



VOLLEYBALL BC
2016-2019 Strategic Plan



Growing the Game

OUR VISION

Every person in BC enjoying quality participation opportunities, and every coach, official, and athlete striving toward excellence according to their desires and abilities in the sport of volleyball.

OUR MISSION

To provide high quality programming to participants of all stages of the CS4L model.

OUR CORE VALUES

ACCOUNTABLE

Volleyball BC will operate in an open, transparent, honest, and ethical manner.

ENJOYABLE

Volleyball BC will deliver programs, information, and support to enhance people's natural enjoyment of sport.

EXCEPTIONAL

Volleyball BC will deliver high-quality programming utilizing the most up-to-date practices to ensure customer satisfaction.

PROFESSIONAL

Volleyball BC representatives will conduct themselves in a way that confers and earns respect, and demonstrates integrity.

COLLABORATIVE

Volleyball BC will work with organizations and individuals to promote and encourage participation in sport.

OPERATIONAL PRINCIPLES

Volleyball BC will continue to focus and build upon the five operational principles required to maintain a sustainable provincial sports organization: ***Communication, Collaboration, Financial Stability, Governance, and Capacity.***

2016-2019 STRATEGIC DIRECTIVES

In 2015 Volleyball BC performed an in-depth strategic analysis of all areas of operation to identify key directives for the four-year strategic plan that are directly tied to the growth and success of the organization.

The following four directives and their associated goals are the key areas of focus for the 2016-2019 Strategic Plan.

- + Facilities
- + Membership
- + Development
- + Programs

FACILITIES

To create partnerships that will allow greater access within all major volleyball communities in the province.

- + Confirm the long-term home for Volleyball BC that meets our needs for courts, office space, and the expectations of our membership.
- + Facility expansion in the Okanagan, Fraser Valley, Vancouver Island, North and Lower Mainland to meet demand for increased programming.



MEMBERSHIP

To create a value added affiliation that services all participants and members of Volleyball BC.

- + Deliver an efficient membership registration system and customer database that provide a seamless and consistent user experience.
- + Increase membership profile and communication strategy to grow membership.



DEVELOPMENT

To offer services that develop Volleyball BC's athletes, coaches, clubs, and referees across the entire province, encouraging growth and enjoyment in the sport.

- + Clarify the value proposition and pathway of opportunities for Team BC programming from the 'Training to Train' to 'Training to Compete' stages of the CS4L model, and grow quality participation.
- + Create a development framework designed to recruit, train, and retain coaches.
- + Create a sustainable governance model that addresses recruiting, training, and retention of referees.



PROGRAMS

To offer programs and services for all stages of the CS4L model participants (adult, club, elementary and high school systems, Team BC, etc.) and work collectively with our partners.

- + Meet the growing demand for the 'Active for Life' adult recreational participants through new programming and partnerships.
- + Significantly grow our engagement of youth and their families with a particular emphasis on 'Learning to Train' athletes ages 9-12 years old.

