



# SOFTBALL YUKON

Strategic Plan 2021-2024

Bringing the Yukon together through Softball



## Message from the Executive Director

To the members of Softball Yukon,

Since 1965 when Softball Yukon was formed, the various Board Members and staff have endeavored to make Softball Yukon a well-run Sport Governing Body. Softball Yukon was a relatively small organization until the Pepsi Softball Complex opened in 1983. Since that time Softball Yukon has had a vibrant membership involved in Men's, Women's, Co-ed as well as a Minor program.

Softball Yukon also has a history of hosting. Over the years we have hosted National Championships, Western Canadian Championships and four World Championships and have hosted the Dustball International Slo-Pitch Championship for the past forty years.

That said, the Board of Directors of Softball Yukon with staff and membership began a Strategic Planning process in Fall 2020. It was felt that while we know where we have come from, we need to plan where we want to go. We all look forward to the future and this Strategic Plan will help us achieve the future we want for Softball Yukon.

We sincerely thank all those that have taken part in this process,

George Arcand  
Executive Director, Softball Yukon

## Message from the President

On behalf of the entire Softball Yukon Board, I wish to extend my sincere appreciation & gratitude to the membership across Yukon for your continued support & passion that each of you bring to the game of Softball.

Softball Yukon has realized many wonderful accomplishments since softball was introduced in the Yukon more than 110 years ago. We continue to see record numbers of softball participants young and old each year.

As you can imagine, developing a Strategic Plan is no mean feat. And it is not something we should do in isolation. That is why, as part of the development of our new strategic plan, Softball Yukon undertook a comprehensive engagement process with the public and our membership. We have taken the following steps assisted by the Sport Law & Strategy Group (SLSG):

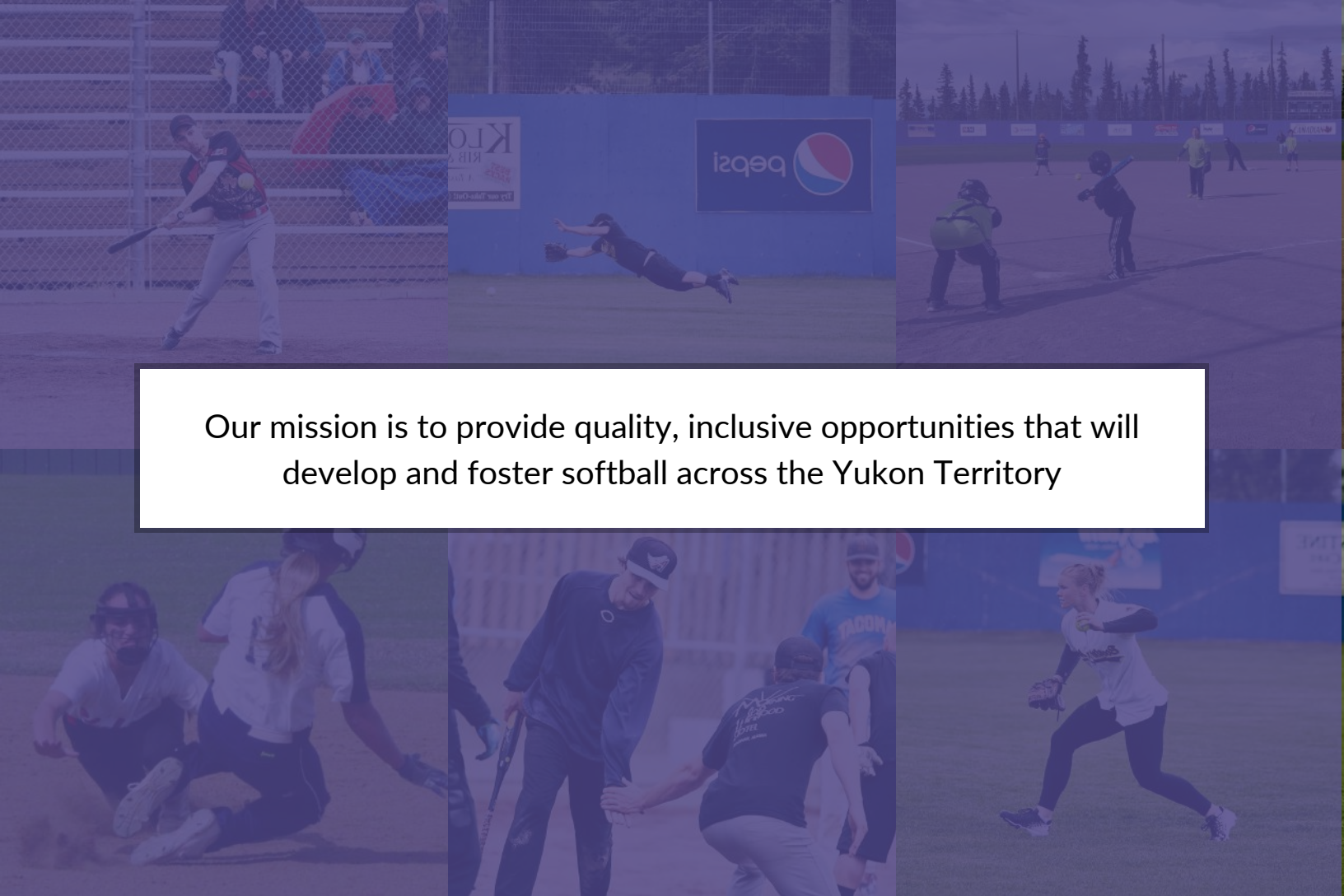
- Formed a Working Group and Strategic Planning Committee which consisted of representation from adult leagues, minor leagues, and the communities;
- Surveyed and interviewed the membership to identify the concerns and areas of strength;
- Through the Working Group and Committee, we have worked collaboratively to address and resolve concerns raised by the membership and generated new ideas to improve the sport of Softball in Yukon.

Our board and staff continue working hard to improve delivery of services and to be available to the membership. I encourage all of you to take advantage of the tools available to communicate with us and provide us with any feedback you feel would improve Softball in the Yukon. It will only be through effective, respectful & open communication that we can strive to meet the needs of our members.

Yours in Softball,

Brian White  
President, Softball Yukon





Our mission is to provide quality, inclusive opportunities that will develop and foster softball across the Yukon Territory

## Our Values

### Respect

We will operate with transparency, accountability, and integrity on and off the field.

### Inclusive

We will create safe spaces that foster equal and equitable opportunities for all.

### Collaborative

We will build community through cooperative engagement.



# Our Strategic Goals

Growth and  
Development

Community  
Engagement,  
Inclusion, and  
Partnerships

Organizational  
Sustainability

# 1 Growth and Development

We will promote and develop quality softball programming throughout the territory.

In order to achieve this strategic goal, we will focus on the following objectives:

**1.1**

Develop and sustain a strong youth program (Yukon-wide) that will increase youth participation by 15% by 2024.

**1.2**

Expand adult programming being offered to increase calibre of softball skills of men and women by 2024.



## 2 Community Engagement, Inclusion, and Partnerships

We will work together with innovative people and organizations to create inclusive opportunities throughout the territory.

In order to achieve this strategic goal, we will focus on the following objectives:

**2.1**

Develop an engagement strategy with each willing community by 2024.

**2.2**

Provide appropriate assets and resources to enable communities to become more self-sufficient in providing softball opportunities by 2024



## 3 Organizational Sustainability

We will have the resources for transparent and effective governance, management and financial sustainability.

In order to achieve this strategic goal, we will focus on the following objectives:

**3.1**

Develop administrative and operational directives for Softball Yukon by 2024.

**3.2**

Enhance Board inclusion whereby all Board members are engaged in Softball Yukon Board activities by 2024.



# Thank you to our Strategic Planning Working Group and Committee:

## Working Group

George Arcand, Executive Director  
Sarah Walz, Program Coordinator  
Brian White, Board President  
Amy Lank, Board Member  
LJ Bartle, SLSC

## Committee (includes Working Group)

Chad Curlew, Board Member  
Matt Kremer, Board Member  
Michael Tuton, Former Staff, Coach, Player, Parent  
Mallory Oulton, Minor Softball Coach, Parent  
Max Zimmerman, Youth, Former Minor Softball Participant  
Amy Anderson, Coed Slopitch Committee  
Cliff Cave, Coed Slopitch Committee  
Tarra Mikeli, Coed Slopitch Committee  
Blaine Demchuk, Umpire in Chief  
Florence Kushniruk, Community Representative (Haines Junction)  
Sharmane Jones, Community Representative (Haines Junction)  
Robb Anderson, Former Board Member, Umpire  
Megan Cromarty, First Nation Recreation and Sport Consultant, Yukon Government