

2019-2023 Strategic Plan

May 2021 Update

VISION

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

The BCSSA 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 proactive sport within the Province and across Canada.

STRATEGIC OBJECTIVES

PARTICIPATION - To foster depth and diversity at all levels of participation.

- Goal: Expand BCSSA's outreach through community partnerships and Club support to increase membership.
- Goal: Energize our community sport skaters with province-wide programming to increase athlete engagement and retention.
- Goal: Encourage Coach and Official's development through targeted programming and training opportunities.

PERFORMANCE - To deliver well-rounded performance programming, support and structure for the membership

- Goal: Increase participation at National Junior and Senior ranking events annually.
- Goal: Enhance the existing BCSSA performance development programs to create opportunities for skaters to train and race within the province, working towards the creation of a virtual provincial training centre in the latter half of the decade.

- Goal: Create and deliver an annual communication plan to educate our members regarding skater pathways and competition progression.
- Goal: Strengthen the BC regional event hosting structure that will support performance and community sport initiatives.
- Goal: Develop and deliver an officials training program so each division has the full complement of Level 2 major officials required to host a provincial competition trained by March 2023.

PROMOTION - To energize and encourage speed skating in BC

- Goal: Encourage the in-province Hosting of at least 1 national level competition in both short track and long track each year starting in the 2022-23 season.
- Goal: Promoting our successes at local, provincial, national and international events through increased media connection.
- Goal: Obtain Title Sponsor for BC Cup by March 2023 to increase visibility of the sport.
- Goal: Improve sport visibility to the public by creating branded BCSSA clothing or other items.
- Goal: Create and deliver a coordinated annual province-wide communication plan to inspire and inform both the public and our membership by September 2021.

ORGANIZATIONAL READINESS - To provide excellence in leadership and inspiration as the cornerstone of our organization.

- Goal: Position BCSSA as leader in the creation of a Safe Sport environment through Safe Sport initiatives and commit to the Responsible Coaching Movement.
- Goal: Review and revise BCSSA policies and all communication materials to ensure that language and imagery is welcoming to all by March 2022.
- Goal: Implement a long term budgetary planning process by March of 2022 season.
- Goal: Create Succession planning for Board and Staff
- Goal: Create a Club Information Manual to encourage club governance excellence throughout the province by March 2023.