



Strategic Plan 2017 - 2022



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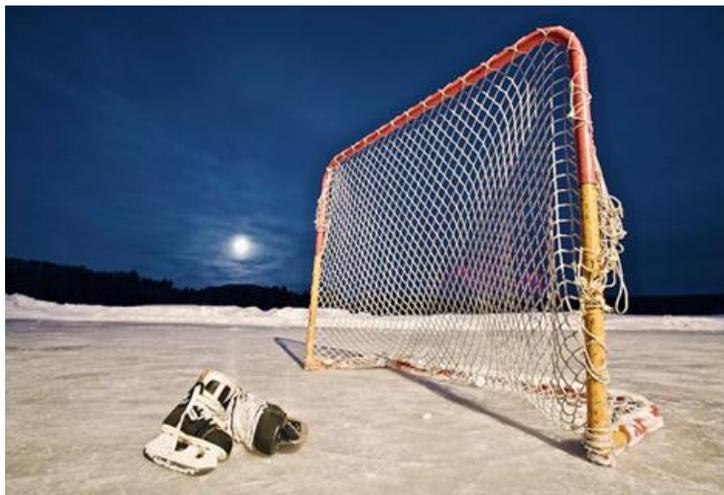
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Message from the Executive

The Whitecourt Minor Hockey Executive is proud to present this 5 year Strategic Plan as we work towards a stable future for minor hockey in our community. This plan will enable the association to move forward with confidence to our 5 core priorities with a committed vision of encouraging all players to achieve their full potential.



Vision

Promoting community values and building life skills through the sport of hockey. Now and in the future.

Mission

To provide opportunities for all community members to participate in a quality hockey program that promotes community values and develops life skills in an enjoyable, safe and positive environment



Why Strategic Planning

Strategic planning is effective for 4 (four) reasons:

- A quick glimpse into the future provides an opportunity to prepare for the future.
- It anticipates awareness of the needs of our members along with changing dynamics and environment.
- It provides a sense of direction, continuity, effective administration and leadership.
- Plans a system of standards with accountability, programs, and allocated funds.

Our strategic plan is set for success to be accomplished over the next 5 years. Each priority given a set time for development, adjustment, implementation as well as review. Every year, the Executive will evaluate the goals and set new strategies as they are accomplished.



Core Priorities

- Players Tiered properly
- Celebrate success
- Member Education
- Player & Coach Development
- Stable and sustainable



Players Tiered Properly

Goal

Place players and teams in appropriate tier.

Strategy

- Attend all league meetings.
- Advocate for tier mobility.
- Executive committee closely review, evaluate and monitor game results.

Time Frame

1 – 2 years to complete the implementation of the whole system



Celebrate Successes

Goal

Utilize social media platforms and website to share special accomplishments of players, coaches and teams.

Strategy

- Create Facebook group page
- Develop program which will define “success” and who chooses posting. ie: The Executive or a “cheer sub-committee”
- Have as an agenda item for every Executive meeting.

Time Frame

Begin immediately and then 1 – 2 years to complete, then review.

Member Education

Goal

Inform our members of all rules, regulations, expectations and other valuable information. When members are cognizant of their role and responsibilities as well as the flow chart of communication their experience is more positive.

Strategy

- Inclusive meeting with parents prior to the beginning of the season.
- Create package that includes all documents required for members
- Develop a FAQ sheet that covers financial commitment for tournaments, travel and other extras.
- Provide an ice time forecast for the next year at the AGM.
- Go over expectations and level of commitment.
- Confirm that the Executive members discourage SWAG for teams and players.

Time Frame

2 to 3 years to complete the implementation of the whole system, then review.



Player & Coach Development

Goal

Provide specific skills and training opportunities for players and coaches through workshops, seminars and camps. Develop mentoring opportunities for retired players or coaches to share knowledge and expertise with players.

Strategy

- Design targeted skills camps for players ie: goalie, skating.
- Fill vacant Coaching Directors positions.
- Offer seminars for developing coaching skills.
- Allow Coaches to work on specific skill development for players

Time Frame

3-5 years for the development of the camps, recruiting and seminar content.

Sustainable & Stable Operations

Goal

Effectively manage the financial obligations and integrate surplus funds back into the organization.

Strategy

- Staggered replacement of jersey's as needed.
- Supplement player and coach Development (see previous goal)
- Develop plan with surplus funds.
- Perform annual review of registrations.

Time Frame

3-5 years for the completion and development of the rotating system and review.