

# **ATHLETICS YUKON**

## **STRATEGIC FIVE-YEAR PLAN**

**2015-2020**

# Strategic Five Year Plan 2015 – 2020

## Mission Statement

To promote and encourage participation recreational and competitive in Athletics as a life-long pursuit

This *Mission Statement* is set within the context of a strategic five year plan. Each section is viewed over a five year time period. Within this plan some of the activities show a developmental progress. Other activities provide for the on-going maintenance of critical functions.

Membership: Recreational through elite athletes

Goal	Strategies
<p>1. To provide appropriate level of support according to number and demographics of membership</p> <p>2. To create web-based Athletics Yukon records by distance and age</p>	<ul style="list-style-type: none"> <li>❖ Maintain an active status as an affiliate with Athletics Canada.</li> <li>❖ Email updates for membership; including association news and upcoming events.</li> <li>❖ Maintain a “current” web site</li> <li>❖ Report results from events in a timely fashion on the web site</li> <li>❖ Communication of events for season by end of March each year, supplied to community and membership</li> <li>❖ Provide support to communities i.e. events scheduling, insurance coverage for events.</li> <li>❖ Acquire funding for events and athletes where required.</li> <li>❖ Monthly meetings of executive</li> <li>❖ Yearly AGM</li> <li>❖ Maintain web-based Athletics Yukon records by distance and age.</li> </ul>
<p>2. To increase the membership in each category, juvenile through masters.</p> <p>Current Membership:</p> <p>Membership in 2014: 205 members</p>	<ul style="list-style-type: none"> <li>❖ Promote events for recreational/beginner through elite runners and walkers.</li> <li>❖ Promotion of walking category in each event.</li> <li>❖ Promote benefits to members, i.e. event insurance, event schedules, discount on events.</li> <li>❖ Increase awareness &amp; participation of running/walking events in the communities and schools.</li> </ul>
<p>3. To develop and maintain an athlete development and training program that will allow junior, senior and master athletes to compete at their highest potential, and guided by the Code of Conduct.</p>	<ul style="list-style-type: none"> <li>❖ Initiate an athlete identification program both in Whitehorse and the Communities.</li> <li>❖ Based on the above determine the athletes motivation and developmental needs.</li> <li>❖ Deliver athlete skill development clinics in Whitehorse and communities.</li> <li>❖ Develop criteria for team selection for Yukon Teams for Regional and National Championships.</li> <li>❖ Provide for opportunities for athletes to attend Regional and National Championships.</li> <li>❖ Acquire funding for athletes where required.</li> </ul>

Membership: Recreational through elite athletes

	<b>2015/2016</b>	<b>2016/2017</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>2019/2020</b>
<b>PLAN</b>	<ul style="list-style-type: none"> <li>Increase membership by 20% in fiscal year.</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership by 20% in fiscal year.</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership by 10% in fiscal year.</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership by 10% in fiscal year.</li> </ul>	<ul style="list-style-type: none"> <li>Increase membership by 10% in fiscal year.</li> </ul>
	<ul style="list-style-type: none"> <li>Start work on compiling Athletic Yukon Records for Championship Events</li> </ul>	<ul style="list-style-type: none"> <li>Install Athletic Yukon Records on website.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain/update Records.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain/update Records.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain/update Records.</li> </ul>
	<ul style="list-style-type: none"> <li>Provide one skill development clinic for membership</li> </ul>	<ul style="list-style-type: none"> <li>Provide one skill development clinic for membership</li> </ul>	<ul style="list-style-type: none"> <li>Provide one skill development clinic for membership</li> </ul>	<ul style="list-style-type: none"> <li>Provide one skill development clinic for membership</li> </ul>	<ul style="list-style-type: none"> <li>Provide one skill development clinic for membership</li> </ul>
	<ul style="list-style-type: none"> <li>Initiate work on criteria for team selection.</li> </ul>	<ul style="list-style-type: none"> <li>Team selection criteria policy approved.</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance/update team selection criteria policy.</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance/update team selection criteria policy.</li> </ul>	<ul style="list-style-type: none"> <li>Maintenance/update team selection criteria policy.</li> </ul>
	<ul style="list-style-type: none"> <li>Athlete participation in Western Canada and Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Youth Championships</li> <li>Other Competitive Events</li> </ul>	<ul style="list-style-type: none"> <li>Athlete participation in Western Canada and Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Youth Championships</li> <li>Other Competitive Events</li> </ul>	<ul style="list-style-type: none"> <li>Athlete participation in Western Canada and Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Youth Championships</li> <li>Other Competitive Events</li> </ul>	<ul style="list-style-type: none"> <li>Athlete participation in Western Canada and Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Youth Championships</li> <li>Other Competitive Events</li> </ul>	<ul style="list-style-type: none"> <li>Athlete participation in Western Canada and Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Youth Championships</li> <li>Other Competitive Events</li> </ul>

Membership: Coaches & officials

<b>Goal</b>	<b>Strategies</b>
<p>To encourage and provide opportunities for the development of leadership skills in the areas of coaching guided by the Code of Conduct.</p>	<ul style="list-style-type: none"> <li>❖ Assess the number of appropriately certified coaches.</li> <li>❖ Hold a planning meeting with certified coaches and those wishing to obtain certification – the intent being to develop an operational framework for skill development and athlete development.</li> <li>❖ Publicly recognize the work of coaches.</li> <li>❖ Initiate occasional NCCP coaching and/or officiating clinics in the Yukon</li> </ul>
<p>To encourage and provide opportunities for the development of leadership skills in the areas of officiating and organizing guided by the Code of Conduct.</p>	<ul style="list-style-type: none"> <li>❖ Assess the number of appropriately certified officials.</li> <li>❖ Develop a database of Officials, their levels and areas of interest.</li> <li>❖ Hold a planning meeting with certified officials and those wishing to obtain certification – the intent being to develop an operational framework for skill development and event development.</li> <li>❖ Distribute the list of officials to all event organizers and update annually.</li> <li>❖ Publicly recognize the work of officials.</li> <li>❖ Develop materials on event organization that sets out duties and responsibilities.</li> </ul>

Membership: Coaches & officials

	<b>2015/2016</b>	<b>2016/2017</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>2019/2020</b>
<b>PLAN</b>	<ul style="list-style-type: none"> <li>• Create a list of certified coaches and officials.</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and update list</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and update list</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and update list</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain and update list</li> </ul>
	<ul style="list-style-type: none"> <li>• Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.</li> </ul>	<ul style="list-style-type: none"> <li>• Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.</li> </ul>
	<ul style="list-style-type: none"> <li>• Conduct NCCP training based on interest and availability.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct NCCP training based on interest and availability.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct NCCP training based on interest and availability.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct NCCP training based on interest and availability.</li> </ul>	<ul style="list-style-type: none"> <li>• Conduct NCCP training based on interest and availability.</li> </ul>
		<ul style="list-style-type: none"> <li>•</li> </ul>			
				<ul style="list-style-type: none"> <li>• Encourage Level II &amp; III NCCP training for both coaches and officials.</li> </ul>	<ul style="list-style-type: none"> <li>• Encourage Level II &amp; III NCCP training for both coaches and officials.</li> </ul>

Events: Recreational-through to Championship level

Goal	Strategies
<p>1. To provide the membership and general public with a full complement of recreational through competitive athletics events throughout the various seasons.</p>	<ul style="list-style-type: none"> <li>❖ Coordinate the scheduling of road racing, race walking, cross country and track &amp; field events.</li> <li>❖ Publish event calendar of all running-related events in Yukon by end of March, make available to membership and add to Web Site.</li> <li>❖ Provide Championship events in Running and Walking through:               <ul style="list-style-type: none"> <li>○ 5 Km Road Race Championship</li> <li>○ 10 Km Road Race Championship</li> <li>○ Cross Country Championship</li> <li>○ 1 Mile Race</li> <li>○ Pre-Skagway 10 Mile Race</li> </ul> </li> <li>❖ Promote Marathon and Track &amp; Field Events in Yukon.</li> <li>❖ Ensure that a full spectrum of events is made available to members and the community in general.</li> <li>❖ Promote “Tuesday Night Fun Runs”.</li> <li>❖ Promote Yukon trail running.</li> <li>❖ Obtain sponsors for major events.</li> </ul>
<p>2. To promote and encourage an increase in participation in athletics events in Yukon.</p>	<ul style="list-style-type: none"> <li>❖ Promotion of walking category in each event.</li> <li>❖ Promote events, specifically “Tuesday Night Fun Run” and Thursday night Trail Run</li> <li>❖ Increase awareness &amp; participation of running/walking events in the communities &amp; schools.</li> <li>❖ Initiate snow shoeing events, culminating in a 5 Km time trial series.</li> </ul>

Events: Recreational-through to Championship level

	<b>2015/2016</b>	<b>2016/2017</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>2019/2020</b>
<b>PLAN</b>	<ul style="list-style-type: none"> <li>• Calendar of Events</li> </ul>	<ul style="list-style-type: none"> <li>• Calendar of Events</li> </ul>	<ul style="list-style-type: none"> <li>• Calendar of Events</li> </ul>	<ul style="list-style-type: none"> <li>• Calendar of Events</li> </ul>	<ul style="list-style-type: none"> <li>• Calendar of Events</li> </ul>
	<ul style="list-style-type: none"> <li>• Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>• Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>• Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>• Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>• Yukon Race Series</li> </ul>
	<ul style="list-style-type: none"> <li>• Championship events; 5 &amp; 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.</li> </ul>	<ul style="list-style-type: none"> <li>• Championship events; 5 &amp; 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.</li> </ul>	<ul style="list-style-type: none"> <li>• Championship events; 5 &amp; 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.</li> </ul>	<ul style="list-style-type: none"> <li>• Championship events; 5 &amp; 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.</li> </ul>	<ul style="list-style-type: none"> <li>• Championship events; 5 &amp; 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.</li> </ul>
	<ul style="list-style-type: none"> <li>• Tuesday Night Fun Runs.</li> </ul>	<ul style="list-style-type: none"> <li>• Tuesday Night Fun Runs.</li> </ul>	<ul style="list-style-type: none"> <li>• Tuesday Night Fun Runs.</li> </ul>	<ul style="list-style-type: none"> <li>• Tuesday Night Fun Runs.</li> </ul>	<ul style="list-style-type: none"> <li>• Tuesday Night Fun Runs.</li> </ul>
	<ul style="list-style-type: none"> <li>• Thursday Night Trail Run</li> </ul>	<ul style="list-style-type: none"> <li>• Thursday Night Trail Run</li> </ul>	<ul style="list-style-type: none"> <li>• Thursday Night Trail Run</li> </ul>	<ul style="list-style-type: none"> <li>• Thursday Night Trail Run</li> </ul>	<ul style="list-style-type: none"> <li>• Thursday Night Trail Run</li> </ul>
	<ul style="list-style-type: none"> <li>• Inclusion of walking categories in races.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of walking categories in races.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of walking categories in races.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of walking categories in races.</li> </ul>	<ul style="list-style-type: none"> <li>• Inclusion of walking categories in races.</li> </ul>
	<ul style="list-style-type: none"> <li>• Snow shoe 5 Km time trial.</li> </ul>	<ul style="list-style-type: none"> <li>• Snow shoe 5 Km time trials.</li> </ul>	<ul style="list-style-type: none"> <li>• Snow shoe 5 Km time trials.</li> </ul>	<ul style="list-style-type: none"> <li>• Snow shoe 5 Km time trials.</li> </ul>	<ul style="list-style-type: none"> <li>• Snow shoe 5 Km time trials.</li> </ul>
	<ul style="list-style-type: none"> <li>• Sponsorship for 1 Championship event</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship for 2 Championship events</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship for 3 Championship events</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship for 3 Championship event</li> </ul>	<ul style="list-style-type: none"> <li>• Sponsorship for 3 Championship event</li> </ul>
		<ul style="list-style-type: none"> <li>•</li> </ul>			

Organizational support: communication/volunteers/financial, fundraising and marketing and administration.

Goal	Strategies
1. To increase the promotion of athletics in Yukon.	<ul style="list-style-type: none"> <li>❖ Email updates for membership; including association news and upcoming events.</li> <li>❖ Maintain a “current” web site</li> <li>❖ Report results from events in a timely fashion on the web site</li> <li>❖ Web based Athletics Yukon records by distance and age.</li> <li>❖ Brochure with events for season by end of March each year, supplied to community and membership</li> <li>❖ Monthly meetings of executive</li> <li>❖ Yearly AGM</li> <li>❖ Develop a media plan</li> </ul>
2. To increase the volunteer base for Athletics Yukon	<ul style="list-style-type: none"> <li>❖ Develop a database of volunteers.</li> <li>❖ Survey volunteers to determine what skill development activities they require.</li> <li>❖ Distribute a list of volunteers to event organizers/coordinators and update annually.</li> <li>❖ Develop a process for publicly recognizing the work of all volunteers.</li> </ul>
3. To provide organizational support for membership and event organizers.	<ul style="list-style-type: none"> <li>❖ Complete inventory of equipment.</li> <li>❖ Purchase Timing Equipment – new clock</li> <li>❖ Increase the number of affiliates.</li> <li>❖ Snow shoes</li> <li>❖ Trailer for AY equipment</li> <li>❖ Field gear</li> </ul>

Organizational support: communication/volunteers/financial, fundraising and marketing and administration.

	<b>2015/2016</b>	<b>2016/2017</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>2019/2020</b>
<b>PLAN</b>	<ul style="list-style-type: none"> <li>Maintain and update website.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and update website.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and update website.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and update website.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and update website.</li> </ul>
	<ul style="list-style-type: none"> <li>Calendar of events.</li> </ul>				
	<ul style="list-style-type: none"> <li>Initiate Volunteer database.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and distribute Volunteer database.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and distribute Volunteer database</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and distribute Volunteer database</li> </ul>	<ul style="list-style-type: none"> <li>Maintain and distribute Volunteer database</li> </ul>
	<ul style="list-style-type: none"> <li>Obtain Timing Clock</li> </ul>				
	<ul style="list-style-type: none"> <li>Complete inventory of equipment</li> </ul>	<ul style="list-style-type: none"> <li>Update inventory of equipment</li> </ul>	<ul style="list-style-type: none"> <li>Update inventory of equipment</li> </ul>	<ul style="list-style-type: none"> <li>Update inventory of equipment</li> </ul>	<ul style="list-style-type: none"> <li>Update inventory of equipment</li> </ul>
	<ul style="list-style-type: none"> <li>Develop a sponsorship policy.</li> </ul>	<ul style="list-style-type: none"> <li>Implement and update sponsorship policy.</li> </ul>	<ul style="list-style-type: none"> <li>Update sponsorship policy.</li> </ul>	<ul style="list-style-type: none"> <li>Update sponsorship policy.</li> </ul>	<ul style="list-style-type: none"> <li>Update sponsorship policy.</li> </ul>
		<ul style="list-style-type: none"> <li>Initiate media plan.</li> </ul>	<ul style="list-style-type: none"> <li>Implement and update media plan</li> </ul>	<ul style="list-style-type: none"> <li>Update media plan.</li> </ul>	<ul style="list-style-type: none"> <li>Update media plan.</li> </ul>
	<ul style="list-style-type: none"> <li>Increase affiliations: 2 organizations/events</li> </ul>	<ul style="list-style-type: none"> <li>Increase affiliations: 2 organizations/events</li> </ul>	<ul style="list-style-type: none"> <li>Increase affiliations: 2 organizations/events</li> </ul>	<ul style="list-style-type: none"> <li>Increase affiliations: 2 organizations/events</li> </ul>	<ul style="list-style-type: none"> <li>Increase affiliations: 2 organizations/events</li> </ul>
	<ul style="list-style-type: none"> <li>Purchase: snowshoes, trailer, field gear</li> </ul>		<ul style="list-style-type: none"> <li>purchase new clock</li> </ul>		

Community development:

<b>Goal</b>	<b>Strategies</b>
<p>To promote the development of Athletics in all Yukon communities.</p>	<ul style="list-style-type: none"> <li>❖ Publish Event Calendar of all running related events in Yukon by end of March, make available to membership on Web Site.</li> <li>❖ Deliver athlete skill development clinics in the Yukon.</li> <li>❖ Develop a database of Coaches in Yukon, their levels and areas of interest.</li> <li>❖ Develop a database of Officials in Yukon, their levels and areas of interest.</li> <li>❖ Initiate a regular session of NCCP officials clinics both in Whitehorse and the communities.</li> <li>❖ Provide support to communities ie. hosting events, events scheduling, insurance coverage for events.</li> <li>❖ Increase awareness &amp; participation of running/walking events in the communities</li> <li>❖ Initiate an athlete identification program both in Whitehorse and the Communities.</li> <li>❖ Based on the above determine the athletes motivation and developmental needs.</li> <li>❖ Encourage affiliates within the communities.</li> </ul>

Community development

	<b>2015/2016</b>	<b>2016/2017</b>	<b>2017/2018</b>	<b>2018/2019</b>	<b>2019/2020</b>
<b>PLAN</b>	<ul style="list-style-type: none"> <li>Establishment of Yukon Race Series.</li> </ul>	<ul style="list-style-type: none"> <li>Maintain Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>Maintain Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>Maintain Yukon Race Series</li> </ul>	<ul style="list-style-type: none"> <li>Maintain Yukon Race Series</li> </ul>
	<ul style="list-style-type: none"> <li>Develop a data base of certified coaches and officials</li> </ul>	<ul style="list-style-type: none"> <li>Ensure ongoing awareness of opportunities for certification in the Yukon.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure ongoing awareness of opportunities for certification in the Yukon.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure ongoing awareness of opportunities for certification in the Yukon.</li> </ul>	<ul style="list-style-type: none"> <li>Ensure ongoing awareness of opportunities for certification in the Yukon.</li> </ul>
	<ul style="list-style-type: none"> <li>Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the above data base</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the above data base</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the above data base</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the above data base</li> </ul>	<ul style="list-style-type: none"> <li>Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the above data base</li> </ul>