



# Strategic Plan 2012–2015

*Build for the Future*



VOLLEYBALL BC

## MISSION STATEMENT & VISION

Volleyball BC is the provincial sport governing body that actively encourages and enables all residents to enjoy, participate and excel in the sport of volleyball. 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.

## CORE VALUES

The core values of an organization should reflect the way it conducts business. These core values should be part of each decision made by the staff on a daily basis. These decisions affect the future direction of the organization. Volleyball BC's Core Values can best be expressed in the following:

**ACCESSIBLE** – Volleyball BC is the preferred source of information on the sport of volleyball

**ACCOUNTABLE** – Volleyball BC will be transparent about what, how and why it operates the way it does

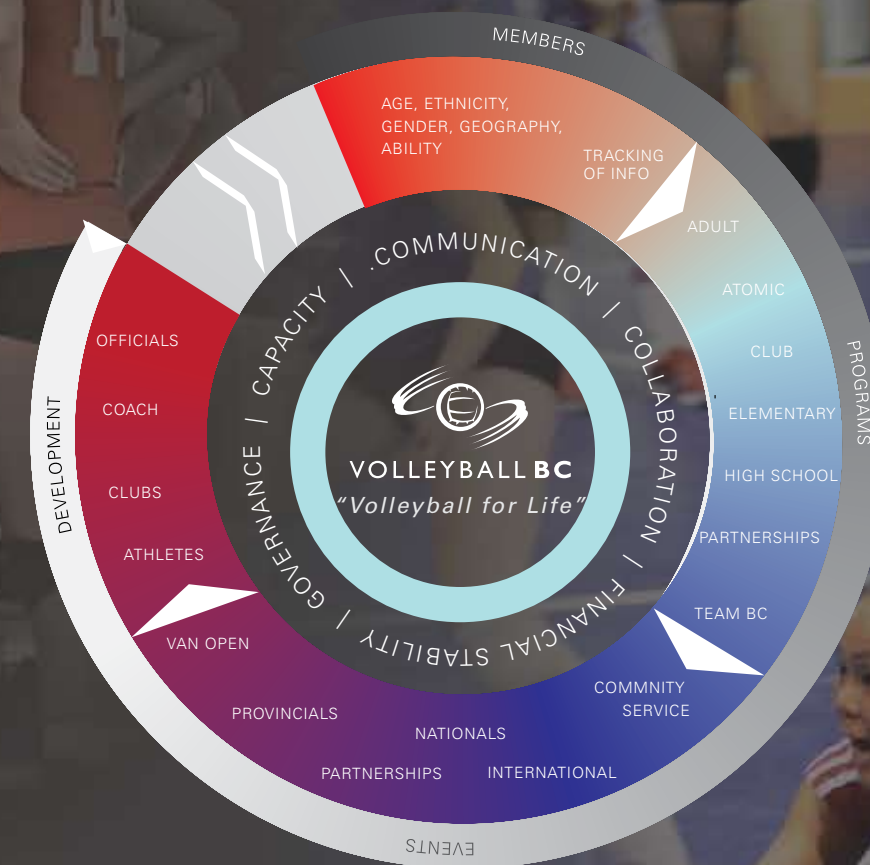
**SERVICE ORIENTED** – Participants in a Volleyball BC program should feel that they received the best possible experience and good value for the time and money committed

**PROFESSIONAL** – Volleyball BC representatives will conduct themselves in all their dealings in a way that confers and earns respect, and demonstrates integrity

**ENJOYABLE** – Participating in a Volleyball BC program should enhance people's natural enjoyment of sport

## STRATEGIC PLANNING PROCESS

Over the past two years, Volleyball BC has been collecting valuable information: Strength, Weakness, Opportunity, and Threat (SWOT) Analysis, Needs Assessment, compare the organization critically to other Provincial Sport Organizations, gathering feedback and input from all stakeholders, and Canadian Sport for Life (CS4L) and Long-Term Athlete Development (LTAD) models were used to create the vision for the future of Volleyball BC for the next four years. As part of this vision, the Board created a supportive framework for the operations of the organization. The 'Pillars & Foundation' framework serve to both outline the programs and services that Volleyball BC offers (the Pillars), as well as the five guiding principles (the Foundation) that the organization has established.



## BUILD FOR THE FUTURE

Volleyball BC was first incorporated on July 27, 1965. Over the past 47 years, our organization has grown to an annual membership of 6,500 members and is operated out of the Harry Jerome Sports Centre.

2012 will mark the start of the next era for Volleyball BC. With the launch of a new Strategic Plan, Volleyball BC will be implementing change across the organization to facilitate the ambitious goals laid out by our Board of Directors. Significant initiatives include:

- Finding the right people and aligning job descriptions with the strategic goals;
- Redefining and creating policies to establish effective governance of the organization; and
- Most importantly, serving the volleyball community to the best of our ability aligned with our strategic goals.

Volleyball BC will work with the entire volleyball community in order to **Build for the Future!**

Over the next four years Volleyball BC will focus on expanding our reach and influence in the volleyball community. We will be striving to host more major events (Beach National Championships, International competitions, improved Provincial Championships, larger scale beach events, etc.), we

will focus on becoming the leader in Canada in the implementation of Mini (ages 6-8) & Atomic Volleyball (ages 9-12) into the school and club systems and we will strive to become the most highly effective and efficiently operated Provincial Sport Organization in Canada. Volleyball BC wants to be more than a governing body, we want to become a leader in the volleyball community. To mark the successful implementation of our strategic plan, Volleyball BC and our staff are extremely excited to celebrate the organization's 50th Anniversary in 2015!

The volleyball community will see a variety of changes throughout the upcoming year. Changes to the club system are intended to help develop the players, coaches, and administrators. Policies and procedures will be created, through the High Performance Committee, to assist with the Team BC selection process and criteria. The organization will focus on delivering programs with a more personal touch to our adult players as well as working on the development of youth players. We strive for improved communication with all of our members through the creation of a new website, the development of a social media program and more tailored email newsletters. Overall, Volleyball BC is looking to make positive changes that will better serve the volleyball community and help guide the organization into the future.

## PILLARS OF THE ORGANIZATION

In order to be a leading Provincial Sport Organization, Volleyball BC will fulfill certain responsibilities. It is crucial that the programs and services requested by our members are also successfully executed. We utilize our four 'Pillars' created in the 'Pillars & Foundation' framework to ensure that we consistently focus on our core services and requirements:

**MEMBERSHIP** – to create a value added affiliation that services all residents of British Columbia

*Key Objective – Create a membership structure for all categories of members who participate in the sport of volleyball in BC*

**PROGRAMS** – to offer current programs and services to all participants (adult members, club members, elementary and high school systems, Team BC, etc.) and to work collectively with our partners

*Key Objective - Improve overall experience of participants in all Volleyball BC programs and events through better communication, customer service, and proper governance and policies*

**HOSTING** – to be recognized as a leader in Canada for hosting major Volleyball events

*Key Objective – Hosting a successful Beach National Championships in 2012 & 2013*

**DEVELOPMENT** – to offer developmental services that will help develop Volleyball BC's athletes, coaches, clubs and officials across the entire province, encouraging growth and enjoyment in the sport

*Key Objective – Align the Canada Sport For Life framework and the Long Term Athlete Development Model with Volleyball BC programs*

*Key Objective - Increase participation in Atomic Volleyball over the next four years through program development and creating partnerships with Community Centres across the province*



## BUILDING THE FOUNDATION

Volleyball BC's 'Pillars & Foundation' framework, details the guiding principles for all of the programs and services offered by the organization. These five Foundational principles are part of the essential building blocks necessary to service our members effectively:

**COMMUNICATION** – maintain a positive image and reputation in the volleyball community through promotion of the sport, servicing members and networking with partners

*Key Objective - Build a new website that incorporates social media as a key component for communicating with our members*

**COLLABORATION** – working with key stakeholders and partners, developing invaluable volunteers and working collectively with other Provincial Sport Organizations

*Key Objective - Develop stronger partner relationships to help bring the volleyball community together, working towards the same common goal of enjoyment in the sport*

**FINANCIAL STABILITY** – operate as an efficient sustainable organization

*Key Objective - Reinstate the Finance & Audit Committee through the Board of Directors to develop initiatives to create self-sufficiency and to improve financial policies and procedures*

**GOVERNANCE** – develop clear policies that will help the organization operate effectively with accountability

*Key Objective - Develop policies, procedures and guidelines for the programs leading up to and including Team BC*

**CAPACITY** – ensure that the organization has the right people in place to do the best job possible for the organization and our members

*Key Objective - Review and update Human Resources processes including: policies, job descriptions and other day-to-day operational functions and ensure alignment with the strategic plan*

Successful implementation of the 'Pillars & Foundation' framework will allow Volleyball BC to focus on the successful delivery of our current programs as well as effectively implementing a variety of new programs, events and services



## CONCLUSION

It is an exciting time at Volleyball BC, and change is necessary to build for the future. The biggest focus for the Volleyball BC Organization will be the development and implementation of a solid foundation for all of our programs and events. The five key principles of our foundation will help us focus on better serving our members:

- Communication
- Collaboration
- Financial Stability
- Governance, and
- Capacity.

With the entire organization conducting business according to these principles and by using the Canadian Sport for Life Model, Volleyball BC will better serve its members through high quality programs and services. With new leadership and a new vision in place, Volleyball BC is committed to expanding our reach and influence. By hosting major Volleyball events, developing the Mini & Atomic Volleyball program and improving operational efficiency, Volleyball BC is committed to becoming the leader in the volleyball community.

Volleyball BC is a membership-based organization and it is extremely important that we service our members to the best of our ability. As we move forward, it is imperative that we constantly look for ways to improve. Input and feedback from our membership is always welcome. Let us know what we can do to better build for the future!

We want to hear from you! [feedback@volleyballbc.ca](mailto:feedback@volleyballbc.ca)

**VOLLEYBALL BC is striving to be a leader in Canada for its development of grassroots volleyball and hosting of major events!**