



Fort St John Soccer
2023-2026 Strategic Plan
Version 1

November 2022

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About Fort St John Soccer

Fort St John Soccer is committed to following guidelines presented by FIFA and Canada Soccer. The Long-Term Player Development Model and Grassroots program has been created to ensure as many kids as possible develop skills needed to excel in sport.

Within the lower age groups, we focus on physical literacy which is defined by the International Physical Literacy Association as:

"Physical literacy is the motivation, confidence, physical competence, knowledge, and understanding to value and take responsibility for engagement in physical activities for life." May 2014

We model our program using our governing body's outline.

Our goals and objectives are to:

1. To encourage team competition, good sportsmanship, fellowship, fitness and fun for youth participants at all times and in all aspects of the game of soccer
2. To encourage and promote continual player skill development
3. To encourage and promote continual referee development
4. To encourage and promote continual coach development
5. To develop and promote enjoyment and competition for its members in all aspects of the game of soccer
6. To foster the continual growth of the FSJSC in terms of the programs and the level of competition it offers and the variety of leagues in which it can participate
7. To operate as a non-profit organization, open to all members of the community
8. To govern the FSJSC in a fiscally responsible, transparent, and accountable manner
9. To raise funds as directed by the Executive by charging fees and soliciting/receiving money and property as may seem conducive to the Club's objectives
10. To ensure all rules and regulations of the NWPSA and the ASA are adhered to at all times and in all aspects of the game of soccer
11. To ensure FIFA Laws of the Game, Code of Ethics and FIFA Fair Play are applied to the game of soccer
12. To represent the City of Fort St. John and the FSJSC in a positive manner

Mission and Vision

Mission

Fort St John Soccer is a fun and inclusive community that champions human connection, diversity, fair play, and personal athletic advancement.

Vision

Fort St John's leading sports friendly organization

Governance

We are governed by a Board of Directors have three staff that report to the Board. We also have several coaches who report to the staff.

Our Partners

Currently our key partners.

Our Progress

Prior to 2020, our numbers were large, but COVID had an impact on the organization and our numbers. We are currently in the building stage. We completed a SWOT (Strengths, Weaknesses, Opportunities and Threats analysis as part of the development of this plan and this included:

Strengths

- Caring
- Committee
- Resilient
- Affordable
- Life skills for junior coaches and referees
- Inclusive
- 10 month program

Weaknesses

- Registration numbers
- Processes
- Information and communication
- Consistent facilities

Opportunities

- Young population
- Different cultures
- Giving community
- Growth at the college level
- Social media

Threats

- Social media
- Transient population (e.g. Site C)
- Ourselves
- Funding
- Volunteer management
- External barriers

A key message from the board to guide the plan is *“We do better, we know better”*.

New Strategic Plan

The Board has developed this new three-year service plan that guides policy and development of day-to-day operations of the organization. The plan defines goals, expected outcomes and organizational strategies that cover both the geographic and topical areas of our mandate. It will be updated annually.

This new plan will focus on three new goals along with the objectives and work planning items that come from those goals. The Board feels that by doing this, they will strengthen Fort St John Soccer’s short- and long-term opportunities that will benefit both the organization and the members that it serves.

Planning and Evaluation Framework

The Board solicits input from a variety of sources to develop its strategic plan. We have used the expertise of both our Board and key staff to ensure that the plan’s direction is consistent with the Board’s goals and needs. We will continue to involve our members

and partners to ensure that our plan reflects their viewpoints and vision of FSJ Soccer for both the current and future needs.

2023-2026 Strategic Areas

The Board has designated the following areas as priority issues that need to be addressed. Some are very short term while others will take more time to develop and implement.

1.0 Goal: Grow Soccer in Fort St John

Objective 1.1 To increase registration

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Develop a promotional plan	Increased promotion on social media, community events, schools	Board	April 2023
Early registrations	Increased ability to plan for the 2023 season	Board	March 2023
Increased female participation	Increased number of females in both youth and adults	Board	September 2023

1.2 Objective: To increase community support for Soccer

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Social media	Increased presence on social media and communications plan developed	Board	November 2023
Elevator pitch	Ability to approach potential partners	Board	November 2023
Charity Tournaments	Increased funding raised for charities	Board	January 2024
2026 Celebrations	Plan for 2026 25 th anniversary	Board	November 2024

1.3 Objective: Affordable, quality product

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Lower Income Families	Program for lower income families	Board	June 2025
Volunteer Bond	Evaluation of the volunteer bond	Board	December 2025
Outdoor facilities	Increased outdoor facilities	Board	March 2026
Coach training	Increased training	Board	June 2026

2.0 Goal: Transparency and Accountability

Objective 2.1: Financial Sustainability

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Annual budgets	Profit or zero balance	Board	October 2023
Registration fees	Approval process evaluated	Board	March 2023
Grants	Increased grant applications for programs and for event sponsorships	Board	September 2023

Objective 2.2 Policies and Procedures

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Accessibility	Increased accessibility for Board and members	Board	January 2024
Orientation for Board and staff	Annual review and orientation for Board and staff	Board	June 2024
Policy & Procedure education for Board	Annual review on the process for developing, approving, and monitoring implementation	Board	November 2024

3.0 Goal: Own Facility

Objective 3.1: Project Leadership

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Facilities Committee	Appointment of committee comprising of business, key partners and one or two board liaison members	Board	September 2024
Facilities Committee Terms of Reference	Completed TOR approved by the Board	Board	June 2024
Project Consultant	Appointment of consultant to assist the Facilities Committee	Board	June 2024

Objective 3.2: Consultation and Communication Plan

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Key partnerships	Northern Lights College, City of Fort St John, PRRD, District of Taylor, School Districts 59, 60 & 81 and businesses	Board & Facilities Committee	January 2026

Objective 3.3 Financial Plan

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Cost/benefit analysis	Updated analysis	Board & Facilities Committee	June 2026
Operating Costs	Updated cost figures	Board & Facilities Committee	June 2026

Objective 3.3: Multi-User Plan

<i>Strategic Areas of Focus</i>	<i>Outcomes</i>	<i>Responsibility</i>	<i>Deadline</i>
Possible multi-users of the facility	Contact with possible users such as sports groups, interest groups	Facilities Committee	April 2026
Building plan	Meeting rooms, kitchen, retail	Facilities Committee	April 2026

Conclusion

All questions on this plan should be directed to the following:

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