

***SAINT JOHN***



***TRACK CLUB***

**2016-2020 Strategic Plan**

## **Vision**

SJTC will be recognized as the premiere track and field club in Atlantic Canada and in all aspects of its organization be a reference for success within the New Brunswick sporting community.

## **Mission Statement**

SJTC provides leadership, development, and competition to encourage and foster both participation and high performance in Athletics.

## **Values**

- Excellence - Each person should be enabled and encouraged to offer his/best
- Health - Physical and emotional wellbeing within and beyond the sports aspect
- Teamwork - Athletes, coaches, officials, other clubs and partners organizations across sport disciplines working together and leveraging resources to make us grow as a whole
- Integrity - High standards of ethics, responsibility, honesty, fair-play, accountability
- Diversity - All-inclusive, without distinction based on sex, age, social class & abilities.

## **2016-2020 Strategic Goals**

**Positive Experiences** - Deliver an exceptionally positive “wow” experience for athletes, coaches, parents, and volunteers who take part in or with a SJTC programs and/or events that leads to a 85% positive survey response rate.

### **Key Measures of Success in creating a Positive Experience**

- Satisfaction of our club members
- Membership retention
- Satisfaction had during club lead events and programs

### **Action Plans**

- Hold at least TWO fun events during the year that encourages parental participation
- Hold at least TWO club member social events
- Improve experiences of officials and volunteers by providing amazing food at meets.
- Increase the STJC family atmosphere
- Develop/Increase recognition for officials and volunteers
- Send out individualized surveys at the conclusion of the indoor season (March/April) and outdoor season (July/August)

**Participation** - Grow the number of people (athletes, officials/volunteers, coaches) involved in the Saint John Track Club to 300 by 2020.

### **Key Measures of Success in Participation**

- Total members with membership analysis year over year – Age groups & AWAD
- Membership renewals/retention %
- # of Active officials
- # of MAJOR competitions that SJTC athletes are involved in
- # of SJTC competitors at MAJOR competitions
- # of ACTIVE coaches

### **Action Plans**

- Increase club membership by 35 new members per year with a goal of 300 by 2020
  - Increase outreach and promotion of athletics at events in the Saint John region.
  - Increase promotion at school meet
  - Collaborate with multi-sport community
  - Promote participation and benefits experienced from participation in athletics.
- Increase, in conjunction with ANB, number of officials in the SJ region to 10 active officials by 2018 and 20 active officials by 2020.
  - Improved experiences for officials (food at event, reimbursement of costs, and logistics during the meet).
  - Encourage one parent of every athlete to attend an orientation in athletics course.
  - Promote an annual officials education plan for the club
  - Promote officiating as an opportunity for community involvement
  - Promote parental involvement as officials to support their child
  - Ensure officials are recognized on a yearly basis
  - Implement within club membership fees an officials support contribution. Either an increase in fees with an option to volunteer the increase as an official and/or volunteer at meets and/or club programs.
- Develop and Increase the # of active coaches to 14 by 2017, 17 by 2018, and 20 by 2020.
  - Recruit new coaches from existing pool of parents and senior athletes.
  - Formalize the benefits of coaching (no athlete membership costs)
  - Establish programs to transition athletes to coach particularly within the senior/university athletes.
  - Encourage coaches to continue NCCP certification and coaching development
  - Provide free RJT/Sport Coach courses in conjunction with ANB as entry points for new coaches
  - Develop promotional materials surrounding “coaching” as an opportunity for individuals to positively contribute with the community.
  - Ensure yearly recognition of coaches

**Performance** – To increase the number of athletes engaged in competition leading to improved performances of our athletes at all age levels relative to provincial, regional, and national results.

<b>Key Measures of Success in Performance</b>	<b>Goal for each key measure</b>
# of athletes engaged in competition	Avg of 40 in 2016, 50 by 2017 60 by 2018, and 75 by 2020
# of regional banners won	2 per year 2016/2017 increasing to 3 per year 2018/2020
# of national medals won	10 per year
# of national finalists (top 8)	20 per year by 2020
# of top 10 national rankings	6 per year by 2020
# of athletes on provincial teams (Legion, CSG)	10 per year
# of athletes with international team standards	2 per year by 2020
# of provincial records established	1 per year

Using weighted performance matrix increase score by 5% per year achieving a goal of 275 by 2020. (see attached table below)

#### **Action Plans**

- Increase the # of athletes engaged in competition to an average of 40 members in 2016, 50 members by 2017, 60 members by 2018, and 75 members by 2020.
  - Increase promotion of competition for peewee and younger athletes
- Improve and increase support to athletes pursuing national/international level results

Key Performance Indicators (per year)	Target	Points Value	2015 Count	2016 Points	2017 Count	2018 Points	2019 Count	2020 Points	2021 Count	2022 Points	2023 Count	2024 Points	2025 Count	2026 Points
Banners	2	50	1	50										
National Medals	10	10	6	60										
National Finalists (top 8)	20	5	7	35										
National Top 10	6	10	3	30										
Provincial Team	10	10	2	20										
International Standards	2	10	1	10										
National Teams	1	10	1	10										
Provincial Records Age Class	NA	0	5											
Provincial records masters	NA	0	37											
<b>Total Points</b>				<b>215</b>										
<b>Target</b>				<b>215</b>		<b>226</b>		<b>237</b>		<b>249</b>		<b>261</b>		<b>274</b>