

1. Active Start
2. Fundamentals
3. Learn to Ride
4. Train to Train
5. Train to Compete
6. Learn to Win
7. Train to Win
8. Active for Life

Strategic Pillars - Alberta Snowboard has identified three key pillars that are the foundation of our commitment to the sport of snowboarding through 2022.

Vision

To be the most engaged, supportive and dynamic snowboard community in the world.

Mission

To Promote, Develop and Provide Support to Alberta's snowboarding community, regardless of age and skill level.

Values

- ▣ Rider-Centered
- ▣ Strength of Community
- ▣ Province Wide and A National Leader
- ▣ Opportunity for All
- ▣ Lifelong Support and Tools
- ▣ Youth and Grassroots to Sport for Life
- ▣ Sustainable and Valued Partner
- ▣ Positive and Influential Community

Growing the Community

1. *Growing the engaged and diverse community including members, coaches, officials, social media followers, independent retailers, riglet participants, volunteers, women, immigrant and other groups.*

Key Numbers: 50% growth

2. *Full time Riglet program in Calgary and Edmonton.*

Key Numbers: 10,000 kids annually

3. *Provide the tools for high quality events in Southern, Central and Northern AB.*

Key Numbers: 4 independent annual events

4. *Growth of annual sustainable unrestricted funding for the association through increased memberships, grants, donations, fundraising and sponsorships.*

Key Numbers: 25% increase

Rider Centered

1. *Increased and effective communication in the areas of face to face meetings, stakeholder meetings, parent meetings and digital communication for riders and their support networks.*

Key Numbers: 100% increase in touchpoints from 2018 levels

2. *Implementation of development and support tools with advocacy channels for riders to maximize the rider experience in areas of competitions, funding, coach development, aerial training, official development, judge development, LTAD understanding and whatever is needed.*

Key Numbers: 2 Annual Surveys

3. *Implementation and enforcement of national safety guidelines in the areas of vulnerable sector assurances, course safety, aerial safety, concussion protocol and injury reintroduction.*

Key Numbers: Zero incident goal.

Organizational Excellence

1. *Improve the body of policy and governance function of the ASA.*

Key Numbers: Documented policies required for full transfer to governance-based board.

2. *Application of effective administration, fund development, financial processes and controls to enable a staff led association.*

Key numbers: Max 5% variance tolerances in monthly reporting.

3. *Establish staff led volunteer practices enabling world-class events and community engagement.*

Key Numbers: 40 Active Volunteers with regular staff touchpoints.

2019/20 Tactical Focus

Growing the Community

1. *Parent member info meeting aimed at providing members and parents with all tools needed for snowboarding pathway.*
Goal: 50 participants.
2. *Events - host 8 events in all disciplines at levels 3-8 in the LTAD*
Goal: 1250 registrations.
3. *Coach (4) and official (2) training. Ensure air facilitators training (2) available to align with increased tramp requirements.*
Goal: 4 Coach, 2 Official and 2 Aerial Facilitator
4. *Establish a pipeline of financial sponsors for sustainable fund development.*
Goal: 4 Active Partners
5. *Camp based structure to influence and encourage female athletes.*
Goal: 3 camps and 30 participants.
6. *Increase volunteer registrations through education and encouragement.*
Goal: 40 Participants
7. *5 Riglet activations within the Calgary area.*
Goal 1500 kids
8. *Presentation of the Riglet program at Teacher's Convention as an elementary school option for phys ed.*
Goal: 100 Teachers
9. *Secure funding for N. AB Riglet program for 2020.*
Goal: \$10,000
10. *Hold a Grom (Stage 3) event in Edmonton.*
Goal: 100 participants
11. *Hold a Grassroots event for SBX.*
Goal: 40 Participants
12. *Create an event manual for event hosting and participation in all disciplines.*
Goal: Available to clubs by end of 2019 20 season
13. *Increase of non-membership unrestricted revenues.*
Goal of \$10,000 of recurring funding.

Rider-Centered

1. *Establish a culture of safety, certification and accountability to rider security through policy and education to align with Canada Sport and Canada Snowboard expectations.*
Goal: Policy education and communication to all members by 2019 20 season start.
2. *Focus on social media, Teamapp and face to face meetings and events to increase touchpoints*
Goal: Increase by 25%.
3. *Daily social media updates in season, bi-weekly social media updates for important info, weekly email communication for members.*
Goal: 100% communication schedule success.
4. *Excellent response time to inquiries to ASA.*
Goal: Maximum 2-day response time.
5. *Parent info meeting for greater knowledge and channels.*
Goal: 50 Participants
6. *Access to information required for knowledge and support of the sport from a central cloud drive.*
Goal: Access to anyone interested by October
7. *Working with Canada Snowboard to establish introduction of concussion protocol, policy and policing of safety standards for athletes.*
Goal: 100% adoption of standards across AB clubs and zero incident of improper athlete safety handling.
8. *Establishing a Vulnerable Sector check for all coaches, officials and volunteers.*
Goal: Zero incident of coach or volunteer participation without checks on file.

Organizational Excellence

1. *Creation of full body of governing policies enabling a staff led association.*
Goal: Continue to establish policies aligned with NSO.
2. *Approval of 2019/20 ASA budget with associated freedom, governed by policy, to allow for a staff led association.*
Goal: Approval by October 31.
3. *Establish a monthly financial report detailing expected revenues and operating expenses with details for all variances outside of a 5% threshold, positive or negative.*
Goal: Monthly reporting within variance threshold.
4. *Monthly Executive Director reporting detailing any items requiring Board governance input.*
Goal: Monthly report.
5. *Creation of Board training and introduction process for new Board members.*
Goal: Available for start of 2019 20 season.
6. *Creation of Board and Staff performance review process to evaluate areas of development or recruitment for better operational excellence.*
Goal: Available for start of 2019 20 season.
7. *Establish sustainable and recurring fund development and volunteer recruitment processes that allow for depth of volunteers for all events and association needs.*
Goal: Documented and initial test of process by October 31.

For more information or to sign up as a volunteer visit
www.albertasnowboarding.com/

