



**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:** ASHLEY MCCONNELL

**Hometown:** CALEDON EAST

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

**If Affiliated with a Club, please list it here:** Halton

**# of Years Involved in Field Hockey:** 20+

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

**If yes to above, please list years and role:** \_\_\_\_\_

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

**Please list your FHO Number (found on Power-Up):** 165592

**Nominated By:** Sara Restani – Halton Field Hockey Club - #365130

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

**Seconded by:** Ray Lewis, Goderich FHC

\*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 (either 2 or 3 year)

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## **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 am currently Vice President of Operations for an IT company. Within this role I am responsible for HR, Finance, Marketing, Legal contracts, project management, training, Health and Safety as well as the daily management of staffing and operational needs. I have a PhD in change management with a specific focus on stakeholder engagement and communication.



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

I have sat on a Board of Directors in Northern Ireland to obtain funding for a large-scale community project. Within this role I was the secretary. I was also actively involved in researching and preparing funding applications. Currently I am a board member for Women In Action Board (Connex FM) which seeks to raise funds and the profile of women within the facilities management sector. I am an IT supplier representative for the Canadian Council for Connex FM. I am a Participation Committee member for FHO.

I was a hockey club committee member for many years as match secretary, club development officer, media officer and Chairperson (sometimes multiple roles at one time).

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

From the age of 13 in Northern Ireland, I was playing and fundraising for my local hockey club. So naturally when I was old enough to be on their committee I held multiple positions, match secretary, club development officer, media officer and chairperson. I helped to grow the club, secure funding for a new Astro turf playing surface, develop coaching development plans, write press releases, design and manage the club website as well as design and source club kits. I have played and coached at a local level, as well as coached and umpired at a provincial level. I also helped to produce a video for Ulster Hockey to recruit umpires.



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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.).

- **Grassroots to High Performance involvement in Northern Ireland – transferable knowledge to Ontario**
- **Understanding of Governing Body and relationships with field hockey clubs and community level hockey**
- **Involved in officiating for FHO and Ulster Hockey (Northern Ireland)**
- **Committee experience within FHO and its structure**

**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.).

- **Operations – financial, project management, risk management, reviewing people and process as well as financial management**
- **Previous Board/Committee experience – FHO, Industry, Field Hockey, Community**
- **Research and Presentation of findings**
- **Communication and Stakeholder Engagement**





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**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. Marketing and Communication** – Promote the sport of field hockey. This is the pillar for reaching out to increase participation (players, volunteers, coaches, umpires etc.), improve club support and recognize the achievements from grassroots to high performance. I have experience of stakeholder engagement, marketing and communication/press release writing.
- 2. Growth and participation** – this is achieved through a joint approach with clubs, schools, colleges, universities. I have experience and recognize the importance of grassroots as well as high performance. To support high performance there needs to be a steady stream of player development from a grassroots level. I have been involved in some capacity at each of these levels and understand the player pathway. I am aware that obstacles may prevent this player pathway, so identifying these and helping to overcome them is important for sustaining grassroots and high-performance participation.
- 3. Readiness for growth** – ensuring that each pillar of focus (club support, coaching and officiating, facilities, high performance and participation) is set up for success. Through a review of people and processes, supporting technology and having governance and financial reporting in place. My current employment has focused on each of these areas and enabled us to grow within 2 years.





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#### **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.
- 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:           *A. McConnell*          

Date:           6th November 2021          

