



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.

EXCELLENCE

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.

TEAMWORK

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

ORGANIZATIONAL DIRECTIVES

Volleyball BC will continue to build on the five directives required to maintain a sustainable provincial sports organization:

- + *Communication*
- + *Collaboration*
- + *Financial Stability*
- + *Governance*
- + *Capacity*

PILLARS OF THE FOUNDATION

 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 to remove friction points for members and staff.
- + 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.

