



**SPEED
SKATING
BC**

2023 - 2027

Strategic Plan



Who We Are:

Speed Skating BC (SSBC) is the provincial governing body for the sport of speed skating in British Columbia. As a team of staff and volunteers, we are committed to the development of the sport. We do this through events, programs, education and the creation of resources to empower and develop our community of regional clubs and skaters.

Vision:

Building and fostering a community that drives the sustainability and performance of the sport of Speed Skating as a life-long activity.

Skating Fast, Skating Safe, Skating together for Life!

Mission:

To be the INNOVATOR, the BUILDER, and the CHAMPION for everyone in the sport of speed skating, on and off the ice.

The Innovator	The Builder	The Champion
Who Members can rely on to look to the future development of the sport. Being knowledgeable of the best practices for development of technical programs and good governance will create and maintain a high-quality experience for all SSBC members.	Who Members can rely on to build our sport by building on our successes. Whether it is the development and retention of our athletes, coaches, officials and volunteers or working with our clubs to support their development and growth, we build a future together.	Who Members can rely on to generate awareness about the sport, promote the sport, communicate effectively, recognize excellence, and advocate for the sport and our members

Values:

1. **COMMUNITY** > Everything we do is aimed at building and strengthening the speed skating community as a whole.
2. **CLARITY** > Say what we do. Do what we say. Be transparent with intentions and results.
3. **EXCELLENCE** > Develop great people, great programs, great opportunities, and a great environment.
4. **CELEBRATE** > Celebrate and enjoy what we do. Recognize achievements of clubs, athletes, coaches, volunteers, officials, and more!
5. **INCLUSION** > There is a place for everyone in this sport. Create a culture of inclusion and belonging, always.
6. **LEADERSHIP** > Listen, inspire, foster, innovate, educate and support.
7. **SAFE and SUPPORTIVE** > Our clubs, events and interactions are safe, respectful and positive.

Strategic Initiatives:

Each of these Roles from our MISSION serve as signposts in our strategic direction.

THE BUILDER	THE INNOVATOR	THE CHAMPION
<ul style="list-style-type: none">● Develop People● Develop Skaters● Develop Clubs	<ul style="list-style-type: none">● Programing● Culture of Inclusion and Safety● Sport Science	<ul style="list-style-type: none">● Promotion● Communication● Recognition

THE BUILDER

- DEVELOP PEOPLE - Be a leading PSO in BC for Coach, Official and Volunteer development.
 - Formalize Individual Development planning for Officials and Coaches
 - Increase the number of Coach Learning Facilitators
 - Implement Board Orientation and learning opportunities
 - Develop sufficient officials and coaches in all regions to facilitate club operations
- DEVELOP SKATERS - Encourage speed skating as a sport for life through holistic, athlete-centered programming and events.
 - Implement and support programs aligned with LTAD and SSC GMP
 - Direct province-wide performance programming and development
 - Review programming annually to ensure quality
 - Create developmentally appropriate opportunities for racing at all levels
 - Review programming to ensure a holistic athlete-centered approach
- DEVELOP CLUBS - Develop and champion our network of Speed Skating Clubs in BC.
 - Provide clubs with tools to support administrative tasks and issues
 - Empower clubs to develop their reach in their community
 - Increase participation in speed skating using partnerships with learn to skate and other ice sport programs
 - Develop hosting capacity across the province
- *We will measure our success by:*
 - *Membership growth*
 - *Member retention*
 - *Club satisfaction*
 - *Member satisfaction*
 - *Participation in developmental activities*

THE INNOVATOR

- PROGRAMMING - Be the most innovative speed skating PTSO in Canada.
 - Creating and implementing programs that utilize leading edge technology and research
 - Use a data-driven approach to measure program effectiveness
 - Create longitudinal measure for skater development
- CULTURE OF INCLUSION AND SAFETY - Create an environment where participants feel welcome, safe and valued.
 - Create resources to support Safe Sport initiatives at the provincial and club level
 - Review and institute policies to support equity in sport participation

- Design sport experiences using participant centered design
- SPORT SCIENCE - Further the sport science of speed skating
 - Form partnerships with researchers to further the sport science of speed skating
 - Encourage growth, training and innovation amongst technical participants such as coaches, officials, staff and integrated services team.
- *We will measure our success by:*
 - *Programs adopted by other organizations*
 - *Member satisfaction in terms of inclusion and safety*
 - *Member retention rates*
 - *Papers or technical presentations*

THE CHAMPION

- PROMOTION - Further the knowledge of the general public of speed skating as an exciting and accessible sport.
 - Advocate to local and provincial governing bodies to increase awareness of speed skating
 - Institute an advertising program to drive sport awareness on an annual basis
 - Create strategic partnerships to enhance membership experience
- COMMUNICATION - Create excitement and share information effectively within our sport community
 - Review current communication processes for effectiveness
 - Create a participant centered communication plan to effectively distribute information
 - Support communication programming at the club level through the provision of support tools and services.
- RECOGNITION - Recognize and celebrate the achievements of our community.
 - Review and align awards program to strategic objectives
 - Encourage recognition elements are included in programming
 - Develop social media processes for recognition of participants at all levels
 - Support nomination of members for recognition in the greater sport community
- *We will measure success by:*
 - *Social media statistics*
 - *Member satisfaction in communication*
 - *Number of nominations for awards*



ORGANIZATIONAL EFFECTIVENESS

Be responsive, effective, and efficient in servicing our members, stakeholders and partners, focusing on quality, clarity and continuous improvement.

- Complete a Club needs inventory
- Develop and implement member service level expectations
- Annual review of membership management system
- Increase funding and diversify sources of income
- Maintain strong governance and accountability to the membership

