



Speed Skating NWT Strategic Plan 2023-2028

Vision

Speed Skating NWT is recognized as a thriving, supportive, and sustainable organization, providing leadership to empower our speed skating community to reach their personal best.

Mission

Speed Skating NWT is an inclusive community-oriented organization that encourages and promotes fun, active, and healthy lifestyles through the sport of speed skating in the NWT.

Values

Speed Skating NWT is guided by these core values:

Inclusive

Support athletes of all abilities and ages to achieve their personal best.

Ethics and Integrity

Employ good governance and apply the same rules and standards for everyone consistently. Provide ethical behavior and professionalism through honest, open, transparent, and fair communication.

Fun

Create a fun, positive, family-friendly environment that is central to athletes' enjoyment of speed skating.

Supportive

Encourage and promote good sportsmanship in a supportive, accepting atmosphere.

Strive for Personal Best

Work with athletes to improve their skills, set goals, and do their best so they are inspired to continuously improve and fulfill their potential.

Volunteerism

Build and encourage volunteerism through teamwork. Celebrate volunteers and their contribution to their club and the sport of speed skating.

Strategic Priorities

Over the next five years, Speed Skating NWT will focus on the 5 following areas:

1. Growth and sustainability in new and existing clubs
2. Structure Speed Skating NWT for long-term success
3. Communication and outreach
4. Solid financial and reporting practices
5. Training and development

Goals & Objectives

1. Foster growth and sustainability in new and existing clubs

Rationale: Continued engagement and support will help maintain and increase club membership across the NWT.

Maintain and build relationships with current and potential clubs

- Provide info to clubs on benefits, services, and support Speed Skating NWT provides.
- Increase general outreach to all clubs via social media and other methods.
- Identify opportunities for competitions, travel, and mentor training opportunities.
- Identify key community contact to champion community club development as well as a Speed Skating NWT club liaison.

Increase member and partner engagement

- Issue survey to communities with new or potential clubs to determine club needs for support.
- Partner with community schools to allow students to experience speed skating.

2. Structure Speed Skating NWT for long-term success

Rationale: Clear documentation ensures continued consistency and clarity regardless of the person executing the task. Monitoring progress allows resources and responsibilities to be assigned appropriately and clear job descriptions ensure volunteers understand their role and responsibilities.

Develop internal policies and procedures

- Regularly review and revise bylaws and policies & procedures manual with standardized operating procedures and work plans, including major events (e.g., AGM, meets, AWG, etc.), athlete selection criteria, and internal operations (e.g., how-to's for reporting, website updates, etc.)
- Share policies & procedures manual with clubs.

Track and monitor progress

- Hold annual strategy session with Board of Directors to review and evaluate strategic Plan and progress.

Attract and retain volunteers

- Create volunteer recruitment and recognition plan.
- Develop clear volunteer job descriptions (Board members, coaches, officials) to assist with recruitment.

3. Improve communication and outreach

Rationale: Good communications planning clearly identifies audiences, key messages, resources, and defines best outreach and engagement tools and how to measure success. Regular communication builds trust and keeps members and others informed of events, training opportunities and more.

Strengthen overall communications function through increased engagement and information exchange to increase awareness of speed skating

- Develop Communications Plan.

- Includes branding, resources, and communications tools such as social and traditional media to raise awareness, communicate with members, and share information with media and potential partners.
- Develop annual event calendar.
- Recruit Board members with communications expertise to help identify communication/engagement gaps and opportunities and help build partner relationships.

Increase engagement and availability of information online

- Increase social media posts and followers through weekly posts and shares.
- Enhance communication and readability on club website, including training calendar, club contact info, events, certification info, etc.

Recognize supporter contributions

- Increase public recognition of donors and sponsors by displaying logos on website and social media and via an annual personal phone call from a Board member.

4. Establish solid financial and reporting practices

Rationale: Accurate financial planning and oversight helps ensure realistic allotment of resources and sets financial objectives. Timely reporting as well as seeking out additional revenue sources is essential to ensure ongoing financial health of Speed Skating NWT and to maintain or increase member services and opportunities.

Focus on financial accountability to ensure long-term financial health of the Club

- Develop annual working budget for board review.
- Recruit Board member with accounting/finance background for treasurer.
- Ensure accurate, appropriate, timely reporting to MACA (main funder) and maintain relationship to ensure continued level of funding.
- Explore possibility of increased revenue sources via additional grants and/or sponsors.

5. Establish appropriate training and development programs for coaches and officials

Rationale: Providing new and established coaches and officials with guidance, opportunity for skill development, and support in a readily accessible way will ultimately benefit them, the athletes, and the sport overall.

Attract and retain qualified coaches and officials by providing support and development opportunities

- Establish coach mentor program.
- Clearly define coach/official pathways to National Coaching Certification Program (NCCP) Guide.
- Provide technical coaching clinics in communities.
- Provide financial assistance for coaches and officials training opportunities.

Broaden distribution of development opportunities through the use of online methods

- Provide updated coaching and training opportunities online.
 - List opportunities for coaches and officials when certified on website.
 - List resources and opportunities for Online Certification Program and Women in Coaching.
 - Establish and maintain an electronic coach resource library.
 - Identify scheduled technical coaching clinics on Speed Skating NWT website.