

Strategic Plan 2021-2024

	Objective	Strategy / Action	Resources	Responsibility	Timeline	Priority	
A. PICKLEBALL PLAY							
Club play, inter-club play, tournaments (social and competitive), training, skill development, youth programming							
A1	Provide Venues and facilities for pickleball play.	1	Establish court requirements and flag pickleball needs to the City of St Albert. Advocate for a second Outdoor facility, managed by SAPC	FTF	President, Board	Annual	High
		2	Explore Partnership with Active Communities, City and others for 12 court indoor facility		President, Board	Annual	High
		3	Explore operating and capital cost for club owned or leased facility with space for SAPC	FTF	President, Board	2021	High
		4	Explore sharing agreements with SSAVC		President, Board	2021	High
A2	Provide social and competitive club programs.	1					
		2	Coordinate tournaments (club, inter-club and sanctioned tournaments) and develop Tools and skills for registration, scorekeeping.	HR: Tournament Team	Tournament Coordinator	Annual	High
		3					
A3	Provide pathways for members to learn and develop their skill levels.	2	Engage professionals to provide rating clinics for members who want to better understand their level of play in order to play at appropriate levels of play.	HR: Trainers	Program and Venue Manager	Annual	High
		3	Support the training and certification of referees.	HR: Volunteers	Program and Venue Manager	2020-21	Medium
		4	Support the training and certification of coaches.	HR: Volunteers	Program and Venue Manager	2020-21	Low
		1	Create / adjust some programs and venues to accommodate youth/family/social play.	HR: Program and Venue Team	President,	2020-21	High
A5	Provide youth programming.	2	Support regional / interclub approach to competitive play for youth.		President,	2020-21	High
B. GOVERNANCE & ORGANIZATIONAL CAPACITY							
Board role, volunteers, advocacy, key stakeholders, facility partnerships, membership strategy, policies, strategic plans							
B1	Ensure the club is seen as the representative of the sport of Pickleball by the City and private sector and is considered a valued	1	Develop expertise to assist the City or private partners in developing pickleball facilities. Grants, Design requirements, etc	TBD (grants, other)	President, Board	Ongoing	High

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	partner in all future development which includes Pickleball facilities.	3	Maintain feedback mechanisms to assess our public image with all our partners.	HR: Board	Vice President	Annual	High
B4	Ensure the club plans effectively for the recruitment and retention of volunteers.	2	Provide appropriate training and materials for Board members and other volunteers.	HR: Membership & Volunteer Team	Membership & Volunteer Director,	2021	High
B5		1	Assess the vision, mission and values statements to ensure there is evidence of the statements in all programs and policies.		Board	Bi-Annual	High
C. COMMUNICATIONS & TECHNOLOGY							
Communication (members - newsletters, social media), website and emails (web servicing/hosting, web management), records management tools, online tools and technologies							
C2	Ensure technologies are utilized to streamline the administrative function of the club and are user-friendly for members.	1	Periodically assess current information technology tools and the opportunity for improved web management, membership management, newsletter distribution, event management and sales through other web content management technologies. Change to a Quick books type financial system. Dovetail into PA and PCO membership system where advantageous.	HR: Web Management Team	Web Manager	Annual	High
D. FINANCE & ADMINISTRATION							
Financial management, revenue (membership, sales), financial records management, asset security, day-to-day administration							
D1	Ensure ongoing financial stability of the club.	2	Prepare a long-term financial plan that includes staffing, capital projects, reserves and staffing.		Treasurer	Ongoing	High
D2		1	Ensure policies, ongoing audits and reviews are in place.	HR: Vice President	Secretary	Annual	High