



2019 - 2022

# STRATEGIC PLAN



# TABLE OF **contents**

- 3** Vision, Mission & Values
- 4** Executive Director's Message
- 5** President's Message
- 6** Strategic Plan: At a Glance
- 7** Membership
- 8** Development
- 9** Partners & Relations
- 10** Leadership & Governance

# Vision, Mission & Values



## **OUR VISION**

Softball for Everyone



## **OUR MISSION**

To govern, lead and develop the sport of Softball in British Columbia.



## **OUR VALUES**

Softball BC seeks to build a fun, fair and safe environment for all participants to enjoy the game at any level.



## MESSAGE FROM EXECUTIVE DIRECTOR

Dear Softball BC Member,

I am very pleased to present this strategic plan to the membership of Softball B.C. The plan you will read about is one achieved by collaboration with members of our softball community throughout the province.

With the enthusiastic support of the board, we started the process of creating a new plan over a year ago. We contracted the services of Tom Jones, a sport leader in Canada, who has extensive knowledge and experience in strategic planning. By surveys, focus groups and member engagement at various events, we created a plan designed to take our sport through 2022, by developing and promoting the sport in B.C.

Our new Vision of “Softball for Everyone” resonated with all members as did our Mission and Values. With those goals set, the membership identified and refined the four pillars which would help us achieve our vision, and then identified even further, key strategies within each pillar that were important to the community as a whole.

Staff are very excited about the identified priorities and have built operational plans to see Softball BC strive to meet every one of those action items. By having a road map created and understanding what was important to you, the members, it sets goals and objectives for our team, in cooperation with stakeholders throughout the province, to strive for.

I look forward to working with our board, our team at the Softball BC offices and all of our members to deliver these strategies, and develop a stronger and more vibrant provincial sport organization for the future.

Yours truly,

Rick Benson



## MESSAGE FROM SOFTBALL BC PRESIDENT

As President of the provincial body, I have been involved with a number of initiatives during my term of office. Over the past six years our association has, among other things, handed over the management of Softball City to the City of Surrey, moved our provincial offices to Langley, and created a new governance model based on best practices from within BC and Canada. I have chaired a board which has worked diligently towards reducing our debt, and one which now can start to turn their full attention to building softball in the province.

Our new strategic plan is an initiative I am very proud of. This action plan for the organization was created with true member consultation and input. It isn't a plan developed by staff or board members, it is one that all of you had a hand in making a reality.

While we have made great strides in achieving our mandate of governing, developing and promoting softball in B.C., there is still a lot of work to do and new initiatives and plans to put into place. The board of directors are united in their commitment to seeing this plan become reality, and we are putting resources in place for short, medium and long term objectives.

We believe in an inclusive, safe sport that welcomes everyone into our community. We strongly believe the vertical alignment of softball from player to provincial office is integral to the success of this plan. Only by having everyone working together can we all reach our goal.

I encourage you to read this summary and become familiar with your new strategic plan. Ask questions and demand progress from all levels of the sport. If we all take ownership of this plan and work towards overall success, we will all have an organization we can be proud of.

Jake Dewitt,

President, Softball BC

# at a glance

## Softball BC Strategic Plan: 2019-2022

pillar 1

### Membership

#### Goal

*Create strong two way communication/develop new markets and opportunities within existing member categories/vertical alignment between LSOs and PSO*

#### Anticipated Outcomes

- Strategic use of social media to promote softball
- Goals and objectives of the provincial body align with local clubs
- Improve the number of participants from the Indigenous community, new Canadians and other softball disciplines
- Build male fastpitch numbers throughout the province

pillar 2

### Development

*Provide coach training to all BC softball communities/create athlete development model that is defined and measureable/provide recruitment programmes for umpires, thereby building capacity through all the province.*

- Affordable and accessible coach training for everyone
- Compliance with Softball Canada coach certification standards throughout our programmes
- Vertical alignment of athlete development model that includes players, parents, coaches and administrators.
- Improve recruitment and retention of umpires in order to meet the needs of our membership

pillar 3

### Partnerships & Relations

*An engaged and collaborative approach to relationships with Softball Canada and other provincial sport organizations/an alumni programme to encourage past members to interact with and inspire future participants/a fun, exciting and welcoming experience at Provincial Championships and special events throughout the year.*

- Vertical alignment of governance model between PSO, LSO and District volunteers, bringing everyone under the same canopy of playing rules and policies
- Provincial championships which are uplifting and motivate all districts to participate
- Annual Canadian and Western Canadian championships as well as international tournaments that inspire athletes
- Honouring our history, while mentoring current members through a vibrant alumni programme

pillar 4

### Leadership & Governance

*A skill based board with balanced representation/financially strong/vertically aligned with Softball Canada/develop innovative programs and services*

- Board of Directors are chosen by skill and representative criteria
- Softball BC is financially viable and sustainable for the long term
- Programming is proactive and based on future needs while aligning with Softball Canada strategies and initiatives

# pillar 1

## MEMBERSHIP



**2502  
Followers  
on  
Facebook!**

### Key Areas:

- Communications
- New Markets and Opportunities
- Associations and Clubs

### Core Strategies:

- Improve awareness of Softball BC's plans, programmes and services.
- Promote softball by effective use of social media.
- Indigenous participation through meaningful relationships. Create recognition awards and provide education and awareness workshops throughout the year.
- Increase participation at male Provincial championships and have six zones represented on the boys side at the 2022 BC Summer Games.
- Strengthen link between Local Sports Associations and Softball BC through series of town hall meetings around the Province.

### How we will measure success:

- Increased membership in Indigenous community, new Canadians, Boys Softball and Slo-Pitch/Mixed Ortho markets. Provincial championships in each category.
- Improved interaction between clubs and PSO.
- Increased number of training and competition facilities.
- Annual development conferences for all stakeholders.

# pillar 2

## DEVELOPMENT



Since 2012  
3775 Coaches  
have  
attended clinics  
in BC!

### Key Areas:

- Coach
- Athlete (Player)
- Officials
- Clubs

### Core Strategies:

- Making coach training more accessible and affordable.
- Develop more coach education and training with face to face development and regional clinics.
- Town hall meetings with coaches and parents to educate on Long Term Athlete Development module. Vertical alignment of LTAD with clear, measurable criteria.
- Develop Safe in Sport programme.
- Provincial Championship for mixed fastpitch at U14.
- Build capacity of umpires by providing financial incentives to clubs.
- Create and provide clear information about club development, governance, policies and sponsorship for Local Sport Associations.

### How we will measure success:

- Increase retention rates of officials by 5% per year.
- Participate in school development opportunities with Timbits School Program.
- Increase former players transitioning as officials by a total of 40 by 2022.
- Increase in coaches trained and/or certified in accordance with Softball Canada's coach certification standards.



# pillar 3

## PARTNERSHIPS & RELATIONS



### Key Areas:

- Sport Groups (Softball Canada, viaSport, BC Games Society, other Provincial Sport Organizations.
- Supporters and Sponsors.
- Hosting
- Association/Local Sport Organizations (LSO's)

### Core Strategies:

- Provide clear structure, guidelines and information to LSO's to nurture vertical alignment.
- Provide consistent oversight and guidance.
- Create joint conferences and events with other PSO's.
- Nurture and maintain strong relationship with Softball Canada and other Provincial/Territorial Organizations.
- Clearly and regularly communicate the benefits of Softball BC Membership.
- Develop Softball BC Alumni programme.
- In partnership with LSO's, enhance resources to provide memorable Provincial Championships.
- Encourage more National and International tournaments.

### How we will measure success:

- Increase number of districts represented overall at Provincials by 10%
- Increase attendance at AGM/Development Conference by 20%
- BC to host a minimum of 1 Canadian Championship annually
- Place Softball BC members in volunteer positions within viaSport and Sport BC
- Host Softball Canada Congress
- Add sponsors to Softball BC with a minimum of \$10K benefit each

# pillar 4

## LEADERSHIP & GOVERNANCE



### Key Areas:

- Vision and Direction
- Knowledge Development and Education
- Organizational Health
- Profile and Communications
- Culture and Representation

### Core Strategies:

- Engage member and partners in Softball BC strategies by forming standing committees to create and oversee strategies in three key areas - LTAD, Competition Review and Governance.
- Advocate for softball in multi-sport events.
- Consistent leadership and direction in developing softball in British Columbia.
- Consistent and timely development and enforcement of rules.
- Manage fiscal responsibility.
- Develop succession plans for staff and board positions.
- Create a balance between services provided and member fees charged.

### How we will measure success:

- Through Advisory Councils, build capacity and provide consistent leadership and direction.
- Representation on BC Games Board of Directors.
- Increase in positive messaging and profile about Softball BC and the sport of softball.
- Increase presence/profile of Provincial Office Staff and Volunteers in BC Softball Community.
- Elimination of Line of Credit.
- Increase in recognition of Softball BC's role and contributions to softball development in BC.

# ABOUT SOFTBALL BC

Softball BC is the official governing body of softball in the province of British Columbia.

The provincial office is located in Langley, BC.

Provincial championships, National Coaching Certification Programs (NCCP), officials training, and player development clinics (Learn to Play and CANPitch) are held throughout BC.

## WHO WE ARE

**Staff: 5 (2 FT/3 PT)**

**Board of Directors:  
8 (volunteers)**

**District Representatives:  
45 (volunteers)**

## STRATEGIC PRIORITY AREAS

Our **MEMBERS**  
Our **ASSOCIATIONS AND  
CLUBS**  
Our **SUPPORTERS AND  
SPONSORS**  
Our **PARTNERS**

## SOFTBALL BC PROGRAMS

**CANpitch**  
**CANhit (pilot program)**  
**Team BC**  
**BC Summer Games**  
**NCCP Certification Clinics**  
**Umpire Certification Clinics**  
**Timbits Softball**

**Connect with us**

**Phone: 604-371-0302**

**Email: [info@softball.bc.ca](mailto:info@softball.bc.ca)**

**Website: [www.softball.bc.ca](http://www.softball.bc.ca)**



**Softball for Everyone**