



Strategic Plan 2022-26

Alberta - the Heartland of Shred Nation

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.

Values

Inclusivity	Progression	Passion	Community	Partnership
Create an environment and opportunity that is accessible and safe for all.	Embrace innovation and creativity in the pursuit of developing snowboarding at every stage	Inspire every member to love the sport, love the community, love the time together and love Alberta Snowboarding because we live it too.	Support the culture of snowboarding to contribute to the health and happiness of all those who participate	Develop genuine partnership in all aspects founded on trust, inclusivity, and sincerity to drive mutual goals

Long-Term Strategic Goals

Key Performance Indicators

2023 2024 2025 2026

Grow the community to a province leading membership across all ages groups, and disciplines.

To demonstrate sustained but relative growth and performance in every level, discipline and geography across the province.

Membership of 5000+

1000 2000 3000 4000 5000

Members in all disciplines, across all ages

Member is all provincial zones

5 6 7 8 9

Build facilities that encourage the sport, clubs and coaches to participate.

Ensure the ASA has a facility or group of facilities that provides a sustainable location for our association to train.

Capital campaign of \$20m+

\$2m \$5m \$10m \$15m \$20m

Partnership with area First Nations

Accessible to all riders, stages of physical capability and clubs

Ensure sustainability of the association, the riders, the officials, the coaches and the environment.	Develop and implement progressive, sustainable long-term models for ASA with an emphasis on revenue, facilities, succession and rider development.	Secure funding sources to assure annual \$1m budget	\$25k	\$200k	\$400k	\$750k	\$1m
		Update and build policy and governance framework					
		Build rider program guides that align with LTAD and support rider health and sustainability					
Facilitate, Educate and Motivate the Progression of the sport via tools, and best practices.	Develop and implement programs, tools and tracking to ensure progression is central to the association's mandate.	Build out a progression program that provides motivation to stay in the sport	25%	50%	100%		
		Educate on LTAD, long-term rider motivation and proper alignment with competition					
		Create tracking and measurement capabilities for progression.	25%	50%	100%		
Connect the membership and all stakeholders in a meaningful and fun way.	Bring the community together more often and at greater reach to ensure a lifetime connection with the sport.	Build and provide opportunities for alumni to connect and stay in the sport.	1	2	4	4	4
		Build and provide family opportunities at all stages.					
		Build a masters fun category for Alumni opportunities.					

5 Strategic Pillars

Purpose	Grow the Community	Facility Development	Sustainability	Progression	Connection
	<ul style="list-style-type: none"> Grow Disciplines Grow Grass Roots Grow Officials Grow Coaches Grow Geography 	<ul style="list-style-type: none"> ASA Training Facility Hike Parks Off Season Training Indigenous Connection 	<ul style="list-style-type: none"> Financial Sustainability Succession Planning Facility Planning Keeping Riders In Sport Environmental Sustainability 	<ul style="list-style-type: none"> Facilitate Progression Across All Education on Progression Motivation to Progression Progression in Coaching Process/YTP/Cycle Training 	<ul style="list-style-type: none"> Build Alumni Plan Community Experiences Family/Masters Categories Fund Dev Opportunities

Key Operational Initiatives

Grow the Community	Facility Development	Sustainability	Progression	Connection
Parent memberships	Capital Campaign Research	Non Govt funding	HP Manager Position	Create Community Events
Alumni memberships	Capital Campaign Leader	Fund development	Progression Program Build	Align memberships
Masters memberships	First Nation Discussions	Accessibility	LTAD Drop Off Research	Alumni events
N. AB Memberships	Location Research	Policy Work with CS	Progression Candidates	Masters Events
N. AB Events	Planning Partner	Rider Health Research	Progression Funding	Family Events
Small Community Push	Local Funding Opportunity	Sport for Life Research	Tech for tracking research	Fund Development Activities
Sponsor Alignment	Gov't Funding Opp	Rider Health Programming	Tracking tech acquire	ASA HoF
Food and Bev Alignment		Sport for Life Programming	Test	
Lodging Alignment		All Disciplines Work	Implement	