

# Lacrosse Nova Scotia – Strategic Planning Documents

## STRATEGIC PLAN 2023-25

### Table of Contents

|                                     |           |
|-------------------------------------|-----------|
| <i>Message from the Chair</i>       | <b>3</b>  |
| <i>Executive Summary</i>            | <b>4</b>  |
| <i>Strategic Plan Framework</i>     | <b>5</b>  |
| <i>Mission, Vision, and Values</i>  | <b>6</b>  |
| <i>Organizational Strategies</i>    | <b>7</b>  |
| <br>                                |           |
| <i>Participation</i>                | <b>8</b>  |
| <br>                                |           |
| <i>High Performance</i>             | <b>9</b>  |
| <br>                                |           |
| <i>Technical Leadership</i>         | <b>10</b> |
| <br>                                |           |
| <i>Promotion and Communication</i>  | <b>11</b> |
| <br>                                |           |
| <i>Organizational Effectiveness</i> | <b>12</b> |

### Message from the Chair

I am pleased to present the Strategic Plan for Lacrosse Nova Scotia (LNS). This three-year outlook is the result of several months of thought-provoking work sessions amongst our LNS Team, facilitated by Fairwinds Training and Development Inc.

With the increased visibility and the anticipated rapid growth of our sport in these challenging times, amidst the ever-evolving pandemic, it was time to take an open and frank introspective look into our sport and develop a plan moving forward.

This Strategic Plan will provide the framework and guidance for the effective growth and development of LNS. It will outline our strategic goals and objectives and the means by which we will achieve them. It will assist us to succeed in the face of future challenges while also finding opportunities to strengthen our institutional capacity.

The plan will be implemented through performance objectives together with goals, indicators, and targets, with the intent to regularly revisit and measure success both qualitatively and quantitatively.

Many thanks to Fairwinds and especially to all our contributing Board members and staff under the leadership of Donna Goguen, Executive Director for their service and commitment to our mission and who were instrumental in the development of this inaugural plan. Some goals may seem ambitious, but I am confident that they can be achieved with your proven dedication, personal effort, ingenuity, and innovation.

Tom Aquanno  
President Lacrosse Nova Scotia

## **Executive Summary**

In 2022, Lacrosse Nova Scotia embarked on the development of a new strategic plan for the organization.

Strategic Planning involves re-examining the vision and mission of an organization and setting out strategies for achieving its objectives over several years. The strategic plan sets a very clear direction for staff and volunteers and serves as a decision-making tool for the organization. All activities should support the strategic mission and vision of the organization.

Fairwinds Training & Development was asked to facilitate the planning process. Data was collected, information gathered, and surveys conducted. The full Board was invited to a planning session where all information and feedback were examined, and the framework of the plan was designed.

A steering committee consisting of the Executive Director, staff, and other Board members was formed to consider the data and formulate the plan. Several meetings were held and many volunteer hours were contributed to effectively complete the plan.

The time frame for the Lacrosse Nova Scotia Strategic Plan is three years. In 2025, the Lacrosse Nova Scotia Board will revise the Strategic Plan.

## **Strategic Plan Framework**

### **Mission Vision and Values**

#### **Mission Statement**

To strengthen engagement across all aspects of Lacrosse.

#### **Vision Statement**

A strong and vibrant Lacrosse community.

## **Our Values**

Lacrosse NS is committed to...

Supportive leadership  
Inclusive growth  
Success at every level  
Respect in lacrosse  
Fun for all

## **BHAG (Big Hairy Audacious Goal)**

Grow our game.

## **ORGANIZATIONAL GOALS**

**Participation-** To have more people involved in our game.

**High Performance-** - To have a quality HP pathway for all players, coaches, and officials to progress to national competition.

**Technical Leadership-** To have the technical facilitators and resources to achieve our goals.

**Promotion and Collaboration-** To raise the profile of Lacrosse in NS and showcase the benefits of our sport.

**Organizational Effectiveness-** To have a strong governance foundation to effectively manage and advance our sport.

## **Participation Goal and Objectives**

**Goal:** To have more people involved in our game.

### **Objectives:**

1. Increase opportunities for new players in all age groups, ability levels, and under-represented groups.
2. Collaborate with community partners to increase access to play, facilities, and new venues/fields.
3. Develop play and game opportunities outside of HRM.
4. Ensure Lacrosse NS supports diversity, equity and inclusion throughout the organization.
5. Develop a proactive recruiting program for volunteers, coaches, and officials at all levels throughout the province.

### **High-Performance Goal and Objectives**

**Goal:** To have a quality high-performance (HP) pathway for all players, coaches, and officials to progress to national competition.

**Objectives:**

1. Develop competitive opportunities for high-performance athletes.
2. Ensure Long Term Development (LTD) programming is implemented throughout clubs and leagues.
3. Expand provincial championships to include 3 minor age groups.
4. Send provincial teams to all available Minor Lacrosse Canada Tournaments.

### **Technical Leadership Goal and Objectives**

**Goal:** To have the technical facilitators and resources to achieve our goals.

**Objectives:**

1. Increase the number of coaches enrolled in coach certification courses.
2. Ensure all officials at U17 and beyond are certified to Level 3 certification level.
3. Develop a team of learning facilitators and master developers to present coach and officials certification courses.

### **Promotion and Collaboration Goal and Objectives**

**Goal:** To raise the profile of Lacrosse in NS and showcase the benefits of our sport.

**Objectives:**

1. Create a social media campaign to spread the word about Lacrosse as a premier Canadian sport.
2. Increase the visibility of the sport through community exhibitions.
3. Partner with Team Canada, and provincial sports and recreation agencies and organizations to assist in the public promotion of Lacrosse.

### **Organizational Effectiveness Goal and Objectives**

**Goal:** To have a strong governance foundation to effectively manage and advance our sport.

**Objectives:**

1. Foster and share organizational management best practices across clubs and leagues.
2. Provide support and development for Board and committee members to ensure a fully engaged and committed group of volunteers.
3. Review, develop and share policies to address new and emerging issues.
4. Ensure financial sustainability through increased grant and sponsorship opportunities.