

# **BCUS Strategic Plan 2019-2021**

## **(2019 Updates)**

### **Strategic Area – Juniors**

**Support avenues that allow Junior players to enjoy the sport and achieve their desired skill level.**

**Assumptions: Juniors are considered in four different categories**

- U20 Elite
- High School
- Middle/Elementary
- University

#### **Core Purpose**

- Introduce juniors to ultimate;
- Provide opportunities for juniors to play ultimate;
- Help junior players develop within ultimate;
- Help programs become self-sustaining and more effective;
- Encourage LTAD and life long participation in disc sports.

#### **Visionary Goals**

- NCCP Trained Coach in 50% of Schools that have Ultimate Programs;
- Increase the geographic representation for teams at BCSS/BCHSUC events;
- Create Outreach program for Middle/Elementary School level;
- BCUC Juniors includes 40 teams representing 12 different clubs;
- Make sure every High School in BC has access to suitable discs through disc purchase or Rural Disc Donation Program;
- Double the number of Schools playing Ultimate in any form (PE Modules, Clubs, Competitive Teams);
- Deliver package outlining teaching “disc sports” at the Elementary/Middle School level, focused on games, physical literacy, SOTG;
- Entry into the 2022 BC Summer Games;
- Increase the stability and sustainability of University ultimate programs.

#### **Short Term (2019) Operational Goals**

- Create and fill Junior Coordinator position;
- Support junior clubs in achieving their competitive goals.

## Strategy Implementation

The selected strategy is implemented by means of programs, budgets and procedures.

Visionary Goal	Program	Budget	Procedure
NCCP Trained Coach in 50% of Schools that have Ultimate Programs.	Coach Training	\$2000	<ul style="list-style-type: none"> <li>• Offer Coach Training at a “loss” to lower economic and participation barriers</li> <li>• Increase coach training session in BC</li> <li>• Send Coach Trainers to National training sessions.</li> </ul>
Increase the geographic representation for teams at BCSS/ BCHSUC events	BCHSUC/ BCSS Events	\$1000 + Donations (RDDP)	<ul style="list-style-type: none"> <li>• Distribute discs to rural schools</li> <li>• Create and Distribute Learning Structure to Elementary/Middle Schools</li> </ul>
Create Outreach program for Middle/Elementary School level	School Development	\$0	<ul style="list-style-type: none"> <li>• Hire Youth Coordinator?</li> </ul>
BCUC Juniors includes 40 teams representing 12 different clubs	BCUC	NA	Collaborate with current club teams to help promote and grow new/emerging club teams out of High School programs.
Double the number of Schools playing Ultimate in any form	BCHSUC and Outreach	NA	Work with community school programs and PACs to offer Ultimate in schools to help promote the sport.

Deliver package outlining teaching “disc sports” at the Elementary/Middle School level, focused on games, physical literacy, SOTG	School Development	NA	<ul style="list-style-type: none"> <li>• Pull together learning curriculum from sources (UC, etc...)</li> <li>• Work with Elevate to refine outlines</li> <li>• Deliver packages electronically to schools</li> </ul>
Increase the stability and sustainability of University ultimate programs	University Development	NA	<ul style="list-style-type: none"> <li>• Create additional playing opportunities for BC University programs</li> <li>• Support University Programs with coaching/ funding</li> </ul>

## Metrics

The selected strategy is implemented by means of programs, budgets and procedures.

Visionary Goal	2019	2020	2021
NCCP Trained Coach in 50% of Schools that have Ultimate Programs.	NCCP Trained Coaches: <b>Unknown</b>	NCCP Trained Coaches: Unknown	NCCP Trained Coaches: Unknown
Increase the geographic representation for teams at BCSS/ BCHSUC events	<ul style="list-style-type: none"> <li>• <b>88</b> Teams - 5 Divisions (Sr AA, Sr AAA, Jr I, II, Sr Invite)</li> <li>• <b>17</b> Municipalities Represented in all divisions</li> </ul>	<ul style="list-style-type: none"> <li>• XX Teams - 5 Divisions (Sr AA, Sr AAA, Jr I, II, Sr Invite)</li> <li>• XX Municipalities Represented in all divisions</li> </ul>	<ul style="list-style-type: none"> <li>• XX Teams - 5 Divisions (Sr AA, Sr AAA, Jr I, II, Sr Invite)</li> <li>• XX Municipalities Represented in all divisions</li> </ul>
BCUC Juniors includes 40 teams representing 12 different clubs	<b>27</b> Teams: <b>14</b> Boys Teams <b>13</b> Girls Teams <b>4</b> Clubs	XX Teams: XX Boys Teams XX Girls Teams XX Clubs	XX Teams: XX Boys Teams XX Girls Teams XX Clubs

<p>Double the number of Schools playing Ultimate in any form          2021 Goal - 225          Elementary          2021 Goal - 280          Secondary</p>	<p><b>131</b> Elementary          (112 - 2018)  <b>182</b> Secondary          (140 - 2018)</p>	<p>XXX Elementary          XXX Secondary</p>	<p>XXX Elementary          XXX Secondary</p>
<p>Increase the stability and sustainability of University ultimate programs</p>	<p>University Programs: <b>UBC, SFU, UVIC, CapU</b></p>		

# Strategic Area – Membership Growth

Support avenues that allow member organizations to develop more opportunities and grow membership.

## Core Purpose

- Introduce new people to ultimate;
- Work with member organizations to help them grow within their communities;
- Increase playing opportunities around the province;
- Supporting gender equity within the growth of the sport;
- Help member organizations become self-sustaining and more effective.

## Visionary Goals

- Increase the number of individuals belonging to BCUS organizations;
- Provide financial support to BCUS member organizations implementing growth and development projects;
- Achieve 45% female membership;
- Increase the number of BCUS member organizations across the province.

## Short Term Operational Goals

- Engage with 50% of our smaller regional member organizations (fewer than 200 members) and help them create/implement an annual growth and development project;
- Develop a discounted membership program around gender equity (45%);
- Facilitate the attendance of member organizations at UCC

# Strategy Implementation

The selected strategy is implemented by means of programs, budgets and procedures.

Visionary Goal	Program	Budget	Procedure
Increase the number of individuals belonging to BCUS organizations	Active Communication	\$500.00	<ul style="list-style-type: none"><li>● Connect with organizations in Spring, send Membership Form &amp; Registration Information</li><li>● Follow up with organizations in Summer, reminder on membership documents, inquire about current ultimate program offerings</li></ul>

Provide increased financial support to BCUS member organizations	Small Project Grants	\$5000.00	<ul style="list-style-type: none"> <li>Encourage Member organizations to conceive of local growth and development projects. Provide funding to support project.</li> </ul>
Achieve 45% female membership	Membership Discount	\$16.12	<ul style="list-style-type: none"> <li>Provide 15% member fee discount to organizations which achieve 45% female participation.</li> </ul>
Increase the number of BCUS organizations	Local leadership recruitment	\$250.00	<ul style="list-style-type: none"> <li>Identify BC cities with developing ultimate scenes and find local leadership to start membership organizations.</li> </ul>

## Metrics

The selected strategy is implemented by means of programs, budgets and procedures.

Visionary Goal	2019	2020	2021
Increase the number of BCUS members (individuals) 2021 Goal - 9500	<b>8162</b> 7484 (2018)	XXXX	XXXX
Increase the number of BCUS members (organizations) 2021 Goal - 20	<b>16</b> 15 (2018)	XX	XX
Provide increased financial support to BCUS member organizations. Amount Funded	<b>\$791.36</b> \$930.50 (2018)	\$X.XX	\$X.XX

Achieve 45% female membership	<b>42.91%</b> 39.90% Female (2018)	XX.XX% Female	XX.XX% Female
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# Strategic Area – Excellence

Support avenues to help increase the competitiveness of BC teams and players.

## Core Purpose

- Maximize the competitive standing of elite teams;
- Maximize representation of BC players and coaches on National teams.

## Visionary Goals

- Increase the number of certified coaches and learning facilitators across the province;
- Improve the competitive level of BC teams at Nationals and number of BC Players on National teams;
- Use coaching to improve the level of play across the province, and help develop individuals along the LTAD pathway;
- Create a high performance program focused on “excellence” aspects of sport;
  - Strength & Conditioning
  - Speed/Agility/Quickness
  - Injury Prevention
  - Sport Psychology
  - Nutrition
  - Financial Literacy/Planning
  - Strategy/Tactics
  - Video Analysis
  - Physics
- Create financial support system for competitive ultimate.

## Short Term Operational Goals

- Send representatives to 2020 Comp-Development Learning Facilitator course;
- Develop U24 development group as an ongoing program of excellence;
- Schedule clinic(s) focused on areas of excellence (see above);
- Include sponsorship of elite players/teams as part of charitable funding stream.

# Strategy Implementation

The selected strategy is implemented by means of programs, budgets and procedures.

Visionary Goal	Program	Budget	Procedure
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Increase the number of certified coaches and learning facilitators across the province	NCCP Course Facilitation	\$6000	<ul style="list-style-type: none"> <li>• Ensure at least three NCCP courses are held in BC each year</li> <li>• Offer NCCP courses in different communities</li> <li>• Cover majority of cost for participants to attend</li> </ul>
Improve the competitive level of BC teams at Nationals and number of BC Players on National teams	Coaching Travel Grants for teams Qualifying for Nationals	\$6500	<ul style="list-style-type: none"> <li>• Encourage teams to utilize coaching by helping to subsidize travel costs of coaching staff to Nationals.</li> </ul>
Use coaching to improve the level of play across the province, and help develop individuals along the LTAD pathway	NCCP Comp-Development Course Facilitation	\$6000 (Clinics) \$3000 (Travel)	<ul style="list-style-type: none"> <li>• Develop Comp-Dev Learning Facilitators in BC</li> <li>• Offer Comp-Dev certifications for BC based Comp-Intro Coaches</li> </ul>
Create a high performance program focused on “excellence” aspects of sport	U24 Development Group	\$9000	<ul style="list-style-type: none"> <li>• Identify 20-40 U24 Athletes to create U24 Development Group</li> <li>• Provide clinics and playing opportunities for U24 Development Group</li> </ul>
Create financial support system for competitive ultimate	National Sport Funding Program	Charitable Donations	<ul style="list-style-type: none"> <li>• Utilizing the National Sport Funding Program, set up a Charitable Funding program to support financially disadvantaged athletes attending National or World events.</li> </ul>

## Metrics

The selected strategy is implemented by means of programs, budgets and procedures.

<b>Visionary Goal</b>	<b>2019</b>	<b>2020</b>	<b>2021</b>
Number of NCCP Coach Certifications	<b>67</b> (60 - 2018)	XX	XX
Number of NCCP Learning Facilitators in BC	<b>7</b> (7 - 2018)	X	X
Medals won by BC teams at CUC (Nationals)	<b>4</b> (8 - 2018)	X	X
% of BC Athletes on National Teams	<b>35.0%</b> (36.6% - 2018)	XX.X%	XX.X%
U24 Development Programs:			
• Athletes	<b>0</b>	XX	XX
• Events	<b>0</b>	XX	XX
Charitable Donations from BC Amature Athletic Fund	<b>\$540.00</b> (\$0.00 - 2018)	\$X.XX	\$X.XX