

Canoe Kayak Saskatchewan

2010 - 2013 Strategic Plan

- First Draft -

For Circulation to the Board, Clubs, and Staff

2011-2013 CKS Strategic Plan

Mission:

By working cooperatively, Canoe Kayak Saskatchewan is dedicated to the promotion and development of paddling activities that are safe and inclusive of all ages and abilities.

Vision:

By 2020, Canoe Kayak Saskatchewan (CKS) will be recognized as the voice, information source and brand for Saskatchewan paddling and operate as a single paddling organization with strong interaction and communication between paddling disciplines as seen in multi-disciplinary events and diverse clubs. It will have grown to over 2,000 members by attracting more recreation and competitive paddlers to its paddle for life program and its aboriginal community linkages. Its corporate-partnered watercraft safety and grassroots programs will be popular in many Saskatchewan communities. A vibrant competitive program will have seen the hosting of at least one international competition, a 50% increase in national athlete rankings, a 50% increase in certified coaches, officials, and volunteers, and two university clubs. New and diverse funding sources will have allowed CKS to open up a head office and one branch office and be delivering programming in all zones.

Goals:

1. Participation

- 1.1 To increase members to 1600 by 2013
- 1.2 To adapt Sport for All model to reflect CKS model
- 1.3 To have active sustainable paddling communities in a minimum of 7 zones

2. Capacity

- 2.1 To have new and external / internal funding sources
- 2.2 To increase partnerships
- 2.3 To increase core of full-time staff

3. Interaction

- 3.1 To identify partners and build relationships
- 3.2 To build a communication and marketing strategy

4. Excellence

- 4.1 To increase national rankings
- 4.2 To support hosting high level events
- 4.3 To increase provincial excellence
- 4.4 To have one paddling organization

2011-2013 CKS Strategic Plan

Goal 1: Participation

Goal Statement 1.1 - To increase members to 1600 by 2013

2010-11 Strategies	2011-12 Strategies	2012-13 Strategies
1. Increase members to 1500	1. Increase members to 1550	1. Increase members to 1600

Goal Statement 1.2 - To adapt Sport for All model to reflect CKS model

Immediate Activities 2010:

- Create working group

2010-11 Strategies	2011-12 Strategies	2012-13 Strategies
1. Develop and implement Sport for All	1. Implement Sport for All	1. Evaluate and adapt Sport for All

Goal Statement 1.3 - To have active sustainable paddling communities in a minimum of 7 zones

Immediate Activities 2010:

- Target communities
- Identify community champions

2010-11 Strategies	2011-12 Strategies	2012-13 Strategies
1. Support structure within communities and communities	1. Field full teams in minimum of 7 zones at Sask. Games	1. Maintain current communities and expand reach by 2020

Goal 2: Capacity

Goal Statement 2.1 - To have new and external / internal funding sources

2010-11 Strategies	2011-12 Strategies	2012-13 Strategies
1. Identify opportunities and set targets 2. Develop and implement plan	2. Monitor and adjust plan	3. Monitor and adjust plan

Goal Statement 2.2 - To increase partnerships

2010-11 Strategies	2011-12 Strategies	2012-13 Strategies
1. Identify opportunities and set targets 2. Develop and implement plan	2. Monitor and adjust plan	3. Monitor and adjust plan

Goal Statement 2.3 - To increase core of full-time staff

Immediate Activities 2010:

- Identify staffing support to carry out plan
- Prioritize organization needs

2010-11 Strategies

1. Continue funding and develop business case

2011-12 Strategies

1. Add additional full-time staff and additional contract / part-time

2012-13 Strategies

1. Establish support office

Goal 3: Interaction

Goal Statement 3.1 - To identify partners and build relationships

Immediate Activities 2010:

- Meet with all individual boards to sell plan before January 2011

2010-11 Strategies

1. Communicate with CKC to introduce strategic plan

2011-12 Strategies

1. Communicate with CKC to have them on board with our strategy
2. Develop multi-discipline approach to events

2012-13 Strategies

Goal Statement 3.2 - To build a communication and marketing strategy

2010-11 Strategies

1. Develop communication and marketing strategy for internal

2011-12 Strategies

1. Develop communication and marketing strategy for external
2. Determine how goals and excellence “et al” fit with others – schools, universities

2012-13 Strategies

Goal 4: Excellence

Goal Statement 4.1 - To increase national rankings

2010-11 Strategies

1. Certify coaches, volunteers
- courses / education / experiential

2011-12 Strategies

1. Certify coaches, volunteers
- courses / education / experiential
2. National team athletes

2012-13 Strategies

1. Certify coaches, volunteers
- courses / education / experiential
2. National team athletes
3. National team training centre (west)

Goal Statement 4.2 - To support hosting high level events

<u>2010-11 Strategies</u>	<u>2011-12 Strategies</u>	<u>2012-13 Strategies</u>
1. National canoe day	2. National championships	3. Bid junior world championships 4. Bid world championships

Goal Statement 4.3 - To increase provincial excellence

Immediate Activities 2010:

- Skills library building – resource centre

<u>2010-11 Strategies</u>	<u>2011-12 Strategies</u>	<u>2012-13 Strategies</u>
1. Mentorship programs – coaches, athletes / peer, volunteers, staff	2. Build excellence in all areas of province (travelling road show)	

Goal Statement 4.4 - To have single paddling organization

Immediate Activities 2010:

- Meet with all divisional boards and CKS Board

<u>2010-11 Strategies</u>	<u>2011-12 Strategies</u>	<u>2012-13 Strategies</u>
1. Reorganization of organization structure	1. Continue implementation of new structure	

2010 -2011 Operational Plan (EXAMPLE):

Goal: Participation

Goal Statement 1.1 - To increase members to 1600 by 2013

Strategy (What)	Activities (How)	Responsibility (Who)	Time Line (When)	Budget (How Much)
1. Increase members to 1500	a. Identify potential markets	Membership Comm.	1 March 2011	\$0
	b. Revise membership mailer	Membership Comm.	1 April 2011	printing
	c. Distribute mailer	Staff	1 May 1 2011	postage
	d. Follow-up	Membership Comm.	15 May 2011	\$0