

CDLA Strategic Plan



Mission

To govern, promote and create a safe and respectful environment for the growth and development of all minor lacrosse participants within the CDLA boundaries.

Strategic Goals

Goal 1 - Working Together for the Betterment of Lacrosse (Community Building) - To implement a system of accessibility to quality coaching resources and information sharing.

CDLA Board as a whole will:

- Work with ALRA to know what is required from CDLA to improve service
- Work cohesively
- Be approachable
- CDLA teamwear (shirts)
- Engage all communities within CDLA
- Creating positive relationship
- Recognizing that everyone is important
- Caring more about CDLA as a whole and not just your individual club
- Equal opportunities
- Transparency
- Holding the clubs, players and parents accountable
- Holding the board accountable
- Better communication between clubs
- Ask clubs to work together to balance team numbers so they are equal

Goal 2 - Developing better coaches – To develop better coaches through foundational teaching programs and quality resources.

A CDLA Committee will focus on the following objectives / direction:

- More trainings for coaches
- Coaching support-follow through/follow up (strength and weaknesses)
- Train for safety and development
- Educate for respect
- Allow kids to play more without boundaries

Goal 3 - Advertising and Promoting the game of lacrosse - To better promote the game through school programs, other sport camps, promotional activities and major events (ie: Stampede Parade).

A CDLA Committee will focus on the following objectives / direction:

- Properly educate schools
- Outside membership

- Specific focus groups
- Top down promotion
- Bottom up engagement
- Director of initiatives
- Promotion before registration
- Grassroots development
- More CDLA try it days, goalie clinics etc.
- City wide “try it days”

Goal 4 - CDLA Board Development – To attract and develop new board members to ensure board positions are filled from year to year and a succession plan is in place. Encourage representatives from each club to work on a specific CDLA initiative so they become familiar with CDLA board operations and are more confident to assume a volunteer CDLA Board position in the future.

Various CDLA committees will be structured as follows:

- More directives / initiatives from the board
 - Promotion and advertising (strategic goal)
 - Mini Tyke festival
 - Coach development (strategic goal)
 - Midget Nationals
 - Game Development
 - RIS for Parents
 - Code of conduct
- Free up presidents so they can do their jobs
- Get other club members to sit on the CDLA

Goal 5 - CDLA Board Governance and Operations – To ensure that the board and CDLA as a whole has well defined operational procedures as well as roles and responsibilities.

Executive Committee of the board will work towards:

- CDLA gives more directives
- Operational structures
- Director of Initiatives
- Technical Director
- What are the Roles and Responsibilities
- Governance model
- Work together rather than as individual clubs
- What are the roles and responsibilities of the members of the board
- Technical director at the CDLA level Rather than relying on the ALA

Action Items:

- CDLA Board as a whole works together to achieve goal one - Working Together for the Betterment of Lacrosse (Community Building). Do we need a committee for this or perhaps just have it set as an agenda item for each meeting to measure / review progress?

- Establish Coaching Committee lead by Steve Harlow to work on goal two – Developing better coaches.
- Establish Advertising and Promotions Committee to work on goal three. – We need an executive sponsor for this.
- Establish a Mini Tyke festival committee for goal four – CDLA Board Development. We need an executive sponsor for this.
- Establish Midget Nationals Committee for goal four - CDLA Board Development. We need an executive sponsor for this.
- Establish Game Development Committee for goal four - CDLA Board Development. We need an executive sponsor for this.
- CDLA Executive Board continues its work on board governance and operations.