



Water Ski and Wakeboard Saskatchewan

2018-2020 Strategic Plan

Prepared by: Jackie Hunter, Elevate Leadership Development

Vision:

To lead, organize, and create awareness of present and emerging towed water sports.

Mission:

To promote, develop and represent all types of towed water sports for people of all ages and abilities in a fun and safe manner.

Values:

Water Ski and Wakeboard Saskatchewan is committed to deliver all facets of our sport guided by:

- Integrity
- Fairness
- Inclusion

Through participation in our sport we introduce and continually mentor Personal Development, Team Development, Community Service and a Passionate desire to excel.

Jackie Hunter 2017-1-3 11:16 AM

Comment [1]: This was changed from: To be recognized by all provincial and all recreational participants as the organizational body for present and emerging towed water sports

Jackie Hunter 2017-1-3 11:16 AM

Comment [2]: Abilities was added

Jackie Hunter 2017-1-3 11:16 AM

Comment [3]: Discussion was around whether or not to add the values from the Canadian Water Ski and Wakeboard

Strategic Objectives:

Throughout the planning process the following objectives were identified as critical concepts that the Association will be focusing on for the planning period.

The Association plans to:

- Develop members and athletes at all levels of ability from recreational to international competition
- Attract new members and athletes to the sports
- Coordinate tournaments for ongoing development of and competition for members and athletes

From the objectives several strategic themes emerged including expected outcomes, measures for success, activities, timelines and accountability leads. These elements form the basic structure of the strategic plan and are intended to be reviewed on a quarterly basis to ensure activities are achieving the strategic objectives.

| Strategic Theme 1: Building Certified Coaches | | | | | |
|---|--|----------------|--|--------------------------------------|-----------------|
| Key Initiative | Outcome | Measure | Activities: | Timeline | Lead |
| Annually offer NCCP coaching courses and/or connect coaches with courses offered by others organizations (ie. National Association) | Saskatchewan members and athletes are known for demonstrating growth and excellence in their abilities | ? | 1) Create a three year plan with Coach Developer for course offering in Saskatchewan 2) Check with National office for relevant courses being held in Canada 3) Communicate offerings to members | 2017 2018/2019 Ongoing | ? |
| Increase opportunities for Coaches to coach | Coaches have depth and breadth in their abilities | ? | 1) Create a list of coaching opportunities and post it on the website (i.e. at regional parks or with clubs) 2) Determine active coaches and connect them with requests for coaching. | 2017 2018 | Coach Developer |

| | | | | | |
|---|--|----------------|--|-------------------------|-------------|
| | | | 3) Promote coaches to members and clubs (ie. Rip and Ride) 4) Identify and offer opportunities for coaches to provide 1:1 coaching to increase experience (especially for target areas of development such as for female, aboriginal, and adaptive programming) | 2018 2019 | |
| Introduce mentorship program | Coaches are provided support by role models | ? | 1) Design a mentorship program 2) Recruit mentors and protégés for program (particularly female, aboriginal and adaptive) 3) Review and modify program | 2019 2019 2020 | ? |
| Create a coaching award(s) | Coaches are recognized for their dedication to the sport | ? | 1) Determine types of awards 2) Implement program | 2019 2020 | ? |
| Strategic Theme 2: Nourishing an Active and Growing Membership | | | | | |
| Key Initiatives | Outcome | Measure | Activities: | Timeline | Lead |
| Maintain representation in six districts. | Awareness and interest in becoming a member in a club | ? | Existing clubs: Nurturing club development to increase the numbers of members by offering preferred clinic rates and coaching development 1) Identify rates and incentives 2) Implement incentives 3) Review effectiveness & adjust | 2017 2018-19 2020 | |

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|--|---|--|--|---|--|
| | | | <p>New Clubs: Encourage the creation of new clubs by offering incentives or assistance for new clubs</p> <ol style="list-style-type: none"> 1) Identify rates and incentives 2) Implement incentives 3) Review effectiveness & adjust <p>Review club assistance program</p> <p>Create roadmap on how to start and grow club</p> <p>Actively promote new club assistance program</p> | <p>2017-18 2019 2020</p> <p>?</p> <p>?</p> <p>?</p> | |
| Increase conversion of clinic users to members | Participants to understand the value of belonging to a club | | <p>Connect travelling clinic to club "Try-it" days</p> <p>Promote club use of Rip and Ride program (provide opportunities for new coaches to support this program)</p> <p>Create a FUN tournament series</p> | <p>2017-18</p> <p>2019</p> <p>2020</p> | |
| Increase public awareness | Reach broader audience about the benefits of sport | | <ol style="list-style-type: none"> 1) Build visual identity through public service announcements and media 2) Work with boat dealers and sports supports to promote the clubs and distribute the information about the sports 3) Increase outreach efforts for targeted groups such as adaptive, aboriginal and female populations. | <p>?</p> <p>?</p> | |

| Strategic Theme 3: Develop Athletes | | | | | |
|---|---|----------------|---|-------------------------------------|-------------|
| Key Initiatives | Outcome | Measure | Activities: | Timeline | Lead |
| Implement the Long-Term Athlete Development model | Athlete development is consistent with NCCP protocols | | ?? | | |
| Support transitions from grassroots to high performance | Members develop their abilities to compete | | 1) Hold Learn to Ski after an event; have coaches and athletes work with newcomers; 2) Create a rental program for equipment to remove a cost barrier; 3) Increase programming for targeted groups such as adaptive, aboriginal and female populations. | ? ? ? | |
| Strategic Theme 4: Develop Certified Officials | | | | | |
| Key Initiatives | Outcome | Measure | Activities: | Timeline | Lead |
| Develop a Coordinator of Officials | Saskatchewan tournaments will be sought after by athletes | | Assign coordination task to board member position 1) Review policy manual and determine if change is required at bylaw level 2) Utilize WSWC's database to track current officials, create a list of positions with job descriptions and determine gaps 3) Coordinator creates a plan to bring | 2017/2018 2018/2019 2018/2019 | ? |

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|--------------------------------------|---|--|--|----------------------|--|
| | | | volunteers/officials onboard and develop expertise | | |
| Increase officials in targeted areas | Officials will be diverse in their abilities and able to support a breadth of roles | | <ol style="list-style-type: none"> 1) Offer courses/training opportunities for officials 2) Connect nationally for training opportunities 3) Create compensation strategy for consistency across sports | 2019 2019 2020 | |
| Recruit non-athletes as officials | Diverse pool of volunteers to support competition | | <ol style="list-style-type: none"> 1) Create list of volunteer positions 2) Create compensation strategy for volunteering 3) Actively promote and recruit volunteers | 2019 2020 2020 | |

