



SKI NB

Strategic Plan 2012-2016

April 2015

SKI NB
STRATEGIC PLAN (2012-2016)



VISION:

Promote a lifelong enjoyment of and excellence in ski racing.

MISSION:

Ski NB develops, supports and delivers quality alpine ski racing programs in collaboration with its member clubs. We encourage broad based participation and excellence where participants can achieve personal growth and success in a safe and fair environment.

VALUES:

“We believe in an athlete centered approach which aims for excellence.”

“We value participation for all.”

“We value each member’s contribution, and support an environment that results in a rewarding experience and a sense of accomplishment.”

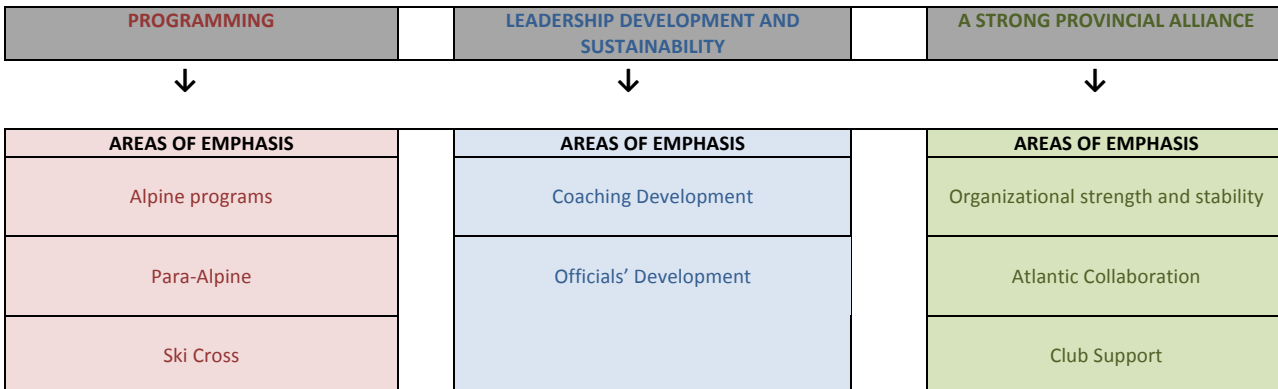
“We believe and value honesty, integrity, respect and fair play.”

“We value leadership development.”

OUR MEMBERS ARE:

Membership with Ski NB shall be open to all members in good standing of alpine ski clubs operating in the Province and to all members in good standing of alpine ski clubs operating in any other province which have become affiliated with Ski NB and who have agreed to abide by the by-laws, rules and policies of Ski NB and Alpine Canada Alpin as established by the board of directors of NB Alpine and by Alpine Canada Alpin from time to time.

PILLARS OF SUCCESS:



1. PILLAR OF SUCCESS → PROGRAMMING

a. AREA OF EMPHASIS → Alpine programs

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Snow Stars program promotion	Paul	Date to be confirmed	<p>Need a big splash:</p> <ul style="list-style-type: none"> • Benefits of skiing • Family • Entire day <p>Create a snow stars committee from each club</p> <p>Not accomplished in 2015, Festival at PEI this yr. Some details still to be worked on and clarified. Will be reviewed and discussed at Coaches meeting June 6.</p> <p>June 2015:</p>
Develop a marketing campaign	Shane Sutherland	Aug 2014	<p>Update marketing package</p> <p>Create a marketing committee from each club</p> <p>Aug 2014: Michele created a presentation and Nicole incorporated into the sponsorship package for an updated 2014-2015 package.</p> <p>Meeting with Riverview (well received) Michele meeting with Peterbilt this week Other suggestions?</p> <p>Nov 2014: Peterbilt on board as a Bronze sponsor. Dec 2014 : Riverview Ford will sponsor April 2015: Peterbilt \$3000</p>
NB Club road show	Technical Director	Jan 2015	<p>Michele has dates for Dec with clubs: presentation on Snow Stars, SCAT, Coach Development, etc.</p> <p>Meeting with Poley cancelled. Meeting with Farlagne – to be determined Meeting with Crabbe took place during their AGM</p> <p>April 2015: to be reviewed and discussed at Coaches meeting June 6</p> <p>June 2015:</p>
Parent handbook	Janice MacPherson	Date to be confirmed	<p>NB Alpine to develop and then share with clubs. Get templates from other clubs as a start</p> <p>July 2014: NB Alpine old handbook sent to Janice</p> <p>June 2015</p>
Recruitment and retention of athletes	Debbie	Date to be confirmed	<ul style="list-style-type: none"> • Masters program • U18 • Alumni program <p>July 2014: Nicole met with Keith to discuss Masters and it will be brought forward to AAA meeting Aug 20. Sign up for newsletter on revised website will hopefully help create a link and keep alumni engaged</p> <p>Sept 2014: Masters will be part of 14-15 calendar in a more visual way.</p> <p>Nov 2014: Masters included on website New communication method should help in retaining and recruiting alumni.</p> <p>June 2015:</p>

b. AREA OF EMPHASIS → Para-Alpine

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Integrate Para-alpine racing into NB cup series	Technical Director		<ul style="list-style-type: none"> • Speak with clubs and prepare them • Prepare coaches, coach education • Identify financial funding government and otherwise • ROC awareness and preparation <p>July 2014: Michele met with CADS NB August 2014: Nicole and Michele met with Sabrina (GNB) to discuss funding opportunities Nov 2014: Go NB funding submitted. Dec 2014: Funding approved for Carving the Futures, para module. April 2015: Christel continues to be our only Para athlete. Go NB funding and Canadian Sport Centre Atlantic funding was received to help support some training opportunities.</p>

c. AREA OF EMPHASIS → Ski Cross

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Work in partnership with ski hills regarding infrastructure development	Nicole	Jan 1, 2015	<ul style="list-style-type: none"> • Start gate • Check back with clubs to see what conversation they have had with hills and ask how we can support us? <p>August 2014: Start gate info obtained from ACA. Currently testing waters with NBCC Moncton to have them build one for each club. Ginette forwarded contact info for NBCC – Grand Falls Nov 2014: Welder identified. Working with Willie Raine to get specs for build of it. Looking at the possibility of having it in two sections. Easier to move and probably leave out on the hill. Dec: 2014 dimensions obtained and sent to Logan to get a quote.</p> <p>April 2015: Quote has been obtained from NS company. Waiting for ski hill sales to be final before approaching other hills. Have not approached Poley yet either due to focus they currently have on construction.</p>

2. PILLAR OF SUCCESS → LEADERSHIP DEVELOPMENT AND SUSTAINABILITY

a. AREA OF EMPHASIS → Coaching Development

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Communication with coaches	Technical Director	Sept 2014 On-going	<ul style="list-style-type: none"> • Set up distribution list and maintain • More communication • Email <p>Nov 2014 COMPLETED</p>
Coach development information package	Technical Director	Oct 2014 AGM	<ul style="list-style-type: none"> • Share with clubs • Educate board <p>July 2014: Document completed and sent to translation. Michele will share during road show and it will be shared at AGM. Nov 2014 COMPLETED</p>

b. AREA OF EMPHASIS → Officials' Development

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Populate a database	Nicole	Dec 2014	<ul style="list-style-type: none"> Get list of all officials form each club Maintain annually Share with clubs <p>July 2014: Nicole send request to club Presidents for info. Nothing received to date. <i>Board liaison support needed on this.</i></p> <p>Nov: Nicole suggesting each board liaison to the club to lead the first round of entries. April 2015: CMRC has submitted. Still waiting on PMRC and Farlagne. Nicole sent another reminder April 16.</p> <p>June 2015: Poley and Crabbe info has been updated.</p>
Develop a recognition program			

3. PILLAR OF SUCCESS → A STRONG PROVINCIAL ALLIANCE

a. AREA OF EMPHASIS → Organizational strength and stability

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Offer services in both official languages	Executive Director	On-going	<ul style="list-style-type: none"> Website Canada Games documents <p>July 2014: website info has been sent to translation. Several other key documents have been sent to translation. April 2015: Summer project should be to have website translated.</p>
Host effective and productive board meetings	President	On-going	<ul style="list-style-type: none"> Actively participating at board meeting Taking the lead on projects Host a face to face in spring and fall during the AGM (when possible) <p>Nov: would like input on how we can make our board meetings better. Suggestions: sending material earlier, establishing a regular meeting date, coming prepared to discuss issues, sending discussion materials in advance, other? April 2015: Discussion on hosting a face to face meeting in June.</p>
Communication	Janice		<ul style="list-style-type: none"> Handbook Messaging to our members Creating an email database to communicate directly to members Website Facebook Media awareness after and before races, events, camps

b. AREA OF EMPHASIS → Atlantic Collaboration

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Committing to the race calendar remains athlete centered as per the Aim to Win document guidelines.	President	On-going	<p>August 2014: AAA call Aug 20 to discuss...seems almost complete. Calendar becoming more and more set making the process easier.</p> <p>Sept 2014: calendar finalized and circulated Nov 2014: calendar was redrafted as there were some hotel conflicts with PEI. Draft 10 is</p>

			<p>the final Dec 2014: Final calendar Draft 11 © Date of the camp changed.</p> <p>April 2015: Clubs should be discussing and submitting their race requests for next yr. Discussion with coaches, Board and AAA on the exact format.</p> <p>June 2015:</p>
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c. AREA OF EMPHASIS → Club Support

PROGRAM/EVENT/ACTIVITY	LEAD RESPONSIBILITY	BY WHEN	NOTES
Coordinate NB Cup points and awards	Executive Director		<ul style="list-style-type: none"> • Look at creating more buzz at races • Finding a 'prize' for the top athletes (yellow bib, i.e. cheese at Poley) • Update points after each race <p>April 2015: Discussion between Karen, Nicole and Keith on points calculations and changes needed. Will be further discussed at board and with coaches.</p> <p>June 2015:</p>
Creating documents	President	Oct 2014 AGM	<ul style="list-style-type: none"> • Coach development • Concussions • Risk management • Create documents that can be shared with clubs <p>Nov 2014: Concussion, coach development documents finalized and translated.</p> <p>April 2015: Risk Management in development. Hope was to have it this winter but it got put aside. It will be finalized this summer for the clubs this Fall.</p> <p>June 2015:</p>
Race Notices	Executive Director	On-going	<ul style="list-style-type: none"> • Send to Maine and Quebec along with Atlantic provinces

Last update June 7, 2015