



**HALIFAX CITY
SOCCER CLUB**

**OBTAIN CSA
NATIONAL
YOUTH CLUB LICENSE**

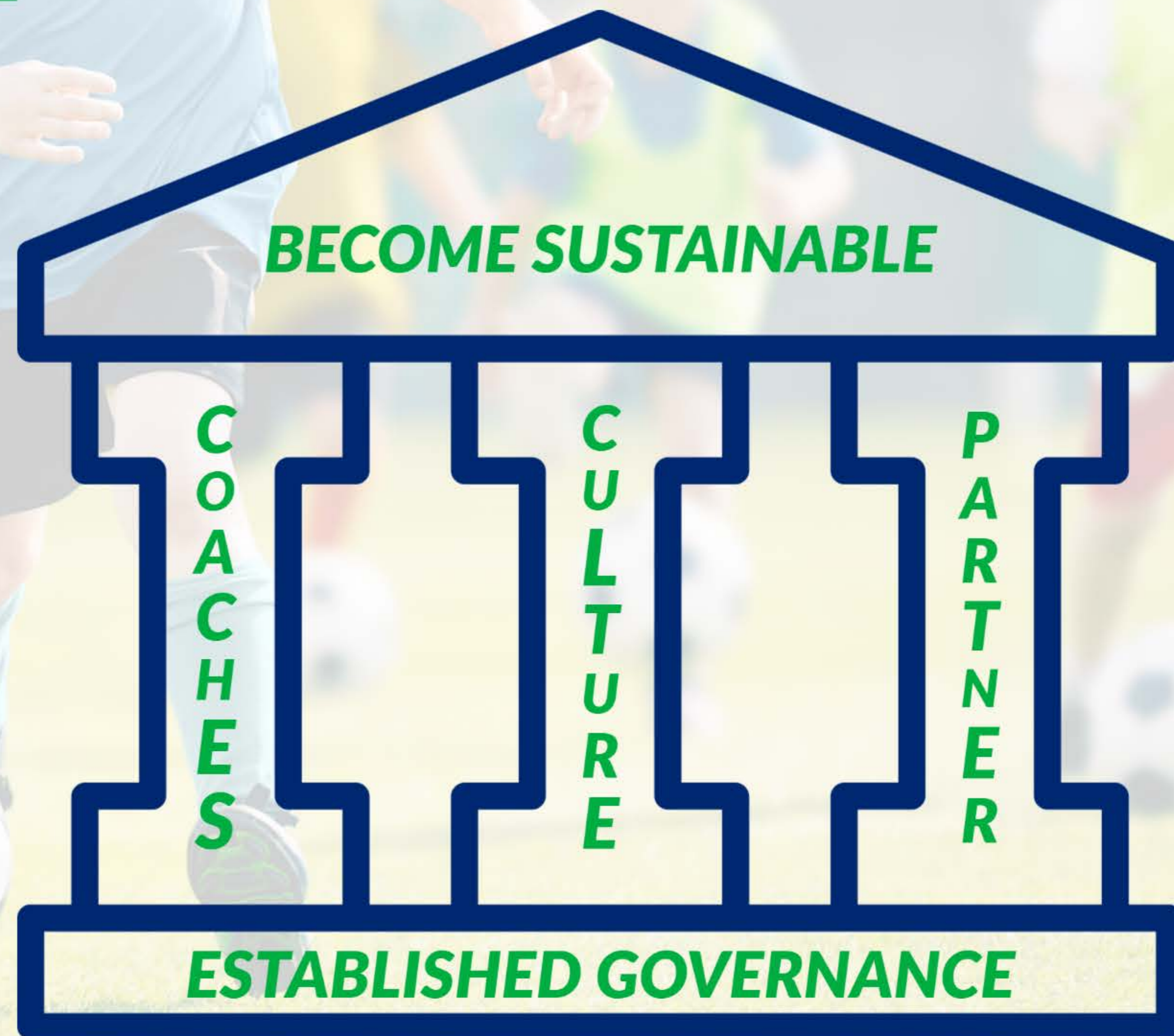
**STRATEGIC PLAN -
2023-2025**

CORE VALUES
THAT WE LIVE BY

**PLAYER CENTRED.
PASSION.
PROFESSIONAL.
FUN.
QUALITY.
INTEGRITY.**

PRINCIPLES
THAT GUIDE US

**RIGHT TO BE HEARD.
RIGHT TO PLAY.
MAXIMIZE TIME.
EMBRACE MISTAKES.
WE ARE GUESTS.
DELAY SELECTIONS.
SUPPORTING COACHES.
INDIVIDUALIZED DEVELOPMENT.**



COACHES

Investment in Recognition

ANNUAL COACH SOCIALS/CONTACT EVENTS

ONGOING COACH APPRECIATION AND ACKNOWLEDGEMENT

INCENTIVES FOR RETURNING/LONGSTANDING COACHES

Investment in Recruitment

IDENTIFY AND TARGET AREAS IN NEED OF ADDITIONAL COACH SUPPORT

INCREASE COACH DIVERSITY AND REPRESENTATION

INCENTIVES FOR NEW/RECRUITED COACHES

Investment in Retention

CREATE A COACH FEEDBACK PROCESS (CLUB -> COACH AND COACH -> CLUB)

CREATE AND IMPLEMENT A MENTORSHIP PROGRAM AND CALENDAR

ESTABLISH A PATHWAY FOR COACHES TO PROGRESS

IMPROVE ACCESS TO TRAINING AND CERTIFICATION

CREATE MORE ACCESSIBLE RESOURCES FOR COACHES



COACHES

INVEST IN DEVELOPING AND SUPPORTING OUR COACHES

CULTURE

Investment in Connection

CALENDAR OF CLUB SOCIAL EVENTS

IMPROVE ORGANIZATION AND BRAND AWARENESS THROUGH CLUB PROJECTS IN THE COMMUNITY

CREATE OPPORTUNITIES FOR CLUB MEMBERS TO GIVE BACK TO THE COMMUNITY

Investment in the Individual

INCREASE RESOURCES THAT FOCUS ON DEVELOPING PROGRAMS THAT TARGET EQUITY-DESERVING GROUPS

PROVIDE EDUCATION TO STAFF/COACHES/VOLUNTEERS AROUND THE INDIVIDUAL IN SPORT

CELEBRATE INDIVIDUAL ACHIEVEMENTS FROM CLUB MEMBERS

Investment in the Membership

IMPROVE PARENT ENGAGEMENT/EDUCATION

IMPROVE OPPORTUNITIES FOR MEMBERSHIP TO PROVIDE FEEDBACK

IMPROVE OPPORTUNITIES FOR MEMBERSHIP TO ENGAGE IN PROJECTS WITH THE CLUB ON SHARED VALUES



PARTNERSHIPS
INVEST IN CREATING WORKING RELATIONSHIPS WITHIN OUR COMMUNITY

PARTNERSHIPS

Investment in Child Development

**PARTNER WITH ORGANIZATIONS WITH EXPERTISE
ON CHILD DEVELOPMENT TO IMPROVE
STAFF/COACH/MEMBER EDUCATION ON THE
JOURNEY OF A CHILD IN SPORT**

**WORK WITH LOCAL UNIVERSITIES TO SUPPORT
RESEARCH INTO CHILD DEVELOPMENT**

Investment in Community

**CREATE WORKING RELATIONSHIPS WITH SOCIAL
NPOS FOR MORE ACCESSIBLE PROGRAMMING**

**PARTNER WITH ORGANIZATIONS WHO CAN PROVIDE FACILITY
ACCESS TO IMPROVE QUALITY AND QUANTITY OF FACILITIES**

Investment in Inclusion

**CREATE PROGRAMMING TO SERVICE
EQUITY DESERVING GROUPS**

**INCREASE SUPPORT FOR ACCESSIBLE
PROGRAMMING THROUGH MULTIPLE
REVENUE STREAMS**

**CREATE OPPORTUNITIES WITHIN
THE CLUB TO PROMOTE AND
INCREASE DIVERSITY**



PARTNERSHIPS
**INVEST IN CREATING
WORKING RELATIONSHIPS
WITHIN OUR COMMUNITY**