wiley

Committee Mandate Summary:

- Develops membership-related policies (for Board approval) to guide executive management in designing and delivering programs and services.
- Oversees the implementation of membership goals and strategy to ensure alignment with the organization's mission.
- Ensures programs and services enhance the overall value and experience of membership.
- Clarifies and supports the communication and fulfillment of member roles and responsibilities in relation to organizational objectives.
- Identifies, monitors, and updates risks relevant to the Committee's work, including program delivery and member engagement.
- Collaborates with Sections and the Sections Coordinating Committee to maintain strong member relationships and monitor outcomes.
- Monitors programs at a macro level through established mechanisms to ensure consistent quality across the organization.



Committee Report:

The Membership Policy Committee is dedicated to listening to Skate Canada members and committee representatives from across the country. The Committee met six times via video conference call, with each meeting including standing agenda items that provided valuable information and feedback for discussion.

In addition to topical items, the agenda included standing items for continuity, such as:

- A report from Andrea Derby, the Chair of the Sections Coordinating Committee (SCC)
- A report from the National Service Centre (NSC)

The Membership Committee continues to explore compliance and accountability for Skate Canada's membership goals and strategy. This year, the emphasis is on identifying gaps, ensuring consistency, and initiating key process improvements to support long-term member engagement and organizational integrity.

In 2024–25, the Committee:

Explored Consistency in the Code of Ethics and Conduct

The Committee focused on identifying inconsistencies and concerns about how the Code of Conduct and Ethics is interpreted and applied. A key area of concern was coaches' accountability to self-monitor their "In Good Standing" status, prompting discussion on the need for clearer oversight and accountability mechanisms.

Began Work on Tracking Membership Trends

While a full analysis of participation and retention trends was not completed, the Committee discussed developing methods and key indicators to better track and understand trends among athletes and coaches. This foundational work may guide future efforts in data-informed planning and support.

Identified Need for Enhanced Collaboration with Coaches Committee

Discussions underscored the need for closer collaboration with the Coaches Committee, particularly to track coaching progression and retention—especially at higher levels. A stronger development model is needed to support coach and athlete growth and ensure sustainability within the coaching and athlete pathway.

Addressed Inconsistencies in Participant Reporting

Concerns were raised regarding inconsistencies in reporting participant numbers across sections and programs. The Committee identified the need for a more transparent process and guidelines to support more reliable and consistent reporting year over year.



Continued Governance Responsibilities

As in previous years, the Committee continued to monitor risks relevant to its scope. Coordination with the Sections Coordinating Committee also remained a priority to ensure alignment in communication and relationships with members.

The Committee remains focused on building a more transparent and cohesive membership framework and laying the groundwork for stronger data and development strategies in the years ahead.

Conclusion:

The work of the Membership Policy Committee is invigorating. The Committee is a collective of people from across the country, each bringing a unique perspective and contributing to fulsome discussions to serve the membership better. I would like to thank my committee members for their continued contribution, support, and meaningful engagement this past year. I must also thank the National Service Centre staff who were tremendously supportive – Debra Armstrong, Jeff Partrick, and Kathie Cloutier.

Joni McPhail
Membership Committee Chair