



Softball in Ontario

2016-19 STRATEGIC PLAN



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Vision:

Developing leadership, teamwork and a continued life-long participation of the game in a safe, fair and competitive environment.

Mission:

Softball Ontario promotes, engages and enhances our sport by developing and delivering innovative and diverse programs and services for all Associations and its members.

Operating Principles:

1. Develop, promote and deliver programs to meet participant's needs.
2. Encourage participation at all levels and all ages.
3. Respect for all.
4. Effective communications.
5. Effective organizational and financial management.
6. LTPD Framework guides decision making.

Values:

- Fair and inclusive.
- Ethical, respectful and moral behaviour.
- Safe, supportive and fun environment.



4 Pillars of the Plan

Pillar 1: Enhanced Participation

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

Pillar 2: Enhanced Excellence

The pool of talented Ontario players has expanded and Ontario Teams are steadily achieving results at the highest levels of national competition through fair and ethical means.

Pillar 3: Enhanced Capacity

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

Pillar 4: Enhanced Interaction

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



Pillar 1: Enhanced Participation

SUCCESS MEASURES

1. Increase the number of registered participants (players, coaches, umpires and volunteers)
2. Increase the use of domestic programs in Ontario.
3. Increase the number of trained and certified coaches and umpires



MAJOR INITIATIVES - ROLES

1. Identify 2014 participation numbers and track subsequent years. **(MA's & SO)**.
2. Develop and promote membership benefits to stakeholders and potential new members. **(MA's & SO)**.
3. Develop a community champions program to promote and deliver programs. **(SO)**.
4. Set coaching certification standards for all roster coaches **(FP-MA's)**.
5. Complete key related recommendations from National & Provincial Umpire Programs. **(SO)**.



Pillar 2: Enhanced Excellence

SUCCESS MEASURES

1. Achieve the minimum of 1 Ontario team medaling in all 12 Canadian Championships.
2. Achieve 5 Ontario athletes on all National Teams.
3. Achieve a gold medal at the 2017 and 2021 Canada Summer Games.



MAJOR INITIATIVES - ROLES

1. Identify strategies to ensure Ontario representation at all Canadians (**MA's**).
2. Develop an annual Provincial Team High Performance training plans and performance goals that align with the National plan (**OASA/PWSA**).
3. Develop the High Performance athlete curriculum in conjunction with Softball Canada (**OASA/PWSA**).
4. Identify, develop, deliver and communicate high performance pathway programs. (**MA's & SO-LTPD Tech**)
5. Create benchmarks/look-fors for our Team Ontario athletes. (**OASA/PWSA**).



Pillar 3: Enhanced Capacity

SUCCESS MEASURES

1. Pilot an online component for coach and officials training and certification where individuals receive an NCCP (Coach)/NOCP (Umpire) status.
2. Increase the number of technology tools
3. Improve the quality of coaches and officials.
4. Ensure that all programs are LTPD compliant and that LTPD implementation is ongoing.
5. Increase current and new revenue.
6. Effective organizational management/development.
7. Facilities that suit the game, sport stream & age.



MAJOR INITIATIVES - ROLES

1. The Links tool is on every MA website. **(FP-MA's)**
 2. Launch online NCCP training **(SO)**.
 3. Offer Instructor – Beginner: Pitching **(SO)**.
 4. Launch online NOCP. **(SO)**
 5. Increase use of technology **(MA's & SO)**.
 6. Complete key related recommendations from Umpire Program Committees. **(SO)**.
 7. Improve the quality of Coach Developers. **(SO)**
 8. Review Player Programming every 3 years to ensure updates, LTPD compliance & that all new programming is LTPD compliant. **(SO & MA's)**.
 9. Promote & monitor LTPD implementation. **(SO & MA's)**.
 10. Create a strategy to expand current revenue streams & identify new revenue streams. **(SO & MA's)**
 11. Review all policies and procedures every 3 years. **(SO & MA's)**.
 12. Update Risk Management Plan every 3 years. **(SO & MA's)**.
- Improve facility alignment. **(MA's)**



Pillar 4: Enhanced Interaction

SUCCESS MEASURES

1. Strengthen alignment with SC, including strategic plan.
2. Enhance grassroots communications.
3. Increase brand recognition of Softball Ontario and its Member Associations.
4. Develop marketing strategies that include analytics and increase sponsor dollars.
5. Conduct effective lobbying that includes being on the program for major events, hosting Nationals & International events.
6. Capture the economic impact for hosting a Provincial Championship for a local softball association & its community.
7. Strengthen the leadership at the grass roots level.

MAJOR INITIATIVES - ROLES

1. Distribute Ontario's Strategic Plan to Softball Canada, Member Associations and members. **(SO)**.
2. Review Softball Canada's annual survey from Ontario's membership. **(SO & MA's)**
3. Develop a communications plan with best practices to interact with all members. **(SO & MA's)**.
4. Improve communications to coaches. **(SO & MA's)**.
5. Develop a marketing plan using Softball Canada's template to attract sponsors for dollars & goods in kind. **(SO & MA's)**.
6. Promote the benefits of hosting a National or International event in Ontario. **(MA's)**.
7. Complete the stream plan to determine economic impact of hosting a Provincial in an Ontario community. **(MA's)**.
8. Promote SAFE Star certification for Local Softball Associations. **(SO)**.

