



***British Columbia Speed Skating Association***

***Strategic Plan***

**2010 – 2014**

Dated reviewed: September 2010

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*Additional plan information:*

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| <i>1. British Columbia Speed Skating Athletes Development Model</i>                     | <i>We are implementing the new<br/>LTPAD Speed Skating Canada<br/>model across all technical sectors</i> |
| <i>2. British Columbia Speed Skating Sports System Model</i>                            |  |
| <i>3. British Columbia Speed Skating Officials Development Model</i>                    |  |
| <i>4. British Columbia Speed Skating Coaches Development Model</i>                      |  |
| <i>5. Speed Skating Canada Long Term Participation &amp; Athletes Development Model</i> |  |

***Vision Statement:***

To foster the growth and development of Speed Skating in British Columbia by providing quality services and support programs to all members in their pursuit of a healthy lifestyle while encouraging challenges and promoting excellence.

***Mission Statement:***

The British Columbia Speed Skating Association is committed to presenting speed skating as a lifetime sport, with opportunities for participation; outstanding service and leadership within the sport community. We will be viewed as an equal, dynamic, innovative and pro active sport within the Province and across Canada.

***Core Values:***

- We believe each member is an integral part of our association.
- We actively support controlled shared governance, which includes the responsibility and ownership of accountabilities and outcomes.
- We recognize our duty to maximize each member's potential for growth and development.
- We believe in athlete centeredness, as it pro actively shapes an environment to promote excellence at all levels.
- We recognize our responsibility to provide a safe environment for our athletes and membership.
- We believe the use of drugs to enhance performance in training and competition is harmful to health, ethically wrong and a threat to sport.
- We believe that athlete, coaching, officials and administrative development are equal partners in sport. It is the Association's strong commitment to each that will provide positive, balanced growth.
- We believe all members of the organization; staff, athletes, coaches, officials, administrators, parents, etc., are entitled to be treated in an ethical and professional manner.
- We believe that recognition is a cornerstone of all volunteer organization and as such an integral part of all Association programs.

***Mission***

The British Columbia Speed Skating Association is committed to present speed skating as a life time sport, with opportunities for participation; outstanding service and leadership within the sport community. We will be viewed as an equal, dynamic, innovative and pro active sport within the Province and across Canada.

***Principal Focus***

Organization  
Best Possible Governance  
and Structure

***Principal Focus***

Membership Development  
Increase participation and  
awareness at all levels

***Principal Focus***

Athlete Development  
Excellence and  
Achievement

***Principal Focus***

Coaching and Official  
Development Highest  
Level and enhanced  
numbers



*Attained by*



*Attained by*



*Attained by*



*Attained by*

<p><b><i>An effective approach to</i></b></p> <ol style="list-style-type: none"> <li><b>1.</b> Governance</li> <li><b>2.</b> Finance</li> <li><b>3.</b> Marketing</li> </ol>	<p><b><i>Increased Opportunities</i></b></p> <ol style="list-style-type: none"> <li><b>4.</b> Club &amp; Community Membership Development</li> <li><b>5.</b> Membership Services</li> </ol>	<p><b><i>An Integrated Sports Model</i></b></p> <ol style="list-style-type: none"> <li><b>6.</b> High Performance Development</li> <li><b>7.</b> Regional and Grass Roots Development</li> </ol>	<p><b><i>Technical and Enhanced Development</i></b></p> <ol style="list-style-type: none"> <li><b>8.</b> Coaches</li> <li><b>9.</b> Officials</li> </ol>
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**SUMMARY OF OBJECTIVES**

<p><b>1. <u>Governance/ Planning</u></b> Annually Review and evaluate Strategic Plan</p> <p>Review and maintain operational governance consistent with the By-Laws and the Policies of the Association</p> <p>Ensure the continual growth and development of speed skating in British Columbia</p> <p><b>2. <u>Finance</u></b> Ensure financial stability sufficient to meet the goals and objectives of the Association.</p> <p><b>3. <u>Marketing</u></b> Build capacity by greater visibility of the sport and through sponsorship programs</p> <p>Promote strong public relations with media highlighting progress &amp; achievements of skaters &amp; volunteers</p> <p>Develop team building &amp; promotion &amp; interaction with high performance skaters</p> <p>Assist clubs with enhancing relations with local media outlets</p>	<p><b>4. <u>Club &amp; Community Membership Development</u></b> Develop strategies to maintain and increase the participation of British Columbians in the sport of Speed Skating</p> <p>Produce Promotional Material</p> <p><b>5. <u>Membership Services</u></b> Maintain and enhance existing services and identify future needs</p> <ul style="list-style-type: none"> <li>• Develop a Club Survey /Questionnaire to provide current information from member clubs.</li> <li>• Assist new clubs in obtaining new equipment</li> <li>• Enhance communications through PSO website</li> <li>• Share best practices within each geographic region</li> <li>• Develop, implement and promote Provincial programs</li> <li>• Promote and implement NSO programs</li> <li>• Annually produce “how to” bulletin, distributed to the clubs, to encourage new members</li> </ul>	<p><b>6. <u>High Performance Development</u></b></p> <ul style="list-style-type: none"> <li>• Increase number of BC athletes on national teams in both disciplines</li> <li>• Increase medal count at National and Regional events</li> <li>• Increase medal count at CWG</li> <li>• Expand development (talent pool) team based on pre-set criteria</li> </ul> <p><b>7. <u>Regional and Grass Roots Development</u></b> To provide holistic opportunities to be the best they can be.</p> <p>* Provide opportunities to engage:</p> <ul style="list-style-type: none"> <li>-those with disabilities and special needs</li> <li>-Mentally challenged</li> <li>-Visible minorities</li> </ul>	<p><b>8. <u>Coaches</u></b></p> <ul style="list-style-type: none"> <li>• Provide professional and volunteer coaches to support athlete development 2010-2014</li> <li>• Increase the NCCP certification level of club coaches</li> <li>• Provide access to coaching clinics for former and present skaters</li> <li>• Provide mentor opportunities for/to club coaches</li> <li>• Provide “Intro to Coaching” workshop to new parents</li> <li>• Register all coaches with CABC</li> <li>• Provide educational opportunities for coaches in all regions of BC</li> <li>• Provide improved tracking of coaches</li> <li>• Enhance recognition program</li> <li>• Provide opportunities to attend National/Provincial seminars, etc</li> <li>• Provide professional upgrading opportunities</li> <li>• Provide opportunities for representation on Prov. &amp; National committees</li> <li>• Provide resources sufficient to meet stated goals.</li> </ul>
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<p><b>9. <u>Officials</u></b></p> <ul style="list-style-type: none"> <li>• Provide qualified officials to meet Prov. And National requirements for competitions</li> <li>• Advocate for senior BC officials to be appointed to National &amp; International events</li> <li>• Make recommendations for senior BC officials to be used at high level events in BC</li> <li>• Advocate for mentorship opportunities at Nat.events</li> <li>• Provide mentorship opportunities within BC</li> <li>• Provide improved Officials tracking through Provincial data base</li> </ul>	<p><b><u>9</u> ....<u>Officials cont.</u></b></p> <ul style="list-style-type: none"> <li>• Increase the number of certified club/Provincial and National level officials 2010-2014</li> <li>• Provide “Intro to Officiating” clinics targeting present and former speed skaters</li> <li>• Provide mentoring opportunities for club officials 2010-2104</li> <li>• Ensure educational opportunities for officials in all regions of BC 2010-2014</li> <li>• Provide opportunities for qualified BC officials to attend NSO seminars/workshops</li> </ul>		
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**STRATEGIES TO ACCOMPLISH OUR PRINCIPAL FOCUS**

<p><b>1 <u>Governance/ Planning</u></b></p> <ul style="list-style-type: none"> <li>• Review Strategic Plan annually</li> <li>• Assess Yearly Work Plan</li> <li>• Bi-Annual Review of By-Laws/Procedures and Regulations</li> <li>• Annual review of Policies of the Association which is then presented to the membership at AGM for ratification.</li> <li>• Direct Association staff to ensure compliance with operational policies.</li> <li>• Annual accountability to the Membership through:             <ul style="list-style-type: none"> <li>- Financial Statements</li> <li>- Budgets</li> <li>- President and Technical.Chairs reports</li> </ul> </li> <li>• Semi-annual planning meetings</li> <li>• Active participant in planning with partner organizations.</li> </ul> <p><b>5. <u>Membership Services</u></b></p> <ul style="list-style-type: none"> <li>• Create 1 page promotional poster for use by clubs encouraging that our sport is a Sport for Life</li> <li>• Create 1 page print media insert with “tag” line for local clubs</li> <li>• Create 1 page community centres poster promoting our sport with local “tag” line.</li> <li>• Create “pocket” folder for clubs to distribute.</li> </ul>	<p><b>2 <u>Finance</u></b></p> <ul style="list-style-type: none"> <li>• Annually review financial policies.</li> <li>• Aggressively implement partnerships with funding agencies.</li> <li>• Partner with supporters/sponsors provincially and at club level</li> <li>• Manage finances and report monthly to the Board</li> <li>• Comptroller for technical committee budgets as required</li> </ul>	<p><b>3. <u>Marketing</u></b></p> <p style="text-align: right;">*</p> <p>Seek new funding opportunities Develop partnerships with corporate/private sponsors</p> <ul style="list-style-type: none"> <li>• Increase visibility through media outlets</li> <li>• Develop media and print advertising</li> <li>• Appoint media liaison per club</li> <li>• Aggressively sell BCSSA properties.</li> <li>• Pool resource when reporting to media</li> </ul>	<p><b>4. <u>Club &amp; Community Membership Development</u></b></p> <ul style="list-style-type: none"> <li>• Partner with 1<sup>st</sup> Nations</li> <li>• Partner with service groups such as Big Brothers</li> <li>• Partner with community “Learn to Skate” programs</li> <li>• Be included in community/recreation sport calendars</li> </ul>
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<p><b>6. <u>High Performance &amp; H.P. Development</u></b></p> <ul style="list-style-type: none"> <li>• Hire HP Coach for 2011+.</li> <li>• Create structured “Development” (formerly talent pool) program</li> <li>• Create progressive competition formats to development program</li> <li>• Increase visibility of High Performance Dev. Skaters through media outlets</li> <li>• Recognize HP/HPD through t-shirts, team suits, certificates</li> <li>• Work with City of FSJ to maximize Provincial use of covered oval</li> <li>• Partner with CSCP to implement regional training centres</li> <li>• Access funding to ensure all HP skaters access sport science support</li> <li>• Re-align competition schedule and format to reflect NSO LTPAD</li> <li>• Create regional training camps to allow easier travel access</li> <li>• Provide support to allow targeted skaters access to Nat. Training Centres and coaches</li> <li>• Provide improved tracking of skaters results through Prov. Data base</li> <li>• Partner with NSO to provide meaningful competitions</li> <li>• Provide opportunities to high performance competitions</li> </ul>	<p><b>6. <u>HP/HPD continued</u></b></p> <ul style="list-style-type: none"> <li>• Revise ranking systems</li> <li>• Provide resources sufficient to meet stated goals</li> </ul> <p><b>7. <u>Regional and Grass Roots</u></b></p> <ul style="list-style-type: none"> <li>• Provide access to progressive priority development programs.</li> <li>• Develop Provincial Development Training Centres.</li> <li>• Provide introduction to sport sciences programs.</li> <li>• Provide developmentally appropriate camps and events</li> <li>• Enhance recognition programs including Awards/Badge/Pin Program.</li> <li>• Provide meaningful and appropriate competitive opportunities for all levels.</li> <li>• Provide support to developmental and performance competitions.</li> <li>• Personal best program.</li> </ul>	<p><b>7. <u>Regional &amp; Grass Roots cont.</u></b></p> <ul style="list-style-type: none"> <li>▪ Support the clubs in increasing their membership by a minimum of 10 members per year 2010-2014             <ul style="list-style-type: none"> <li>-Promote speed skating within the communities ;</li> <li>- Promo events at Malls, Parks, demos and Trade-fairs</li> <li>- Focus on age-class/gender weaknesses</li> <li>- Provide club-kit for community promotions.</li> <li>- Provide process for attracting 1<sup>st</sup> nations to our sport</li> <li>- Promote CS4L within Masters age groups</li> <li>- Engage and share activities with ringette/hockey/figure skating</li> <li>- Provide workshops to clubs on best practices to increase membership</li> <li>- Implement recognition program for club membership growth</li> <li>- support clubs in obtaining new equipment</li> </ul> </li> <li>• Provide resources sufficient to meet stated goals</li> </ul> <p><b>9. <u>Officials cont....</u></b></p>	<p><b>8 <u>Coaches</u></b></p> <ul style="list-style-type: none"> <li>• Partner with CSCP to provide access to technical clinics and seminars</li> <li>• Identify scheduled clinics on Prov. Events calendar</li> <li>• Create and implement Junior Coaching program in partnership with Dept of Education External Course Credits program</li> <li>• Designate coaches to targeted national competitions</li> <li>• Create and implement coaching resource library</li> <li>• Provide technical coaching clinics</li> <li>• Provide access to NCCP programs</li> <li>• Register coaches with CABC</li> <li>• Increase the number of certified “Intro to Comp” coaches</li> <li>• Provide improved tracking of coaches through Prov. Database</li> <li>• Provide coach mentor program</li> </ul>
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<p><b><u>8 Coaches cont....</u></b></p> <ul style="list-style-type: none"> <li>• Facilitate invitations to attend Prov &amp; National workshops, seminars, clinics, and symposia.</li> <li>• Designate selected coaches to targeted national competitions</li> <li>• Establish and maintain a resource library which coaches can access electronically</li> <li>• Facilitate professional upgrading opportunities</li> <li>• Encourage representation on Prov. and National Coaching Committee</li> <li>• Provide resources sufficient to meet stated goals.</li> </ul>	<p><b><u>9 Officials</u></b></p> <ul style="list-style-type: none"> <li>• Provide access to technical clinics/seminars</li> <li>• Identify and publish scheduled clinics on Provincial calendar</li> <li>• Provide access to NSO Officials Development and certification program</li> <li>• Provide officiating opportunities at Provincial/Regional and National competitions</li> <li>• Revise evaluation program</li> <li>• Refine Junior Officials program</li> <li>• Encourage participation in Junior Officials Program</li> <li>• Support Prov. Govt External Course credits program 2010-2014</li> <li>• Create and implement Officials mentor program</li> <li>• Access community volunteer databases to encourage officiating in our sport.</li> <li>• Provide tools to clubs to assist in promoting officiating</li> <li>• Provide annual officials bulletin</li> <li>• Partner with NSO to bring in senior NSO officials to mentor developing BC officials</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage clubs to designate officials liaison</li> <li>• Encourage participation in upgrading process Provincially and Nationally</li> <li>• Encourage and support participation on NSO committees Provide resources sufficient to meet stated goals.</li> </ul>	<ul style="list-style-type: none"> <li>• Enhance recognition program</li> </ul>
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