

**CROSS COUNTRY SKI SASKATCHWAN**

**STRATEGIC FRAMEWORK**

**OUR VISION – our preferred future**

*Excellence in recreational and competitive cross-country skiing in Saskatchewan.*

**OUR MISSION *– our purpose and reason for being***

*We are the provincial organization that partners with clubs and communities to promote, coordinate, and advance the sport of cross-country skiing from the introductory experience to competitive excellence.*

**VALUES – *our principles that guide all behaviors and decisions***

**WELLBEING** – *We foster a safe, physically and mentally healthy lifestyle within our sport*

**INCLUSIVITY** – *Our sport is respectful, inclusive, inter-generational, fair, and fun for all*

**EXCELLENCE** – *We achieve and model success through passion, ambitious goals, and our relentless pursuit to be our best*

**COMMITMENT** – *We thrive and grow through the dedication of our athletes, members and volunteers*

**ACCOUNTABILITY** – *We lead our sport in an ethical, responsive way as good stewards of the environment in which we ski and play*

**FUN** *– We foster enjoyment in everything we do…work hard and play hard*

**OUR GOALS – *our unwavering focus***

1. **ENHANCE PARTICIPATION**

**Outcome #1:** Increase inthe number and diversity of Saskatchewan residents actively engaged as participants, athletes, coaches and officials, guided by the long-term athlete development stages of Canadian Sport for Life (CS4L).

**Objective**

1. **Improve access to cross-country skill trails and increase awareness of the sport**

* Improve information to members about Saskatchewan ski trails
* Enhance consistent trail and facility maintenance
* Encourage clubs to promote and utilize the Nordic Pulse app
* Utilize social media to create more visibility of the sport.
* Create a social media platform and policy.
* Update the website.

**Outcome #2:** Enhanced engagement of First Nation and Métis populations in all aspects of sport participation, development and leadership.

**Objective**

1. **Strengthen First Nation and Metis engagement**

* Revive SkiFit North program and determine ways to deliver programming in an effective way.
* Support Spirit North to expand programming in Saskatchewan.

**GOAL #2: ENHANCED EXCELLENCE**

**Outcome #3**: Increase the pool of Saskatchewan (inclusive of First Nation and Metis people) athletes, coaches, officials, and teams who are consistently achieving success at regional, national and international levels through ethical means.

**Objectives**

1. **Increase the pool of high-performance athletes in the province**

* Create a provincial team
* Promote travel to races
* Explore incentives for athletes
* Develop and implement a high-performance strategy for FN athletes

1. **Increase the number of high-level coaches and officials in Saskatchewan**

* Build coaching capacity through a coaching mentorship program
* Educate coaches/officials on the pathway to become certified
* Promote training opportunities for coaches and officials
* Create opportunities for communication and collaboration between coaches/officials in the province (to bring together like-minds, discuss things that are important for athletes) coaches/officials forum
* Create opportunities for Professional Development for coaches (recognize things that coaches are already doing)

1. **Grow opportunities for competition**

* Host more local competitions – opportunities for athletes, coaches and officials.
* Attract out of province athletes to attend SK competitions.
* Enhance trails for competition excellence.

1. **Strengthen CCS ability to evaluate the success of the high-performance program**

* Establish key performance indicators to measure and evaluate the effectiveness of high performance programs.

**GOAL #3: ENHANCED CAPACITY**

**Outcome #4:** Enhance the capacity of volunteers and our professional work force to be well trained, retained and managed in an efficient manner.

1. **Strengthen organizational effectiveness of Cross Country Saskatchewan**

* Create a mechanism for development and review of policies and procedures.
* Utilize CCS Board as team leaders of committees for advancing the strategic plan and initiatives.
* Establish key performance indicators to measure and evaluate the effectiveness of CCS strategic objectives

**ii. Grow volunteer capacity within the sport**

* Develop opportunities for volunteer knowledge sharing – online learning opportunities and sharing – turn local knowledge into provincial knowledge
* Create opportunities for volunteers (coaches, officials) to practice their skills.
* Create volunteer recognition opportunities

**Outcome #5:** Diversify and sustain the financial resource base for the ongoing development of amateur sport at all levels.

1. **Expand financial supports to clubs**

* Build on our existing grant system by investing the surplus to support club.
* Create an avenue for clubs to provide of major donations at local level or made in kind.

**GOAL #4: ENHANCED INTERACTION (on hold until above objectives are reached)**

**Outcome #6:** Innovative partnerships and linkages align and leverage effectiveness and efficiencies at community, provincial and national levels.

1. **Nurture and expand partnerships at local, municipal and provincials to promote the sport (hub and spoke model)**

* Create a common voice/spokesperson on behalf of the member clubs – strength in numbers to forge partnership with key stakeholders
* Strengthen relationships with tourism Saskatchewan to further promote the sport.
* Promote the sport to municipalities – offer guidance on how to increase interest and potential clubs – centre of collaboration, networking
* Align with other PSO’s – golf, snowmobiles clubs etc. e.g. explore expansion into golf courses.
* Promote off season trail use in alignment with CCS Values.

1. **Increase opportunities to introduce new members and communities to the sport**

* Maintain existing equipment inventory for introductory sessions.
* Promote the availability of cross-country ski equipment for introductory ski experience.
* Continue to promote the CCS ski inventory that is available to clubs and fieldworkers.

1. **Strengthen communication and relationships within the CCS community**

* Develop publicity, social media communication and promotional plan to be used by clubs and members (builds upon outcome 1).
* Continue to utilize our website and social media (Facebook and Twitter) to distribute information to clubs and promote our events (builds upon outcome 1)
  + Electronic only distribution of Nordic News
  + Periodical clubs send information – updates – achievements, pics, upcoming event
* Strengthen relationships between clubs and with CCS