



# Lacrosse Nova Scotia

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Strategic Planning

*2008 and Beyond*



# The Plan

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- The LNSS Executive met with Blaise Landry from Health Promotion and Protection to outline some key areas of development for Lacrosse and begin to outline some priorities in these areas.
- The LNSS would like to present you these areas and outlines and open them up for discussion in our meeting Tuesday night January 29<sup>th</sup>, 2008. Snow date TBA.



# Vision for 2012

- Provincial Championship at the club level hosted throughout the Province
- Regional development
- Strong high school and university programs
- Facility issues addressed
- Lacrosse a major-primary vs secondary sport in Nova Scotia
- NCCP coaches in all clubs/teams (high performance)
- Full time staff positions
- 5000 participants
- Participation at all national championship events (A pool)
- Effective sponsorship program
- Expose Nova Scotia teams/players
- Financial stability increase budget
- Quality and quantity of referees and coaches to meet growth and demand
- Succession program for Board and committee - Board development
- Lots interprovincial/international comp - exposure
- Budget/committee/Board structure that enables LNS to accomplish annual plans
- Pro franchise in Nova Scotia
- FUN!! Programs - focus - entry level opportunities
- FUN - POSITIVE Experience for all!!

# Coaching

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- Develop and identify association/club coach directors to coordinate and mentor club coaches (supervision and training).
- Increase the number of coaches attending clinics and completing manual (certification)
- Create and implement a coaches code of conduct

# Officiating

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- Based on the CLA parents handbook, develop and conduct education sessions for parents of each association
- Identify a new representative for NOCP committee
- Recruit 15 new senior officials
- Develop a mentor/support program for younger/new officials



# Arena Supervision

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- Establish an Arena Supervisor program and training session.
- Clubs to identify volunteers/participants for the program
- Ensure supervision for all games
- Develop and ensure poster re: code of conduct is in all lacrosse facilities



# Player Development

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- High Performance
- Participation
  
- Lacrosse Nova Scotia plans to work on player development as per the strategic plan and long term athlete development model currently being created by the Canadian Lacrosse Association.

# Funding/Financial Resources

## Introduction



- As part of the development process of LNS's new strategic plan, a integrated marketing and sponsorship model will be developed.
- LNS will also develop a communications strategy as part of the strategic plan designed to ensure all associations are informed of LNS directives and general information promoting the sport.
- LNS's Staff person at Sport Nova Scotia will be a intricate part of the execution process as defined in the strategic plan.
- All processes will be developed in conjunction with member association representatives input during spring workshop sessions in January and February 2008.





# Funding/Financial Resources

## Marketing

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- Promote the sport provincially
- Develop key areas as defined in the strategic plan
- Support Associations marketing efforts as defined in strategic plan
- Coordinate a consistent marketing message throughout the province

# Funding/Financial Resources

## Sponsorship

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- Develop a LNS Provincial sponsorship package
- Develop key sponsor categories as defined in the strategic plan
- Support Associations sponsorship efforts as defined in strategic plan
- Coordinate sponsorship packages throughout the province supporting member associations

# Funding/Financial Resources

## Communication



- Develop a LNS Provincial communications strategy
- Develop key contacts by association as defined in the strategic plan
- Support Associations communication efforts as defined in strategic plan
- Coordinate communications messages throughout the province supporting member associations, MMLL, Field and University leagues

# Facilities

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- LNS to identify a liaison/coordinator with leagues/associations and owners re: issues, needs etc.
- Identify an indoor facility for winter elite training, programs, and competitions.
- Identify and discuss options with other sports requiring similar facilities



# Staff Support

## Roles and Resources

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- Ensure current administrative support position.
- Determine future staffing needs and plan to resource

# Volunteer management

(recruitment, training, recognition)



- Establish a volunteer management committee/group to establish a plan.
- Develop a database of volunteers: contact info, experience, interests
- Committee recruitment - all committees up and running with a minimum of 3 members.
- Revise forms to include recruitment component



# Regional Development

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- Host provincial clinics and camps in various regions.
- Develop a list of contacts for all regions.
- Establish resource supports on website: lesson plans; club handbook; coaches help site; players development posters; events.
- Host conference calls to increase communications with regions outside of metro - possible 1 800 number.



# Schools/Grassroots

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- Work with existing clubs/association to conduct a school program in the South Shore and Valley regions.
- Offer PE class and after school/noon time programs.
- Continue to participate in Sport Fair.
- Develop a model for connecting various stages of programs and a continuum of opportunities



# Competitions

## Provincial and Regional

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- Develop a provincial championship hosting package.
- Maintain/enhance the Garnet Knight and Lobster tournaments.
- Host a Provincial Jr. B Championship

# Club Association/ League Development.

(communications; relations; issue resolution)



- Conduct a survey with clubs/associations to determine how to enhance communication, identify critical issues, how LNS can support clubs/association development
- Enhance website (frequent questions etc) - plan to revamp website in Spring 2008
- Meet with all clubs/association to discuss survey results, issues, direction etc.
- Update directory/contact sheet for clubs/associations



# Conclusions

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- As discussed this is a draft outline designed to start detailed discussion on the development direction for LNS and it's member associations. The goal of the strategic plan is to continue to grow the sport of Lacrosse in the province of Nova Scotia.
- Nothing is set in stone and all input is welcome as well develop the plan.