

2 Mission Statement and Strategic Plan

2.1 Mission Statement

Working together to develop and promote the sport of speed skating at all levels as a fun, competitive, healthy, family activity.

2.2 Strategic Plan

2.2.1. Athlete Development

1. elite athlete development
 - provincial coach
 - regional training camps/centres
 - skating camps
 - support for athletes

2. grassroots (community) athlete development
 - club development and support
 - new club development
 - camps
 - regional centres

Key Action Item: Development of Regional Centres

Key Activities:

develop a rotational system to encompass bringing midget and older skaters together

rotation based on club levels in the circuit, i.e. northern is one established club and 4 small clubs

system reviewed annually and revised as demographics change

Key Action Item: Competition

Key Activities:

maintain involvement in existing system at national level, i.e. Canada Cups and short track ranking meets

improve or enhance interprovincial competition - need to get commitment from other branches and our own

target skaters and financial resources to travel to Quebec for short track competition

look into international competitions such as 3 track tours in Europe

Key Action Item: Athlete Support

Key Activities:

develop and deliver nutrition and visualization seminars

attempt to arrange lab testing through universities

provide better recognition and more exposure to younger skaters at in-province competitions

Key Action Item: Club Development

Key Activities:

implementation of "Personal Best" Program

All Points Meets

establish a mentor program - younger skater(s) paired with older skater

using older skaters as assistant coaches and coaches from other groups being visiting coaches

local clinics on related topics such as nutrition, exercise techniques, etc.

mini meets at beginning and end of year

develop education package for skaters and their families; i.e. buddy system, orientation workshops, membership manual

Key Action Item: New Club Development

Key Activities:

information package developed for public schools, community associations, etc.

opportunity to try speed skating at low cost - two week tryout

"Adopt A Club" program whereby established clubs mentor emerging clubs

Key Action Item: Camps

Key Activities:

establish two regional camps each year - Provincial Coach with club coaches

2.2.2 Communication & Technology

to communicate better between clubs

to communicate better between SASSA and its member clubs

to eliminate duplication of effort

to increase quality

to better utilize our scarce resources (volunteers) by eliminating work that can be automated or re-engineered

Key Action Item: Registrations

Key Activities:

remove the need for a registration form for skaters within the province for in-province meets

develop a standard format for electronic or paper summary registrations

develop a standard waiver that would be signed by the skater when they are registered with a club (which could possibly be submitted to SASSA with fees when registering with the club)

lobby SSC to put in place the process to remove the need for registration forms throughout Canada. Until this is done, SASSA should develop one standard registration form for skaters outside the province for meets within Saskatchewan

Key Action Item: Technology

Key Activities:

establish position as Technology Director to be part of SASSA, that would be able to influence direction of current and new processes through automation

select or identify a technology representative from each club

collect Internet addresses when skaters are registering with a club

SASSA use Internet to communicate with the clubs through the club technology representative (e.g. newsletter, changes, results)

make Microsoft Office Professional the standard suite of products

further develop the SASSA website

Key Action Item: Meet System

Key Activities:

develop and standardize meet system which would produce electronic protocols

lobby SSC to have one standard meet system for Canada

2.2.3 Resource Development/Fundraising

sponsorship

self-generated revenue

Key Action Item: Sponsorship

Key Activities:

development of sponsorship team

develop database of families (including SS alumni) and their corporate and business connections

identify targets

use athletes as spokespersons

update print materials and develop marketing and sponsorship materials

Key Action Item: Self-Generated Revenue

Key Activities:

sharing information with other clubs

review membership fee structure

develop process/strategy for issuing tax receipts for donations and gifts-in-kind

explore alternate investment opportunities

investigate possibility of waiving bank fees

have audit donated

investigate joint fundraising ventures with other organizations

2.2.4 Promotion and Public Awareness

development of promotional materials

media plan

Key Action Item: Development of Promotional Materials

Key Activities:

develop a pamphlet promoting the sport which can be used by all clubs - with space to put club name

develop a generic poster for use by all clubs to promote events (possible sponsorship opportunity)

develop a kit which could be used by club members in schools/classrooms to provide information to teachers/students regarding this alternative sport to hockey and ringette

Key Action Item: Development of a Media Plan

Key Activities:

develop a media plan for SASSA for distribution of meet information (clubs need to know what information is sent to media by SASSA and SSC to avoid duplication)

develop a media kit for clubs which would include suggestions as to sending in meet information, how to write articles about skaters, the Club and events which newspapers could use, and tips for dealing with media

access interviews on community channels to promote sport

Key Action Item: Skater Information

Key Activities:

continue development of skater profiles to be used in media kits

develop videotapes of skaters so they can be used to promote the sport in their community and throughout the province

Key Action Item: Photo Bank

Key Activities:

develop a collection of photographs which could be used with articles or promotional materials, newsletters, programs

develop system for clubs to share local coverage with SASSA

2.2.5 Coaching Development

recruitment

recognition

club visits

Key Action Item: Recruitment

Key Activities:

encourage older skaters (Junior & up) to coach at the 1 day camps - they would be seen as role models and would have the opportunity to work on the practical component of their coaching level.

theory clinics (1 and 2) offered through NCCP

level 3 theory clinic offered through University of Regina and University of Saskatchewan

Key Action Item: Recognition

Key Activities:

club responsibility at all levels (club, provincial and national)

Key Action Item: Club Visits

Key Activities:

all clubs have equal number of visits

club coaches should be aware of the programs (dryland and on-ice) available to them and the purpose of the programs

clubs to identify areas of concern (program/skater compatibility; recommended competitions; skater needs vs. available ice time)

2.2.6 Organizational Development

review of structure

development of vision, mission and values

Vision:

Saskatchewan Speed Skating has a vision to be the winter sport of choice for a large segment of the Saskatchewan population. This will be achieved through a network of strong, healthy clubs in each provincial zone and a stabilized and diversified funding base to support their efforts.

We envision an association strong in communication and innovation, providing an ever-improving competitive environment, while emphasizing a commitment to fun, fair play and family values.

Mission:

Why:

to develop, support and promote speed skating as a fun family activity
to support skaters at all levels
to foster held values through sport
to promote and foster healthy lifestyles

Who:

skaters and their families
clubs throughout the province
coaches, volunteers, and officials

What:

resource and technical expertise for skaters and clubs
administrative and technical assistance to developing clubs
an organizational framework for the sport
a recreational and social outlet
camps

financial support to skaters
liaison with SSC, Sask Sport and other bodies
promotion of a healthy lifestyle
life-long skills and values

How:

delivering training programs and competitions
providing financial support
support of new clubs
staff support by Technical Director and Executive Director
communication with and between members
promotion of the sport

MISSION STATEMENT: *Working together to develop and promote the sport of speed skating at all levels as a fun, competitive, healthy, family activity.*

Value Statements for SASSA

We believe in Speed Skating being fun.

We believe in fairness, on and off the ice, characterized by equality, integrity and trust.

We believe in the right of all people to participate in speed skating and to pursue their personal levels of excellence.

We believe in free and open communication and respect for the views, roles and contributions of all participants.

We believe in the importance of family participation in all aspects of the sport.

2.2.7 Officials' Development

recruitment
training plan

Key Action Item: Recruitment

Key Activities:

encourage parents and senior skaters to take level 1 courses

club orientation session in early fall for new volunteers

Key Action Item: Training Plan

Key Activities:

level 1 officials clinic to be held at least once a year (i.e. @ Fast is Fun Camp or 1 day camp or prior to a competition)

level 2 officials clinic to be held once a year. Specific clinics for some responsibilities - follow guidelines in the SSC Red Book.

club is responsible for training costs for level 1 and 2. Funding support from SASSA for more advanced level(s) would be dependent upon available funding.

club input re. assignment of officials (referees and starters) in-province

in order to be upgraded and fulfill practical requirement officials must work at least 1 full day of the required competition

develop officials card as a record of meets worked and duties performed. Card to be signed by meet coordinator. Provides volunteer with a record and will support upgrading requests. Onus on volunteer to have the card signed.

include a volunteer sheet with meet registration form to enable all volunteers the opportunity to develop their skills and complete their practical.

2.2.8 Volunteer Development

To be completed