

# Ontario Amateur Softball Association

## Strategic Plan

2017 – 2019



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## **Vision:**

*Develop and maintain the sport of male softball in the Province of Ontario.*

## **Mission Statement:**

*The Ontario Amateur Softball Association (OASA) is to be recognized as the preeminent developmental body for male softball in Ontario.*

*The OASA will provide male softball in Ontario opportunities to develop and maintain their skills by delivering innovative, quality programs and services*

## **Operating Principles:**

- *Use the LTPD framework as a guide*
- *Coordinate, organize and give structure to the game of softball for males of all ages in Ontario*
- *Promote the game of softball year-long*
- *Design competitions and programs to increase the growth and development of the sport and meet the needs of the participants*
- *Provide both recreational and competitive streams to support softball's sustainability in communities*
- *Be willing to change and be flexible to achieve results*
- *Use open, effective communication to encourage collaboration*
- *Respect all differences and support others within the sport*

## **Values:**

*To provide a safe, inclusive, respectful and fun environment within our game for volunteers, coaches and our athletes.*

# Pillars of the Plan

## Pillar 1: Enhanced Participation

*A significantly higher proportion of Ontarians from all segments of society are involved in quality softball activities at all levels and in all forms of participation.*

## Pillar 2: Enhanced Excellence

*The pool of talented Ontario players has expanded and Canadian National players and teams are systematically achieving world class results at the highest levels of International competition through fair and ethical means.*

## Pillar 3: Enhanced Capacity

*The essential components of an ethically based, player/participant centered development system are in place and are continually modernized and strengthened as required.*

## Pillar 4: Enhanced Interaction

*The components of the softball system are more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders.*

# Pillar 1: Enhanced Participation

## Success Measures:

- a) Increase the number of registered participants (players, coaches, and volunteers).*
- b) Increase the use of Domestic programs in Ontario.*
- c) Increase the number of trained and certified coaches.*

## Major Initiatives – Roles

- 1. Identify 2014 participation numbers and track subsequent years. (OASA Registrar)*
- 2. Develop and promote membership benefits and domestic programming to stakeholders and potential new members. (OASA President)*
- 3. Set coaching certification standards for all rostered coaches. (OASA President)*

## Pillar 2: Enhanced Excellence

### Success Measures:

- a) *Achieve the minimum of 1 Ontario team medaling in all 4 Canadian Championships.*
- b) *Achieve 5 Ontario athletes on all National Teams.*
- c) *Achieve a gold or silver medal at the 2017 and 2021 Canada Summer Games.*

### Major Initiatives – Roles

1. *Identify strategies to ensure Ontario representation at all Canadian Championships. (OASA President)*
2. *Develop an annual “Provincial Team High Performance Training plan and performance goal” that aligns with the National Plan. (OASA President and Team Ontario Head Coach)*
3. *Develop the High Performance athlete curriculum in conjunction with Softball Canada. (OASA President and Team Ontario Head Coach)*
4. *Identify, develop, deliver and communicate High Performance pathway programs. (OASA Team Ontario Head Coach and OASA Webmaster)*
5. *Create benchmarks for our Team Ontario athletes. (OASA Team Ontario Head Coach)*

## Pillar 3: Enhanced Capacity

### Success Measures:

- a) *Pilot an online component for coach training and certification where individuals receive an NCCP (Coach) status.*
- b) *Increase the number of technology tools.*
- c) *Improve the quality of coaches.*
- d) *Ensure that all programs are LTPD compliant and that LTPD implementation is ongoing.*
- e) *Increase current and new revenue.*
- f) *Effective organizational management/development.*
- g) *Facilities that suit the game, sport stream and age.*

### Major Initiatives – Roles

- 1. *The Links tool to SO, SC & CAC coaching information is on website. (OASA Webmaster)*
- 2. *Increase the use of technology. (OASA Board)*
- 3. *Review all policies and procedures every 3 years. (OASA President)*
- 4. *Update Risk Management plan every 3 years. (OASA President)*
- 5. *Improve facility alignment. (OASA President & Board)*
- 6. *Create a strategy to expand current revenue streams & identify new revenue streams. (OASA Board)*

# Pillar 4: Enhanced Interaction

## Success Measures:

- a) *Strengthen alignment with SC, including strategic plan.*
- b) *Enhance grassroots communications.*
- c) *Increase brand recognition of OASA, in cooperation with Softball Ontario and its other Member Associations.*
- d) *Develop marketing strategies that include analytics and increase sponsor dollars.*
- e) *Capture the economic impact for hosting a Provincial Championship for a local softball association & its community.*
- f) *Strengthen the leadership at the grass roots.*

## Major Initiatives – Roles

- 1. *Distribute OASA’s Strategic Plan to Softball Canada, Softball Ontario and its other Member Associations. (OASA President, OASA Webmaster)*
- 2. *Review SC’s annual survey from Ontario’s membership. (OASA President)*
- 3. *Develop a communication plan with best practices to interact with all members. (OASA Board)*
- 4. *Develop a marketing plan using Softball Canada’s template to attract sponsors for dollars and goods in kind. (OASA Board)*
- 5. *Promote the benefits of hosting a National or International event in Ontario. (OASA President)*
- 6. *Complete the STEAM plan to determine the economic impact of hosting a Provincial Championship in Ontario. (OASA President)*

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