

Baseball PEI Strategic Plan

2018 – 2022

*As Approved by the Board of Directors on 16 April 2018



Vision

- To be the organization that leads baseball on Prince Edward Island through creativity, innovation and strong policy.

Mission

- Develop, strengthen and implement programs that allow for the growth of baseball and the growth of individuals involved with baseball on Prince Edward Island
 - o Benchmarks we wish to accomplish to demonstrate our mission above:
 - To foster, encourage, promote and administer the development and growth of baseball in the province of Prince Edward Island by:
 - (a) Encouraging and promoting the standards of recreational and competitive baseball;
 - (b) Strengthening, assisting and governing the individual minor baseball associations on PEI;
 - (c) Developing membership;
 - (d) Certifying coaches and officials;
 - (e) Developing pathways in baseball development which may allow players to achieve greater success in baseball via academy, college, university, and/or minor-pro baseball

Values

- Baseball PEI shall embody the following:
 - o Demonstrating respect and integrity
 - o Achieving inclusivity and fairness
 - o Fostering teamwork and collaboration
 - o Supporting innovation and creativity
 - o Ensuring a fun and safe experience

Objectives

- Visionary objective
 - o Have baseball membership in PEI advance to 3000 participants with competitive divisions in male and female categories by 2025.
 - o Create awareness of the educational opportunities available to elite players through baseball.
 - o Have the majority of the top athletes in the province playing baseball.
 - o Have players, as they finish playing or move onto player lesser competitive baseball, continue as a coach, administrator or official.
- Business objectives
 - o Retain and increase membership.
 - o Stabilize the organization's financing partners.
 - o Enhance the organization's financing capacity.
- Communications objectives
 - o Increase awareness of baseball on PEI.
 - o Position Baseball PEI as the reference for the sport of baseball on PEI.
 - o Publicly promote the many advantages – including potential educational – of playing baseball.

Topic #1: Marketing

1.1 Marketing Plan

- Create a comprehensive marketing plan to create awareness of Baseball PEI as well as provide opportunities to diversify revenue.

1.2 Branding

- Develop the recognition of our corporate image so Baseball PEI will become seen as a leading amateur sport on PEI in terms of administration and development of sport.

1.3 Sponsorship

- Acquire one major sponsor to sponsor Youth Selects program for approximately \$5,000 per year for development.
- Create a fund whereby former PEI baseball players have the opportunity to donate for baseball development, which will strengthen grassroots or competitive programming.

1.4 Partnership

- Identify and strengthen partnership with the Toronto Blue Jays.
- Develop an exclusive partner for each age division of baseball in PEI.

1.5 Advertising

- Develop an advertising campaign that would create yearlong awareness of baseball on an ongoing basis.

1.6 Baseball PEI Day

- Create an annual day when the associations and Baseball PEI all publicly celebrate the game of baseball.

1.7 Baseball PEI Merchandise

- Increase the diversity and sales of Baseball PEI merchandise.

1.8 Hall/Wall of Fame

- Establish – potentially in the Baseball PEI office – a section of wall dedicated to major Award winners and MacLean and Craswell Bursaries winners

Topic #2: Officials

2.1 Grassroots

- Assist the PEIBUA in improving grassroots umpiring program at the provincial level.
- Assist local associations – in conjunction with the PEIBUA – in creating awareness of the opportunity for young officials.

2.2 Mentoring

- Continue to work with the PEIBUA in the development of the mentoring program for first-year officials to achieve 80% retention for these officials in year two.

2.3 Development

- Assist the PEIBUA in increasing the number of officials eligible to officiate at all levels of baseball.
- Create off-season opportunities for upcoming officials to practice the skills their evaluators have demonstrated.

2.4 Communication

- Continue to improve the working relationship between PEIBUA and Baseball PEI.

Topic #3: Development Program

3.1 Grassroots programs

- Monitor and assess different approaches - including Rally Cap - to increase participation at the association level.
- Maintain the Summer Clinic Program at its present level or higher (approximately 60 clinics per summer).
- Investigate instituting programs – for example, the former “Hit, Run and Throw” program – to develop another interest for local teams and associations to use as an enhancement of our overall grassroots program.

3.2 Game modification

- Observe rules and their implementation and make changes where necessary to allow for the enhancement of the game across PEI.

3.3 Winterball

- Create strategies to enhance Winterball’s effectiveness in growing the sport, including personal appearances of guest coaches, role models, et cetera.

3.4 Resources

- Maintain and grow a library of resources which are accessible by the local associations, teams, coaches and players.

3.5 Facility

- Strive towards partnerships with other organizations to ensure the indoor facility needs – in terms of off-season and specific in-season training – of Baseball PEI, its Provincial teams and minor baseball associations are consistently met.

Topic #4: Coaching

4.1 Coaching Behaviour

- Reintroduce and stress to coaches the importance of maintaining the principles of our Baseball PEI Code of Conduct.

4.2 Coach Development

- Foster a spirit of coaching growth and development amongst coaches across PEI, toward an improved overall ability to develop players at a higher calibre.
- Help support coaches willing to attend top-level clinics in order to develop into top-level coaches.

4.3 Coach Philosophy

- Develop and institute a philosophy of baseball and play which focuses on similar concepts of skill development and team concept which can be implemented at all Baseball PEI programs, from summer clinics to winter camps and Provincial team training.
- Create a culture amongst coaches on PEI where wins and losses are not perceived as more important than positive player-skill, team-skill and knowledge development.

4.4 Coaching Resources

- Maintain, broaden and strengthen off-season high-level coaching clinics.
- Develop consistent off-season training programs at the competitive and Provincial team levels which focus on strengthening a broad group of coaches and players in both skills and knowledge,

- Create/maintain a paid part-time staff person in charge of developing and administrating consistent off-season training programs.
- Educate and promote the latest sports science research and methods to coaches across PEI in order to ensure their players are in the best physical shape possible and properly recovering from gameplay/fatigue/injuries.

Topic #5: Provincial Teams

5.1 Player Development Through Provincial Teams Program

- Have one player recognized for the National Junior Team every four years; have one player selected for actual National Junior team development every year; to have one new player playing NCAA-or-equivalent baseball each year (four playing NCAA in total); to have three players in which we recommend to western Canadian baseball academies a year.

5.2 Teams at National and Atlantic Competitions

- Have all teams representing PEI at Baseball Atlantic competitions finish in the top two and all teams at Baseball Canada competitions finish within the top seven.
- Have all Provincial teams, outside of tournament play, playing strong, appropriate level competition more often.

5.3 Female Baseball

- Develop a female baseball program that starts with players at the 12U and 14U levels with the goal of having a girls' team play at the Baseball Canada 16U girls event each year and have more players recognized for the Junior National Female development camp in Cuba.

Topic #6: Recruitment

6.1 Target Audience

- Monitor, manage and assess initiatives to address the under-representation of various focus groups, including females and athletes with disabilities.

6.2 Membership Database

- Develop the information requirements for members and the process for obtaining membership information from associations.

6.3 Relations with other PSOs

- Investigate what PSOs we could partner with for cross-promotion of our sports.

6.4 Volunteer Base

- Attract and develop more volunteers in order improve local associations (in terms of both administration and skill development), improve Baseball PEI and its committees (from High Performance to Marketing to Skill Development) and many other areas involving baseball on PEI.

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Topic #7: Provincial Tournaments

7.1 Baseball PEI Representative

- Maintain and develop the concept of Baseball PEI representative at each Provincial Tournament, to ensure the betterment of experience for all players, coaches, teams, et cetera participating.

7.2 Draws and Formats

- Constantly review competition formats to ensure the most reasonable and acceptable procedures for different types of competitions, based on the number of teams, location, fields and other factors.
- Ensure all teams have knowledge of rules and expected behaviour prior to the Provincial tournament.

Topic #8: Communications

8.1 Sharing Best Practices

- Create the culture among Baseball PEI and local minor baseball associations to share best practices allowing all stakeholders to enhance services offered to members.

8.2 Frequency of Meetings

- Align the frequency of meetings with needs of the group (Board of Directors, Committees, Associations).

8.3 Social Media

- Continue the best use of social media opportunities allowing for better visibility of Baseball PEI.

8.4 Website

- Maintain an active, relevant and interactive website allowing members to stay informed on Baseball PEI's activities.
- Ensure the Baseball PEI website clearly conveys the philosophy of Baseball PEI showing all participants, not just elite participants.
- Display copies of the minutes of regular Board of Directors and Annual General Meetings.