# **GCBA Website Review & Enhancement Report**

### **Optimizing User Experience, Interface, Website Content for a Stronger Digital Presence**

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**Date:** March 10, 2025

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# **Introduction**

As part of my evaluation of the Gloucester-Cumberland Basketball Association (GCBA) website, I analyzed **16 distinct pages** covering key aspects of the organization, including **programs, tournaments, volunteer opportunities, and resources**. These pages serve as **essential touchpoints** for users—players, parents, volunteers, and coaches—seeking information and engagement with the GCBA community.

To enhance the website’s **user experience (UX), user interface (UI), and copywriting**, I conducted a **comprehensive review**, assessing the **clarity, structure, and effectiveness** of each page. Leveraging **AI-driven insights** and industry best practices in **UX/UI design and content strategy**, I refined the copywriting to ensure it is **clear, engaging, and action-oriented**.

Additionally, I **redesigned and prototyped new page structures**, optimizing readability, accessibility, and navigation to create a more **seamless and user-friendly experience**.

## **Next Steps & Deliverables**

This report outlines the **key improvements** and provides a **strategic roadmap** for optimizing the GCBA website to better serve its community and reinforce its mission. The deliverables include:

* **Comprehensive list of UX, UI, and copywriting improvements** implemented across the website.
* **Screenshots of newly proposed webpage models** for review and approval.
* **A temporary website deployment** showcasing model pages **A, B, C, and D**, allowing for live testing and feedback.
* **Temporary Website Link:** [Insert Link Here]

These updates are designed to create a **more intuitive, engaging, and professional online experience** for all GCBA members and visitors. I look forward to **feedback and collaboration** to finalize these enhancements before full implementation.

# **Website Pages Overview**

The GCBA website has a strong foundation, but improvements in **clarity, consistency, and user experience** will enhance engagement. Strengthening **calls to action, readability, and structure** will make navigation more intuitive and user-friendly.

## **Home Page**

**Purpose:**

* Introduces **GCBA** and its mission: **"Building Character Through Sport."**
* Highlights available basketball programs with quick-access details.
* Encourages engagement through volunteer opportunities and social media links.

**Improvements:**

* **Clearer Program Descriptions** – Use concise, engaging language for better readability.
* **Stronger Calls to Action (CTAs)** – Improve buttons with action-driven text (e.g., See More, Learn More, Register).
* **Enhanced Readability & Scannability** – Structure content into well-defined sections for easy navigation.

## **Programs Pages**

**Purpose:**

* Provides detailed descriptions of available basketball programs across age groups.
* Enables users to **register** or **learn more** about specific programs.

**Improvements:**

* **Standardized Formatting** – Ensure each program follows a uniform structure (age group, description, dates, location, fees).
* **More Engaging CTAs** – Use clear, action-oriented buttons (e.g., Register Now, See More).
* **Highlighted Key Details** – Emphasize essential information (dates, fees, locations) for quick reference.

**Programs Covered:**

* **Jr. NBA** (Introductory)
* **House League** (Developmental)
* **Competitive** (Elite Level)
* **Referee Program**
* **Selects** (Advanced Development)
* **Capital Courts Boys** (Elite Partnership)
* **Spring League** (Recreational)
* **Girls’ Park Program** (Intro to Basketball)
* **Summer 3v3** (Pick-Up Games)
* **Summer Training** (Skill Development)
* **Summer Camps** (One-Week Camp)

## **About Us**

**Purpose:**

* Provides an overview of **GCBA’s history** and community impact.
* Reinforces credibility and **volunteer-driven operations**.

**Improvements:**

* **Compelling Storytelling** – Highlight GCBA’s long-standing reputation with real impact stories.
* **Clear Governance Structure** – Define the executive committee and leadership roles.
* **Concise Growth Overview** – Summarize program expansion and community involvement effectively.

## **Tournaments Pages**

**Purpose:**

* Showcases major **annual tournaments** and provides registration details.
* Outlines **tournament history, purpose, and logistics** for players and spectators.

**Improvements:**

* **Standardized Tournament Details** – Use a consistent format (dates, age groups, rules, location).
* **Stronger Branding & Legacy Storytelling** – Emphasize GCBA’s history, particularly the **Mike Suys & Mike O’Connor Tournaments**.
* **Improved CTAs** – Enhance registration and hotel booking links for a seamless experience.

**Tournaments Covered:**

* **Mike O’Connor Memorial Girls’ Tournament**
* **Mike Suys Boys’ Invitational Tournament (MSBI)**

## **Volunteers Page**

**Purpose:**

* Encourages community participation in **GCBA’s volunteer program**.
* Details **roles, requirements, and benefits** for volunteers.

**Improvements:**

* **Clear Breakdown of Volunteer Credits & Process** – Ensure transparency in credit allocation.
* **Simplified Steps for Returning & New Volunteers** – Reduce friction in the sign-up process.
* **More Inviting Tone** – Emphasize the **impact of volunteering** on the community.

## **Policies & Forms Page**

**Purpose:**

* Provides essential **policies, procedures, and forms** for participants, coaches, and volunteers.

**Improvements:**

* **Organized Documents into Clear Categories** – Group policies logically (e.g., Fair Play Policy, House League Conventions, Forms).
* **Ensured Easy Access to Forms** – Proper labeling and links for quick downloads.

## **Executive & Directors Page**

**Purpose:**

* Lists **GCBA’s executive team, directors, and administrative staff**.
* Provides **contact details** for key personnel.

**Improvements:**

* **Standardized Name, Title & Email Format** – Enhance readability and consistency.
* **Removed Redundant Descriptions** – Keep bios and role explanations succinct.

## **Annual General Meeting (AGM) Page**

**Purpose:**

* Details **past and upcoming AGMs**, election processes, and governance updates.
* Encourages members to participate in **decision-making**.

**Improvements:**

* **Bullet-Point Structure for Clarity** – Organize content for easier comprehension (purpose, agenda, procedures).
* **Streamlined Voting Process Explanation** – Simplify the explanation to ensure accessibility for all members.

## **Contact Us Page**

**Purpose:**

* Provides a **contact form, mailing address, and general inquiries email**.
* Ensures accessibility for **players, parents, and volunteers**.

**Improvements:**

* **Simplified Form Fields** – Reduce complexity for a more user-friendly experience.
* **Clearer Contact Instructions** – Guide users based on inquiry type (e.g., volunteering, registration, general questions).

# Key UX, UI, and Copywriting Improvements

As part of the website enhancement process, I refined the copywriting and user experience using **AI-driven insights and industry best practices**. These improvements ensure that the **GCBA website is not only more visually appealing but also more intuitive, compelling, and aligned with the organization’s goals**. Below is a summary of the key improvements made:

## **Improved Clarity & Readability**

* Simplified long and complex sentences for easier comprehension.
* Ensured a logical flow of information, making content more intuitive to read.

## **More Engaging & Impactful Language**

* Used **concise, action-driven language** to enhance user engagement.
* Strengthened calls to action (e.g., “Join our team and help make a difference” instead of “Want to volunteer?”).
* Shifted from **passive voice to active voice** for a more dynamic tone.

## **Enhanced Professionalism & Consistency**

* Standardized formatting, punctuation, and grammar across all sections.
* Applied a **polished, professional, and approachable** writing style.
* Maintained a consistent tone that aligns with GCBA’s brand.

## **Improved Scannability & Structure**

* Introduced **clear headers, bullet points, and well-defined sections** for easier navigation.
* Ensured that **key details (dates, age groups, fees, etc.) stand out** for quick reference.
* Organized programs into **short, compelling descriptions** with links to more information.

## **Stronger Branding & Community Focus**

* Reinforced **GCBA’s mission, values, and community impact** throughout the content.
* Highlighted **volunteer contributions and the organization’s long-standing credibility**.
* Emphasized GCBA’s role in fostering **basketball excellence and community engagement**.

## **More Effective Call-to-Actions (CTAs)**

* Made CTAs **clearer, more inviting, and action-oriented** (e.g., “See More” instead of “Learn More”).
* Ensured that **every program description ends with a clear next step** (e.g., register, learn more, contact).
* Used **stronger engagement language** (e.g., “Follow us on Instagram for updates!”).

# Updated Copywriting for Webpages

This section includes the fully revised copywriting for all website pages. The updates focus on improving clarity, engagement, and consistency across all content while aligning with the organization’s brand voice and objectives. Each page has been carefully restructured to enhance readability, navigation, and overall user experience.

## **Homepage**

**Navigation Menu**

Programs

About Us

Tournaments

Volunteers

Contact Us

Resources

Shop

Register

**Hero section with call to action to register**

**Gloucester Cumberland Basketball Association (GCBA)**

**Building Character Through Sport**

**Our Programs section (with register buttons):**

**Jr. NBA**  
Introductory basketball program designed to teach fundamental skills and foster a love for the game.

**House League**  
Developmental recreational basketball for ages 8 to 18, focusing on skill-building, teamwork, and fun.

**Competitive**  
A high-level basketball program for players aged 8 to 18, offering structured training and competitive play.

**Referee Program**  
Open to individuals aged 12 and above, providing training and officiating opportunities in GCBA leagues.

**Selects**  
Designed for players aged 10 to 18, offering an advanced basketball experience beyond House League.

**Capital Courts Boys**  
An elite high school boys’ competitive basketball partnership program.

**Spring League**  
Ages 9-16. A fun, game-based league designed to keep players engaged after the winter season.

**Girls’ Park Program**  
A welcoming introduction to basketball for girls, promoting fun and skill development.

**Summer 3v3**  
Fast-paced indoor 3 vs 3 pick-up basketball for an exciting summer experience.

**Summer Training**  
Weeknight training sessions in July and August, focused on individual skill development.

**Summer Camps**  
A one-week day camp providing a comprehensive basketball experience for young athletes.

**Who We Are**

The **Gloucester-Cumberland Basketball Association (GCBA)** is a registered **non-profit** recreational sports organization and an **affiliated member of Ontario Basketball**. We provide basketball programs for children **ages 5 to 19**, creating opportunities for skill development, teamwork, and competition in a **community-focused environment**.

Since our establishment in **1981**, we have proudly operated in the **Orleans area**, supported by over **200 dedicated volunteers**.

Learn More

**Want to Volunteer?**

Join our team and help make a difference in the basketball community.  
Learn More

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Programs**

## **Jr. NBA**

**Jr. NBA Program**

Program Overview

Age Group: Boys and girls ages 5-7  
The Jr. NBA is an exciting, introductory basketball program designed for young athletes to have fun, build confidence, and learn fundamental skills in a supportive environment. This co-ed program allows boys and girls to play together, fostering teamwork and sportsmanship.

What Makes Jr. NBA Special?  
✔️ Official NBA-Designed Curriculum – Tailored drills and concepts for young players  
✔️ 12-Week Structured Program – Engaging, progressive 45-minute sessions  
✔️ Expert Coaching – Led by experienced and highly skilled coaches  
✔️ Small Ball Concept – Properly sized equipment for beginner-friendly play  
✔️ Fun & Inclusive – A stress-free way to introduce basketball basics

🔹 Maximum Capacity: 80 players (20 per division)  
📌 *Waitlist available once the program reaches full capacity.*

Program Schedule & Registration

Spring 2025 Session (Saturdays)

📍 Forest Valley Elementary School *(March 8 & 22)*  
📍 Gisèle Lalonde *(March 29 – May 31)*

💰 Fee: $150  
All players must be registered with GCBA to participate.

Session Dates:

March: 8, 22, 29

April: 5, 12, 26

May: 3, 10, 24, 31

Session Breakdown by Age

| Division | Time | Age Group |
| --- | --- | --- |
| Division 1 | 9:00 - 10:00 AM | 5 yrs + younger 6 yrs |
| Division 2 | 10:00 - 11:00 AM | 6 yrs |
| Division 3 | 11:00 - 12:00 PM | Mixed 6-7 yrs |
| Division 4 | 12:00 - 1:00 PM | 7 yrs |

Register Now!

Ready to join the Jr. NBA experience? Spots are limited, so register early!

REGISTER HERE *(Link to registration page)*

📩 Questions? Email us at: [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **House League**

**House League Program**

**Program Overview**

**Age Group:** Boys and Girls **ages 8-18**

The **GCBA Wolverines House League** is a **recreational basketball program** designed for players of **all skill levels**—whether they are **new to the sport** or simply looking for a fun and structured way to play. Each season, over **800 players** join our teams, enjoying **skill development, teamwork, and friendly competition** in a **supportive and inclusive** environment.

**What to Expect in House League?**  
✔️ **Skill Development** – Improve fundamentals while having fun  
✔️ **Teamwork & Sportsmanship** – Learn to work as a team in a positive setting  
✔️ **Balanced Competition** – Play in age-appropriate divisions  
✔️ **Community-Based** – Games and practices are held in Ottawa’s east end

**2024-25 Divisions (Based on Year of Birth)**

| **Division** | **Birth Year** |
| --- | --- |
| **U10** | 2016 / 2015 |
| **U12** | 2014 / 2013 |
| **U14** | 2012 / 2011 |
| **U16** | 2010 / 2009 |
| **U19** | 2008 / 2007 / 2006 |

📌 Players are placed in divisions based on their birth year.

**Season Schedule & Registration**

**Evaluation Period:** September – October  
**House League Season:** Starts the **weekend after Thanksgiving** and runs until **March**

💰 **Fee:** $350  
**All players must be registered with GCBA to participate.**

**Weekly Commitment**

**1 Practice Per Week** (1 hour, Monday – Friday)  
**1 Game Per Week** (1.5 hours, Saturday or Sunday)  
**Location:** Gyms in **Ottawa’s east end** (east of Blair Road into Orléans)

**Frequently Asked Questions (FAQs)**

**🔹 Can anyone try out?  
🔹 What is the time commitment for a House League player?  
🔹 What if my child has a scheduling conflict?  
🔹 How long does the season last?  
🔹 Are parents required to volunteer?  
🔹 Is there a guarantee of playing time?  
🔹 Is financial assistance available?**

**Register Now!**

Ready to join House League? **Spots fill up fast—register today!**

**REGISTER HERE** (Link to registration page)

**Questions?** Email us at: [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

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## **Competitive**

**Competitive Basketball Program**

**Program Overview**

**Age Group:** Boys and Girls **ages 8-18**

The **GCBA Wolverines Competitive Program** is recognized as one of the **top competitive basketball programs** in **Eastern Ontario and beyond**. Our **success** comes from a **strong focus on player development**, skill progression, and team excellence.

**What Makes Us Stand Out?**

✔️ **Top-tier coaching** – Focused on skill enhancement and teamwork  
✔️ **Elite competition** – Play against top teams in Ontario and Quebec  
✔️ **Pathway to success** – Opportunities to compete at provincial levels  
✔️ **Supportive community** – A team-oriented atmosphere that fosters growth

**2024-25 Tryouts Schedule**

**Tryout Weekend #1:** September 6 – 9, 2024  
**Tryout Weekend #2:** September 13 – 16, 2024

**Season Duration:** October – June (varies by age group)

💰 **Tryout Fee:** $30 (Non-refundable)  
\*All players must be registered with GCBA to participate in tryouts.

**League Participation**

📌 **EOBC (Eastern Ontario Basketball League)**

Boys’ and girls’ teams from **U10 (8-9 years old) to U19 (17-18 years old)**

Local league covering **Eastern Ontario and Gatineau**

📌 **OBL (Ontario Basketball League)**

Select teams (usually **U17 and U19**) participate

**Additional travel** required, with games primarily in **Greater Toronto Area**

**Higher costs** and time commitment involved

**Weekly Commitment**

**Two practices per week** (1.5 to 2 hours each)

\*Games scheduled on select evenings & weekends each month

**Practice Locations:** Ottawa East & Orléans (east of Blair Road)

**Tournaments:** Teams travel for games in Ontario & Quebec, plus an **Ontario Cup season finale**

💰 **Team Fees:** Start at approximately **$400** and increase based on travel and tournament participation.  
(OBL teams have significantly higher costs due to travel expenses.)

**Frequently Asked Questions (FAQs)**

**🔹 What is the Competitive GCBA Wolverines Program?  
🔹 Can anyone try out?  
🔹 Can I play high school basketball and Wolverines?  
🔹 Can I play competitive basketball and another competitive sport?  
🔹 What is the commitment from families?  
🔹 What is the tryout process?  
🔹 Is there a guarantee of playing time?  
🔹 Do I need previous competitive basketball experience?  
🔹 Is financial assistance available?**

**Register Now!**

Ready to take your game to the next level? **Join the GCBA Wolverines!**

REGISTER HERE (Link to registration page)

**Questions?** Email us at: [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

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## **Referee Program**

**Referee Program**

**Program Overview**

**Minimum Age Requirement:** **12 years old** (as of December 31st in the current year)

Junior referees play a **crucial role** in the **GCBA House League program**, complementing our coaching efforts and helping players develop their basketball skills.

**All referees must be registered GCBA members.**

**Training follows FIBA rules and officiating standards.**

**Contact:** [referee.gcba@gmail.com](mailto:referee.gcba@gmail.com)

**Applications for the 2024-25 Referee Program are now closed.**  
**Next application window:** **During the 2025-26 GCBA registration process.**

**How to Become a Junior Referee**

1️⃣ **Indicate Interest**  
During the **GCBA Online Registration**, select **“YES”** in the **Player Information** section for Referees.

2️⃣ **Complete Training**

**September Training Sessions** (held annually)

**Receive the "Referee Training & Registration" package** via email in early September.

**How Junior Referees Are Trained & Selected**

**Entry-Level Referees**  
✔️ **5 hours of classroom instruction** led by the Head Referee  
✔️ **Written exam** required before acceptance into the program  
✔️ **Mechanics training session** to introduce real-game scenarios  
✔️ **Hands-on experience** officiating live games—**best way to learn!**

**Second-Year Referees**  
✔️ Receive **5 additional hours of classroom instruction**  
✔️ **Ongoing monitoring** to ensure performance meets program standards  
✔️ **On-court coaching** with **senior referee trainers & mentors**

**Frequently Asked Questions (FAQs)**

**🔹 What level do I start at?  
🔹 Can I move up in the program?  
🔹 What are the different referee levels?**

**🔹 Are referees paid?  
🔹 How do I become a trainer?**

**Register for the Next Session**

**All referees must be registered GCBA members to participate.**

**Applications open for the 2025-26 season during the next GCBA registration period.**

REGISTER HERE (Link to registration page)

**Questions?** Contact: [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

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## **Selects**

**GCBA Selects Program**

**📌 Program Overview**

**Age Groups:** **10 to 18 years** (Divisions U12 to U19)

The **GCBA Selects Program** is designed for players with **advanced basketball skills** and a strong **passion for competition**. It **complements** the GCBA House League by providing **additional development opportunities** for selected athletes.

📌 **Key Highlights:**  
✔️ **High-level training & competition**  
✔️ **Minimal disruptions** to House League commitments  
✔️ **Travel opportunities** within Eastern Ontario & Gatineau

**Contact:** [gcbaselects@gmail.com](mailto:gcbaselects@gmail.com)

**GCBA Selects Mission & Vision**

**Mission**

To **develop and challenge** talented players, providing them with **structured training and competitive experiences** to help them reach their full potential.

**Vision**

To establish **GCBA Selects** as a **premier development program** that nurtures **skilled, confident, and disciplined** athletes who are prepared for **higher levels of competition**.

**Selects Tryout Schedule**

**Key Dates**

📌 **Coach Selection Deadline:** **November 3rd, 2024** (See FAQs for more details)  
📌 **Player Tryouts:** (By invitation only – no registration required)  
**Click Here for 2024-25 Tryout Schedule** (Second week of November)  
📌 **Season Duration:** **November to April**

**Useful Information**

✔️ **1 practice per week (1.5 to 2 hours) in addition to House League practice & games**  
✔️ **Games scheduled on select evenings & weekends**  
✔️ **Practice locations:** East Ottawa & Orleans  
✔️ **Travel games within Eastern Ontario & Gatineau**

**Tryout Fee:** **$20 (Non-refundable)**

💰 **Additional Costs:**  
Participation in the **Selects Program** comes with an **extra fee** to cover expenses such as:  
✔️ **Referees**  
✔️ **Player insurance**  
✔️ **Tournament entry fees**

🔹 **Estimated team fees start at $400+**

**Frequently Asked Questions (FAQs)**

🔹 **How many players are selected per team?**  
🔹 **What are the age divisions for Selects Teams?**  
🔹 **Is there a tryout process?**  
🔹 **What are the Selects player requirements & responsibilities?**  
🔹 **What is the practice schedule?**  
🔹 **How long is the season?**  
🔹 **What level of commitment is required?**  
🔹 **Do Selects teams follow equal play rules like House League?**  
🔹 **Are parents/guardians required to volunteer for team administration?**  
🔹 **What is the cost of participation?**  
🔹 **Are uniforms required?**  
🔹 **Is financial assistance available?**  
🔹 **What are the requirements & responsibilities for Selects coaches?**  
🔹 **How do I apply to coach Selects?**

**For more details, please email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Register for the Next Session**

**All players must be registered with the GCBA to participate.**

REGISTER HERE (Link to registration page)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Capital Courts Boys**

**Capital Courts Boys – Elite Competitive Program**

**📌 Program Overview**

**Age Group:** **High School Boys – Elite Competitive Partnership**

The **Capital Courts Boys Program** is a **high-performance basketball partnership** between the **GCBA** and the **Capital Courts Training Centre**. Designed for **elite-level** players, this **invite-only** program offers a **rigorous training schedule** and **exposure opportunities** at the highest level.

📌 **Key Highlights:**  
✔️ **Elite training environment with prep-level intensity**  
✔️ **Five practices per week**  
✔️ **Dedicated technical trainer & strength/conditioning coaching**  
✔️ **Life skills development & mentorship**  
✔️ **Participation in U19 CYBL, Canadian, & US showcases**

**Contact:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Tryout & Selection Process**

**🔹 Invite-Only ID Sessions & Tryouts – Spring 2024**  
📌 **Final Team Formation:** **August 2024 – March 2025 Season**

This hybrid program recruits **elite-grade 9 to post-grad players**. Selected athletes will be able to **continue their studies in their current schools** while receiving the **commitment level and training** of a prep program.

**Tryout Schedule: TBD**

**Family Information Session: Date TBD**

**Training Location**

**Capital Courts Training Centre**  
**265 Centrum Blvd., Orleans**

**Useful Information**

**📌 Program details, schedule, and costs will be discussed at the Family Information Session.**

**📌 All players must be registered with the GCBA to participate.**

REGISTER HERE (Link to registration page)

**For more details, please email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Spring League**

**Spring League – Fast-Paced, Fun, & Competitive!**

**Program Overview**

**Age Groups:** **Boys & Girls | Ages 9-16 (Grades 4-11)**

Still craving **more basketball** after the House League season? **Spring League is your chance to play, have fun, and make new friends!**

**Key Highlights:**  
✔️ **No practices – just GAMES!** (12 games per season)  
✔️ **Separate divisions for boys & girls**  
✔️ **No assigned coaches – teams self-manage** (Parents can volunteer to help organize)  
✔️ **Adult site supervision provided**  
✔️ **Senior referees + GCBA Junior referee trainers officiate all games**

**Contact:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Important Dates**

**Registration Opens: March 1, 2025  
Season Runs: March 22 – May 7, 2025**

**2025 Schedule (Coming Soon)**

**Game Format & Locations**

**Two games per week** (1 Weekday + 1 Saturday)  
**Game-Only League – No Practices**  
**Games played at East End Ottawa gyms:**  
Trillium Elementary School  
Summerside Elementary School

💰 **Fee:** $185/player ($160 Registration Fee + $25 Shirt Deposit)

**Jersey Policy:**  
✔️ **Use your own shirt or return a loaned jersey to receive a refund as a GCBA account credit.**  
**No cash refunds.**

**Registration Details**

**All players must be registered with the GCBA to participate.**

**REGISTER NOW (Link to registration page)**

**For more information, please email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

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## **Girls’ Park Program – Fun, Active & Free!**

**Girls’ Park Program – Get in the Game!**

**Program Overview**

**Age Groups:** **Girls | Ages 8-13**

This **free** introductory basketball program is designed to **build skills, boost confidence, and spark a love for the game!**

**Key Highlights:**  
**✔️ Led by GCBA Wolverines girls program coaches  
✔️ High school Wolverines players assist as mentors  
✔️ Game-based learning for a fun & engaging experience 🎯  
✔️ Beginner & intermediate players welcome 👏  
✔️ Competitive players may join if supporting newer players 🤝**

**Questions? Contact:** [Paige Hawley](mailto:paige.hawley.gcba@gmail.com) (Summer Programs Director)

**Important Dates**

**Program Runs:** **Five Sessions – June, July & August**  
**Schedule Coming Soon!**

**Locations & Times**

**Saturday Sessions – Outdoors**  
**Don Boudria Park** | 655 Decoeur Drive, Orleans  
**9 AM (60 min)**  
**10 AM (Second session may be added if needed)**

**Wednesday Sessions – Indoors**  
**François Dupuis Recreation Centre** | 2262 Portobello Blvd., Orleans  
**6 PM (60 min)**  
**7 PM (Second session may be added if needed)**

💰 **Cost:** **FREE!** 🎉

**All players must be registered with the GCBA to participate.**

**How to Register**

**REGISTER NOW (Link to registration page)**

**For more information, email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

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## **Summer 3v3 – Fast-Paced, Fun & Competitive!**

**Summer 3v3 – Pick-Up Basketball Like Never Before!**

**Program Overview**

**Age Groups:** **U10 to U19 (Boys & Girls)**

**Get ready for a high-energy, fast-paced 3-on-3 basketball experience!**  
This **supervised** pick-up program takes place weekly in July, providing players with an **exciting and pressure-free environment** to **develop skills, build confidence, and just have fun!**

**What to Expect:**  
**✔️ Street-style 3v3 games  
✔️ Half-court, free-flowing action  
✔️ Teams formed based on players in attendance  
✔️ Players call fouls & manage gameplay  
✔️ No spectators or family members present  
✔️ All skill levels welcome!**

**Questions? Contact:** [Paige Hawley](mailto:paige.hawley.gcba@gmail.com) (Summer Programs Director)

**Important Dates**

**Program Runs:** **Four Wednesday Evenings in July**  
**Schedule Coming Soon!** (Specific session times will be shared in late June)

**Location & Times**

**Venue:**  
**Sir Wilfrid Laurier Secondary School**  
1515 Tenth Line Rd, Orleans

**Sessions: 45 to 60 minutes**  
**Between 6 PM – 10 PM** (Exact times TBD)

💰 **Cost:** **$60/player**

**All players must be registered with the GCBA to participate.**

**How to Register**

REGISTER NOW **(Link to registration page)**

**For more information, email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Summer Training – Elevate Your Game!**

**Summer Training – Take Your Skills to the Next Level!**

**Program Overview**

**Weeknight Training in July & August**

This **high-intensity training program** is designed for **intermediate to advanced** players looking to **sharpen their skills, boost performance, and refine their game.** Led by **expert GCBA coaches**, these sessions focus on **individual skill development** in a structured and engaging environment.

**What to Expect:**  
**✔️ Elite training designed to improve performance 💪  
✔️ Focus on individual skills, agility, and strategy 🏀  
✔️ Hands-on coaching by experienced GCBA staff 🎯  
✔️ Challenging drills for advanced player development 🚀**

**Questions? Contact:** [Paige Hawley](mailto:paige.hawley.gcba@gmail.com) (Summer Programs Director)

**Important Dates**

**Training Schedule:** **Coming Soon!**

**Locations & Details**

**Venues:**  
**Sir Wilfrid Laurier Secondary School**  
1515 Tenth Line Rd, Orleans

**Francois Dupuis Recreation Centre**  
2262 Portobello Blvd., Orleans

**12 x 90-minute sessions**

💰 **Cost:** **$300/player**

**All players must be registered with the GCBA to participate.**

**How to Register**

REGISTER NOW **(Link to registration page)**

**For more information, email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Summer Camps – Elevate Your Game & Have Fun!**

**Summer Basketball Camp – A Week of Skills & Fun!**

**Program Overview**

**One-Week Day Camp Program**

Our summer camp is designed to **enhance game strategy, skill development, and teamwork** while creating an exciting and supportive environment. Campers will learn the **fundamentals of basketball** while fostering **self-confidence, fair play, and sportsmanship.** Through **expert coaching, organized games, and drills**, players will develop both **individual and team** skills.

**Why Join?**  
**✔️ Learn from experienced GCBA coaches 🎯  
✔️ Build confidence & teamwork skills 🤝  
✔️ Engage in skill-based drills and organized games 🏀  
✔️ Develop a positive attitude toward sports & physical activity 💪**

**Questions? Contact:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Important Dates**

**No Summer Camps Scheduled for 2024**

Stay tuned for future camp announcements!

**Registration Information**

**All players must be registered with the GCBA to participate.**

REGISTER NOW **(Link to registration page)**

**For more information, email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **About us**

## **GCBA Vision, Mission & Philosophy**

**Our Vision**

To be a **leading basketball organization**, recognized for its **high-quality programs** that inspire, develop, and support **players, coaches, and volunteers** throughout the community.

**Our Mission**

At GCBA, we are committed to **providing youth with the opportunity to experience and enjoy basketball** in an inclusive, community-focused environment.

**Our Philosophy**

We believe in fostering a **safe, positive, and supportive** space where all participants can grow and excel. Our core values include:

✔️ **Respect** – Every player, coach, and volunteer is valued.  
✔️ **Sportsmanship** – Fair play and teamwork are essential.  
✔️ **Personal Growth** – We promote development on and off the court.  
✔️ **Inclusivity** – A welcoming and harassment-free environment.  
✔️ **Excellence** – Encouraging every participant to reach their full potential.

**For more information, contact us at:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Follow Us on Instagram** for updates and insights!

## **Club History – Gloucester Cumberland Basketball Association (GCBA)**

**Who We Are**

The **Gloucester-Cumberland Basketball Association (GCBA)** is a **registered non-profit organization** dedicated to fostering a love for basketball in the **City of Ottawa**. As an **affiliated member of Ontario Basketball** and the **Eastern Ontario Basketball Committee**, GCBA has provided youth (ages **5 to 19**) with opportunities to **learn, grow, and compete** in a **supportive, community-driven environment** since **1981**.

We are **proudly volunteer-run**, with **over 200+ community members** contributing to the success of our programs each year.

**A Legacy of Basketball Excellence**

**The Largest & Longest-Running Volunteer Basketball Club in Eastern Ontario**

GCBA operates under the governance of an **executive committee** consisting of **6 elected officers** and an **appointed Executive Director**, ensuring smooth club operations **in accordance with its Constitution**.

With over **1,500+ annual participants**, our **House League and Competitive programs** register between **600-1,000+ players** every season.

**Year-Round Programs & Competitive Play**

**House League (Recreational)**: Focuses on **fundamental skill development**.

**Competitive Program**: Designed for players looking to advance **team play & strategy**.

**Fall/Winter Season** (September – March):

**18-20 weeks of action-packed games**

**80+ games every weekend**

**11 gym locations across Orleans & Ottawa East**

**Signature Tournaments**

GCBA proudly hosts **three major tournaments** every year, drawing **180+ teams** from across **Ontario, Quebec, and New York State**:  
**Mike O’Connor Memorial Tournament** (Girls) – February/March  
**Mike Suys Invitational Tournament** (Boys) – February/March  
**Ontario Basketball Championships Host Club** – April/May

**Youth Development Programs**

GCBA supports **young athletes** through a variety of programs:

✔️ **Jr. NBA Program** (80 players) – An **NBA-designed skills program** for ages **5-7**  
✔️ **Spring League** (240 players) – A **fun, 12-game recreational league** for ages **9-16**  
✔️ **Summer Programs** – Featuring:

**Competitive Training Sessions**

**3-on-3 Drop-in Games**

**FREE Basketball in the Park (Girls 8-11)**

**One-Week Summer Camp**

Additionally, GCBA runs a **Junior Referee Development Program** and specialized **coach/player clinics** to support the next generation of basketball leaders.

**For more information, contact us at:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Follow Us on Instagram** for updates and highlights!

## **GCBA Executive & Directors**

**Leadership Team**

The **Gloucester Cumberland Basketball Association (GCBA)** is governed by a **dedicated team of volunteers**, ensuring smooth operations and continuous growth for the basketball community.

**GCBA Executive Board**

**President**  
Chris Waycott – 📧 [presidentofthegcba@gmail.com](mailto:presidentofthegcba@gmail.com)

**Executive Director**  
Janet Capern – 📧 [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Secretary**  
Angela Saikaley – 📧 [gcbasecretary0@gmail.com](mailto:gcbasecretary0@gmail.com)

**Treasurer**  
Aaron Hawley – 📧 [treasurergcba@gmail.com](mailto:treasurergcba@gmail.com)

**Vice-President, Competitive Operations**  
Steve Robert – 📧 [wolverinesgirlsdirector@gmail.com](mailto:wolverinesgirlsdirector@gmail.com)

**Vice-President, House League Operations**  
Natalie Spence – 📧 [gcbavphl@gmail.com](mailto:gcbavphl@gmail.com)

**Vice-President, Volunteer Operations**  
Judy Pate – 📧 [volunteergcba@gmail.com](mailto:volunteergcba@gmail.com)

**GCBA Program Operations**

**Technical Director**  
Daren Pemberton – 📧 [gcba.technical.director@gmail.com](mailto:gcba.technical.director@gmail.com)

**Director, Wolverines Competitive (U10 to U14)**  
Marie-Claude Villeneuve – 📧 [mclaude10@hotmail.com](mailto:mclaude10@hotmail.com)

**Director, Wolverines Competitive (U15 to U19)**  
Robin Barre – 📧 [robin.barre.gcba@gmail.com](mailto:robin.barre.gcba@gmail.com)

**Director, Wolverines Selects**  
Marlon Hinds – 📧 [gcbaselects@gmail.com](mailto:gcbaselects@gmail.com)

**Director, Wolverines House League – Girls**  
Jennifer Laviolette – 📧 [gcba.hlgirls.dir@gmail.com](mailto:gcba.hlgirls.dir@gmail.com)

**Director, Wolverines House League – Boys**  
**(Vacant)** – 📧 [gcba.hlboys.dir@gmail.com](mailto:gcba.hlboys.dir@gmail.com)

**Director, Wolverines Summer Programs**  
Paige Hawley – 📧 [paige.hawley.gcba@gmail.com](mailto:paige.hawley.gcba@gmail.com)

**Referee-in-Chief**  
Tom Miller – 📧 [referee.gcba@gmail.com](mailto:referee.gcba@gmail.com)

**GCBA Administration & Support Team**

**Communication & Marketing**  
Debora Brown – 📧 [debora.brown.ipad@gmail.com](mailto:debora.brown.ipad@gmail.com)

**Clothing Sales**  
Kelly Brush – 📧 [kellylbrush@gmail.com](mailto:kellylbrush@gmail.com)

**Equipment**  
Margarita Iraheta – 📧 [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Facilities**  
Pam Hawley – 📧 [gyms.gcba@gmail.com](mailto:gyms.gcba@gmail.com)

**Registration**  
Janet Capern – 📧 [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

**Social Media**  
Paige Hawley – 📧 [paige.hawley.gcba@gmail.com](mailto:paige.hawley.gcba@gmail.com)

**For general inquiries, contact us at:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **GCBA Policies, Procedures & Forms**

**Policies**

The **Gloucester Cumberland Basketball Association (GCBA)** is committed to fostering a safe, inclusive, and sportsmanlike environment for all players, coaches, referees, and volunteers.

**🔹 Fair Play Policy  
🔹 GCBA Discipline Process  
🔹 GCBA House League Conventions  
🔹 GCBA Constitution**

**Forms & Agreements**

**Behaviour Guidelines & Agreements (2024 Edition)**

**🔹 Parents  
🔹 Athletes  
🔹 Coaches  
🔹 Spectators  
🔹 Directors / Convenors**

**📄 Other Forms**

**🔹 House League Coaches Application Form  
🔹 GCBA Media Waiver  
🔹 Incident Report Form (2024)  
🔹 Return to Play Form – Medical Clearance Letter – Concussion Protocols**

**For further inquiries, please contact:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **GCBA 36th Annual General Meeting (AGM)**

**Purpose of the AGM**

The **Annual General Meeting (AGM)** serves three key objectives:  
1️⃣ **Review the Business Operations** for the previous fiscal year.  
2️⃣ **Vote on Motions** regarding business operations for the current season.  
3️⃣ **Gather Member Feedback** on the direction of new business for the upcoming season.

**AGM Required Business**

**Financial Report:** Review of club finances and fiscal operations.  
**Constitutional Updates:** Proposed amendments to governance processes.  
**Elections:** Board of Directors' elections for specified executive positions.  
**New Business:** Discussion and member feedback for upcoming initiatives.

**Notice of AGM**

**36th ANNUAL GENERAL MEETING OF MEMBERS**  
**Location:** Queenswood Heights Community Centre  
**Date:** Thursday, December 5, 2024  
**Voter Registration:** 7:00 PM  
**Meeting Start:** 7:30 PM

**AGM Agenda – Key Highlights**

**1️ Attendance & Voter Registration – 7:00 PM**

Members must register to participate in voting.

**2️ Financial Report**

A review of the **club’s financial performance** over the past year.

**3️ Annual Reports**

Presentation of reports summarizing **club activities, achievements, and challenges.**

**4️ Elections – Board of Directors**

**Voting Procedures & Proxies:** Election process overview.

🔹 **Elections for a 2-Year Term (Ending Nov 2026)** for the following executive position:

**President:** (Overview/description of the role)

**Nominees:**

Chris Waycott

Jason Mackenzie

**5️ New Business & Member Feedback**

**Member contributions** on current operations.  
**Approved motions** will become part of the 2024-25 agenda for the GCBA Executive.

**Adjournment & Refreshments**

The meeting concludes with refreshments and networking.

**Previous AGM**

**GCBA 35th Annual Meeting (Held Dec 4, 2023)**  
**Minutes AGM 35 & Annual Reports 2022-23**

**For inquiries, contact:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **GCBA Alumni – Coming Soon!**

**Stay tuned for updates on our exciting new GCBA Alumni page!**

This section will highlight former players, coaches, and volunteers who have been part of the **Gloucester Cumberland Basketball Association (GCBA)** legacy.

**What to Expect:**  
🔹 Stories from past players and where they are now.  
🔹 Alumni achievements and success stories.  
🔹 Opportunities to stay involved with GCBA events.  
🔹 Ways for alumni to give back and mentor current players.

**Interested in sharing your GCBA journey?** Stay connected – more details coming soon!

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Tournaments**

## **27th Annual Mike O’connor Memorial Girls’ Tournament**

**January 31 to February 2, 2025**  
**Eastern Ontario, Canada**  
**Age Groups:** Girls U10 – U19

**ABOUT THE TOURNAMENT**

The **Mike O’Connor Memorial Girls’ Tournament** is a **prestigious annual event**, now in its **27th year**, honoring the legacy of **Mike O’Connor**.

Mike was an integral figure in **GCBA’s girls’ basketball programs**, coaching from **1980** and playing a key role in organizing the **girls' house league program** in **1985**. He also founded the **Wolverines girls' competitive program**, helping to shape youth basketball in Eastern Ontario.

In **1995**, Mike tragically lost his life in a car accident, just three weeks after coaching his **AA Minor Bantam team** to a **Provincial Championship**. He was known for his **dedication, patience, and commitment** to developing young athletes, instilling **sportsmanship, teamwork, and a love for the game**.

**TOURNAMENT SIGNIFICANCE**

**OBA-Sanctioned Event** – One of Ontario’s premier girls’ basketball tournaments.  
**Community Impact** – Proceeds support the **GCBA Benevolent Fund** to help players in need.  
**High-Level Competition** – Featuring **top teams from Ontario, Quebec, and New York State**.

**TOURNAMENT HIGHLIGHTS**

**2025 MOC Schedule & Results – View Here  
2025 – Book Your Hotel with HTG – Reserve Now  
MOC Opening Ceremonies Invitation – Read More  
MOC Skills Competition – Details Coming Soon**

💲 **Registration Fee:** $750  
**REGISTRATION FOR 2025 IS NOW CLOSED**

**TOURNAMENT RULES & VENUE INFORMATION**

**OBA Rules & Regulations** (Refer to “Tie Break Rules” and “Age-Specific Rules” sections)  
**Gym Locations & Directions**

**Tournament Contact:** [GCBATourney@gmail.com](mailto:GCBATourney@gmail.com)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Mike Suys Boys’ Invitational Tournament (Msbi) 2025**

**Weekend 1:** February 21 – 23, 2025 | **Age Groups:** Boys U10 – U15  
**Weekend 2:** March 21 – 23, 2025 | **Age Groups:** Boys U16 – U19  
**Eastern Ontario, Canada**

**ABOUT THE TOURNAMENT**

The **Mike Suys Boys’ Invitational Tournament (MSBI)** is an annual basketball competition that celebrates the **legacy of Michel “Mike” Suys**.

**A Legacy of Leadership & Development**

**Founded in 1981** by Mike Suys, the **Gloucester Basketball Association (GBA)**, now the **GCBA**, has grown into one of the **largest volunteer-run basketball organizations in Eastern Ontario**.

The **first invitational tournament** was held in **1985**, as Mike expanded the **boys' competitive program** and helped develop countless athletes.

**One of Ontario's Premier Basketball Events**  
This **Ontario Basketball Association (OBA)-sanctioned** tournament is a **top-tier event**, attracting teams from across **Ontario, Quebec, and the U.S.**

**Supporting the Next Generation of Athletes**  
Proceeds from MSBI contribute to the **GCBA Benevolent Fund**, which helps provide **financial assistance** for young athletes in need.

**2025 TOURNAMENT HIGHLIGHTS**

**Weekend 1 – U10 to U15**

**2025 Schedule & Results** (Coming Soon)  
**Book Your Hotel – Weekend 1  
Historical Results (2024) | Historical Results (2023)  
REGISTER NOW**

**Weekend 2 – U16 to U19**

**2025 Schedule & Results** (Coming Soon)  
**Book Your Hotel – Weekend 2  
Historical Results (2024) | Historical Results (2023)  
REGISTER NOW**

**Tournament Fee:** $750

**Limited spots available—secure your team’s place today!**

**RULES & TOURNAMENT VENUE**

**OBA Rules & Regulations** (Includes “Tie Break Rules” and “Age-Specific Rules” sections)  
**Gym Locations & Directions**

**Tournament Contact:** [GCBATourney@gmail.com](mailto:GCBATourney@gmail.com)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Volunteers**

**HOW TO VOLUNTEER WITH GCBA**

Volunteers are the **heart of the GCBA**—without them, our programs wouldn’t run! No matter your age, skillset, or background, there’s a role for you. Whether you’re passionate about **basketball, youth development, or community involvement**, we invite you to get involved and make a difference!

**Interested in Volunteering?** Contact [volunteergcba@gmail.com](mailto:volunteergcba@gmail.com)

**VOLUNTEER OPPORTUNITIES**

**Executive Members  
Administrative Roles  
Operations & Logistics  
Other Supporting Roles**

**VOLUNTEER POLICY & REQUIREMENTS**

**Vulnerable Sector Check (Level 3)**

Required for volunteers in roles of authority/trust (e.g., **directors, convenors, coaches, assistant coaches, and managers**).

Records are securely maintained by the **VP Volunteers** for **confidentiality and privacy**.

**Returning Volunteers**

Must **complete** a **Declaration of Offence** and the **Code of Conduct** annually.

**New Volunteers**

Receive a **waiver letter** to obtain the **Vulnerable Sector Check (free of charge)**.

Must review and sign the **Code of Conduct**.

**VOLUNTEER CREDITS**

**As a thank-you, volunteers earn credits toward GCBA program registration fees.**

| **Position** | **Credit** |
| --- | --- |
| Executive Members (Ex. Officio Members of Executive) | **100% of pre-registration fee** |
| Competitive Coach, House League Convenor, Director | **100% of pre-registration fee** |
| House League Coach, Competitive Assistant Coach, Manager | **50% of pre-registration fee** |
| Assistant House League Coach | **25% of pre-registration fee** |

**Volunteer credits are applied in February/March and only to those who meet GCBA requirements.**

**STUDENT VOLUNTEERS – EARN COMMUNITY SERVICE HOURS!**

**Minimum Age: 14+  
Earn volunteer credits toward school community service hours!  
Track your hours & get supervisor sign-off.**

**If a student is coaching and no Assistant Coach is assigned, a parent must complete volunteer requirements and be present at all practices and games.**

**READY TO GET INVOLVED?**

Contact: [volunteergcba@gmail.com](mailto:volunteergcba@gmail.com)

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Contact us**

Have a question? We’d love to hear from you! Fill out the form below and we’ll get back to you as soon as possible.

**CONTACT FORM**

**Name** (First & Last) Required  
**Email** (Enter & Confirm) Required  
**Comments** – Ask us anything!

**GCBA is a volunteer-run organization and does not have a physical office.**

**MAILING ADDRESS**

**Gloucester Cumberland Basketball Association (GCBA)  
Box #249, 2020 Lanthier Dr. #9, Orleans, ON, K4A 3V4**

**Email:** [g\_cbasketball@yahoo.ca](mailto:g_cbasketball@yahoo.ca)  
**Phone:** 613-834-2178

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Resources**

## **Coaches' Corner**

🔹 **Modules & Workshops**  
Access coaching resources from the **Coaching Association of Canada**, including the **Mental Health in Sport** eLearning course and more.

🔹 **Abuse-Free Sport Helpline**  
If you are a victim of **abuse, harassment, or discrimination** in a sports environment—or if you witness such an incident—reach out for confidential support.

**Resources designed to support coaches in creating a safe and positive basketball experience.**

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **Competitive resources**

**Wolverines Competitive Coaches’ Manual** (Revised August 2024)  
A comprehensive guide designed to support coaches in developing competitive-level athletes while fostering teamwork, discipline, and skill growth.

**Essential resource for all Wolverines Competitive Program coaches.**

Stay Connected!

Follow Us on Instagram for updates and highlights.

## **House league resources**

**House League Coaches’ Manual** (August 2024 Draft)  
A structured guide to help coaches develop players in the House League program, focusing on skill-building, teamwork, and sportsmanship.

**House League Convenor Guide**  
A reference for convenors to effectively manage House League divisions, ensuring smooth operations and positive player experiences.

**House League Conventions (2019)**  
A set of guidelines and best practices for House League operations and gameplay.

**GCBA Referee’s Handbook – FIBA Edition**  
A resource outlining FIBA rules and officiating guidelines for House League referees.

Stay Connected!

Follow Us on Instagram for updates and highlights.

# Proposed Webpage Models (Screenshots)

The proposed webpage models incorporate the revised copywriting, improved structure, and enhanced user experience elements. Screenshots of each redesigned page illustrate the updated layout, navigation flow, and content organization, ensuring a seamless and intuitive experience for users. These models serve as a visual guide for final approval before implementation.

# Temporary Website Deployment (Live Preview)

To facilitate review and feedback, a temporary live preview of the updated website will be deployed. This preview will allow stakeholders to navigate through the redesigned pages, test functionalities, and assess the overall user experience before the official launch. Any necessary refinements can be made before finalizing the deployment on the official domain.

# Next Steps & Recommendations

To ensure a seamless transition to the new website structure and content, the following next steps are recommended:

## **Content Finalization & Approval**

* **Review and adjust** all copywriting in this report to ensure accuracy, clarity, and alignment with GCBA’s messaging.
* Conduct a final **proofreading session** to refine tone, consistency, and grammar across all pages.
* Secure **client approval** on the revised copywriting before proceeding with implementation.

## **Webpage Structure & Design Approval**

* Approve the **new webpage model structures**, ensuring they align with GCBA’s goals, usability standards, and user experience best practices.
* Confirm that **navigation flows efficiently** for key audiences (players, parents, volunteers).
* Validate **design elements**, including color schemes, typography, and visual hierarchy, to maintain a professional and engaging appearance.

## **Website Development & Implementation**

* Begin **coding and implementing** the new pages in the website host (WordPress) using the updated copywriting and approved structures.
* Ensure **proper content formatting** for readability and accessibility.
* Integrate **functional links, forms, and CTAs** to streamline user interaction.

## **Testing & Optimization**

* Conduct a **website-wide test** to verify that all **pages, links, and features** are functioning as expected.
* Optimize for **mobile responsiveness** to enhance the user experience across all devices.
* Implement **SEO best practices**, including meta descriptions, alt text, and structured headings.

## **Performance Tracking & Maintenance**

* Set up **Google Analytics & tracking tools** to monitor user engagement, bounce rates, and website interactions.
* Establish a **content update and maintenance schedule** to keep program details, policies, and announcements current.
* Assign **responsibilities for ongoing website management**, ensuring smooth operation and timely updates.

# Conclusion

The improvements made to the Gloucester Cumberland Basketball Association (GCBA) website significantly enhance **clarity, usability, and engagement**. By refining the structure, strengthening calls to action, and ensuring consistent formatting, the website is now more **user-friendly, professional, and informative** for players, parents, volunteers, and stakeholders.

With the **next steps** focusing on **final reviews, user testing, and performance tracking**, GCBA will be well-positioned to maintain an **efficient, accessible, and impactful** online presence. The recommendations provided will help sustain these improvements and ensure the website remains an **engaging, accurate, and up-to-date resource** for the basketball community.

By implementing these strategies, GCBA can continue fostering a **stronger connection with its community**, improving registration processes, and encouraging more participation in its programs and volunteer initiatives.