



Strategic Plan 2024-2027

VISION: *The sport and the spirit of lacrosse are accessible to all British Columbians.*

OUR PURPOSE: *Creating positive lacrosse experiences for everyone.*

Strategic Pillar #1

GROW THE GAME OF LACROSSE

Key Outcomes

- Increased player participation across all levels
- Clear pathways for recreational and competitive players
- Greater cultural and gender diversity
- BC player, coach and referee representation on national and international teams (e.g. 6's, Olympics)

Strategic Initiatives

- Revamp Team BC programs to maximize opportunities and aspirations for athletes pursuing high-performance and post-secondary opportunities.
- Introduce 6's Committee to develop new 6's program in BC.
- Develop "Grow the Game" strategy and tool kit to attract new players to lacrosse and to diversify representation. (e.g., drop-in sessions, schools, partnerships)
- Activate a Diversity Plan to reach under-represented groups across BC.
- Ensure females have equal opportunity to learn and improve lacrosse skills and experience
- Develop recreational and performance pathway process to increase transparency and awareness.
- Increase awareness of lacrosse through increased and strategic use of social media, video, news media, relationships, and marketing campaigns.

Strategic Pillar #2

EMPOWERING OUR VOLUNTEERS

Key Outcomes

- Increased number of qualified coaches and referees
- Clear pathways for coaches, referees, and volunteers
- Education resources exist to support volunteers in all roles
- User-friendly technology

Strategic Initiatives

- Develop mentorship strategy to build relationships, retain and maximize knowledge and expertise.
- Develop series of toolkits and resources to support local associations on variety of topics. (e.g. recruitment, marketing, discipline)
- Develop comprehensive curriculum and education materials to support the needs of coaches, referees, and volunteers.
- Introduce technical support group as resource for local associations.
- Maximize technology to make resources and education more accessible to associations and volunteers. (e.g. website, social media, video)
- Conduct surveys to identify barriers and opportunities for volunteers.

Strategic Pillar #3

ORGANIZATIONAL PERFORMANCE

Key Outcomes

- Financially sustainable
- Increased staff capacity
- Strong strategic governance
- Streamlined processes and user-friendly technology
- Increased sponsorship revenue

Strategic Initiatives

- Develop strategic communications plan to increase awareness of BCLA role, programs, and resources, and support implementation of strategic plan.
- Refresh BCLA brand and website.
- Shift Board governance model from operational to strategic policy including review of bylaws and governance structure.
- Identify opportunities to diversify Board to attract new skills and representation.
- Invest in technology to improve communications and accessibility and streamline processes to save time and steps. (e.g. website, collaboration software, registration)
- Develop funding strategy and committee to attract new revenue sources including strategic sponsorships and partnerships.
- Identify opportunities to increase staff capacity through budget review and sponsorship.
- Conduct risk assessment and develop mitigation strategy.