



STRATEGIC PLAN

2018-2023

OUR MISSION

- Committed to the growth and development of basketball in New Brunswick.

OUR VISION

- Strive for excellence and participate for life through playing, coaching, volunteering and administering.

OUR VALUES

Integrity

- Demonstrate an ethical standard in all actions.

Respect

- All players, coaches, officials, administrators and spectators must honour and respect each other as well as the game.

Education

- Promote, deliver and support developmentally appropriate programs that are athlete focused, coach driven and official supported.

Communication

- Encourage and stimulate public awareness of basketball in New Brunswick.

Inclusion

- Accept all participants regardless of ethnicity, race, gender, age, class, sexual orientation, religion, and ability.

Strategic Goals



Player Development

- Increase participation and maximize potential of all recreational and competitive athletes.



Coach Development

- Recruit, support and identify the pathway for coach education.



Organizational Development

- Strengthen our organizational leadership.

Strategic Goal #1

Player Development – Increase participation and maximize potential of all recreational and competitive athletes.

As measured by the increase in player registration numbers through minor association, club, program and tournament registrations.

Strategies to achieve this goal:

- Develop a participation growth strategy
 - o Perform a review of all current programs from grassroots to high performance
 - o Develop and implement new programs where gaps exist
 - o Create a marketing strategy to retain current members and target new areas of the province where associations/clubs do not exist
- Ensure the sport of basketball remains fun, exciting and the first choice for player's and their families
 - o Promote age-appropriate development programs to minor associations/clubs (Steve Nash Youth Basketball, Jr NBA, etc.)
 - o Educate parents on Long Term Athlete Development principals to help them understand rule modifications and youth level adjustments
 - o Provide meaningful competition opportunities for all levels
- Strengthen Elite/High Performance athlete pathway
 - o Provide a clear road map for athletes from the beginning of competitive basketball to the highest level achievable within the province and beyond
 - o Continue to align elite curriculum with Canada Basketball directed methods

Strategic Goal #2

Coach Development – Recruit, support and identify the pathway for coach education.

As measured by the increase in coach registration numbers through minor associations, clubs, and coaching courses.

Strategies to achieve this goal:

- Increase the number of quality coaches available to our athletes
 - o Provide and update educational resources for coaches of all levels
 - o Offer a mentoring/succession planning program for coaches entering into our elite programming stream
- Provide opportunities for coaches to complete National Coaching Certification Program (NCCP) training
 - o Increase the number of certified Coach Developers who can offer NCCP courses
 - o Limit barriers that are preventing coaches from taking courses (cost, location, time, etc)
 - o Identify funding options for coaches to apply for to assist in the certification process
- Provide professional development opportunities for coaches
 - o Host semi-annual coach centred events (i.e., “Chalk-Talk”, Clinics, Q&A Panels, etc.) – including grassroots and high performance sessions

Strategic Goal #3

Organizational Development – Strengthen our organizational leadership.

As measured by an increase in HR capacity (both staff and volunteers), increase in revenues and cost effectiveness, better visible brand awareness, better engagement of members and alignment with national body.

Strategies to achieve this goal:

- Increase Minor Association/Club engagement
 - o Create monthly newsletter with news, announcements, event calendar, player/association profiles, etc.
 - o Host bi-annual regional meetings
 - o Implement Club Excellence program set by Canada Basketball
- Explore options for owning or partnering with a “home” facility
 - o Continue to pursue building locations and options
 - o Keep lines of communication open with future stakeholders and task group
- Strengthen organizational effectiveness
 - o Evaluate current organizational structure and make modifications where necessary
 - o Clarify roles and responsibilities of board and staff positions
- Increase corporate sponsorship opportunities
 - o Target businesses who share a similar mandate to be potential financial partners
 - o Research potential joint partnerships along with other sports in NB or other basketball PSOs in region