



FIELD HOCKEY ONTARIO

Box# 80030
Appleby Line, Burlington, ON
L7L 6B1

tel: 1 (877) 605-0855
info@fieldhockeyontario.com

Field Hockey Ontario Board of Directors Expression of Interest Package

Section 1: General Information

Full Name: Erin Craig

Hometown: Oakville

Please check one: **Affiliated with a Club** **Non-Affiliate**

If Affiliated with a Club, please list it here:

of Years Involved in Field Hockey: 7

I have served on FHO's Board before: **YES** **NO**

If yes to above, please list years and role: Director at large 2019 - 2021

I am a current FHO Member (2021-22): **YES** **NO**

Please list your FHO Number (found on Power-Up): 1240641

Nominated By: Suzanne Robertson, Non-Affiliate FHO# 1342693C

*Note: Nominators/Seconders must be current FHO Members - (Name & Club/Non-Affiliate & FHO Number)

Seconded by: Edwin Fernandes, GoA Reds FHO#1354244

*Note: Nominators/Seconders must be current FHO Members - (Name & Club/Non-Affiliate & FHO Number)





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Section 2: Board Position

The following positions are up for election in 2021:

1. Secretary – 2 Year Term (1 Position)
2. Treasurer – 3 Year Term (1 Position)
3. Director-at-Large – 2 Year Term (2 Positions)
4. Director-at-Large – 3 Year Term (2 Positions)

I am interested in serving on the FHO Board of Directors in the following position
(Please include term length):

Director-at-Large, 3 year term

Section 3: Questions

In 100 words or less, please provide background on your current or prior professional experience relevant to being on the Board of Directors.

I have served on the FHO Board for the last two years where my primary focus was ensuring policies and procedures were updated and accurate. In addition, I have met with several clubs to gain a better understanding of how FHO can better serve the community and have worked to build relationships with as many member clubs as possible. I would like to continue this work which is essential to growing the sport of field hockey in the province.

I am a Professor of Marketing and Advertising at Sheridan College where I have spent the last 20 years trying to make a positive impact on the academic lives and careers of thousands of students. My student approval and satisfaction rating is consistently above 95% (based on student survey results).



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In 100 words or less, please provide background on any previous Board and/or committee experience.

Club Support Committee: 2021

- **Developed Club Report Card**
- **Assisted Participation Committee in developing new Membership structure**

River Valley School, Calgary, AB. President Parent Association 2012 – 2013

- **Responsible for developing fundraising calendar and organizing school events and fairs, organized “Rocks and Rings” program**

Wheatley Montessori School Board of Directors, Secretary 2009 – 2012

- **Provided strategic guidance and goal setting for school, managed school marketing and promotional activity**

Wheatley Montessori School, President, Parent Guild 2007 – 2012

- **Responsible for fundraising initiatives – achieved \$25,000/year fundraising goal in a school of 175 students**

In 100 words or less, please provide background on any relevant Field Hockey or other sport industry experience.

I have never played field hockey and frankly, would be the worst player on the field if I ever attempted to play. I am however, a very good cheering section and supportive fan. My sports of choice are canoeing, kayaking and hiking with my dog.

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Please list your skills and competencies related to field hockey or sport. (i.e. Knowledge of member structure within field hockey clubs and FHO, community level field hockey in Ontario, coaching or officiating requirements, volunteer sport-based organizations, Long Term Athlete Development (LTAD), high performance athlete development, etc.).

- **Sport for Life – Not for Profit Governance Course - completed**
- **Respect in Sport – completed**
- **Foundations of Equitable Practice Course, Sheridan College - completed**

Please list your skills and competencies related to your business or professional background. (i.e. Specific industry experience, not-for-profit governance, strategic planning, risk management, accounting/financial analysis, previous board/committee experience etc.).

- **2 years on FHO Board of Directors**
- **20 years experience, Marketing and Advertising Communications**
- **Sport for Life – Not for Profit Governance Course - completed**
- **Development of FHO Strategic Plan 2021-2026**
- **Development of Communication Plans, Marketing Plans and Advertising Plans**

Using the 2021-2026 Strategic Plan (and the 5-year targets for success), please outline what you see as being the FHO Board's top 3 priorities over the length of your term and how might you contribute to the achievement of these targets?

1. **Grow membership through increased playing opportunities for all levels. My goal is to double the size of the FHO membership in the next two years. This can be accomplished by working closely with clubs to develop playing opportunities in each region.**
2. **Build strong relationships with member clubs through improved communication, committee work and presence at club events. This work has started and needs to continue if we are to build a culture of trust and integrity within FHO.**



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- 3. Increase number of facilities in province by establishing regional training centres/partnerships. We need to secure more facilities – both indoor and out – across the province in order to continue to grow the sport. This will be accomplished by working closely with governments (school boards etc.) in each region and continuing to provide education and awareness about the sport.**

Section 4: Declarations

- I hereby confirm that all information submitted in this package is accurate and correct.
- I also confirm that I comply with all the requirements for a Board of Director member and the additional requirements of a Secretary or Treasurer (if apply for one of these positions).
- I understand that the first meeting of the Board of Directors will be on **Monday, December 6, 2021**, and that I must be in attendance.
- I understand that FHO Board members are expected to participate in a two hour Zoom meeting approx. every 6 weeks and devote one hour to preparation for these meetings.
- I understand that two of the year's Board meetings are to be held in-person/face to face.
- I understand that portfolio designations for Directors are reviewed at the start of each year after the AGM and that each portfolio includes committee work. To date these committees are Club Support, Coaching and Officiating, Facilities, High Performance, Participation, Membership, and Grants.



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I understand that I must complete the Sport for Life Effective Board Governance course within one month of the AGM should I be voted in as a member of the FHO Board.

I understand that I must complete a Police Background Check through Sterling Backcheck should I be voted in as a member of the FHO Board.

Signed: Erin Craig Date: November 2, 2021

