# VALUES

1. We promote and support athletics for life.
2. We welcome and work toward the inclusion of all Yukoners, regardless of age or ability.
3. We foster an athletics community that is fun, safe, and supportive.
4. We always work towards our own personal growth and improvement, and support that in each other.

# VISION

Yukoners of all ages and abilities are living healthy, active lives as they passionately engage in athletics and the athletics community.

# MISSION

Athletics Yukon is a sports governing body that empowers organizations and volunteers to host a diversity of fun, inclusive, and safe training and athletics events.

# OBJECTIVES

1. GOVERNING. Embracing Athletics Yukon’s role as a sports governing body.
2. BUILDING. Building Athletics Yukon’s capacity and that of its volunteers.
3. PROMOTING. Increasing participation in athletics by 10% overall, year over year.

# ACTIONS

**OBJECTIVE 1: GOVERNING.** Embracing Athletics Yukon’s role as a sports governing body.

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|  | **Action** | **Lead** | **Timeframe** |
|  | Develop Sanctioned Club Agreements, to be signed by the club leader(s). The agreements will set and communicate Athletics Yukon’s expectations for the clubs, but also the services and support that Athletics Yukon will provide to the club. | Kristen | May 2021 (ongoing once developed) |
|  | Develop Sanctioned Event Agreements, to be signed by the event organizer(s). These agreements will set and communicate Athletics Yukon’s expectations for training and events, but also the services and support that Athletics Yukon will provide to the training or event. | Kristy and Kristen | May 2021 (ongoing once developed) |
|  | Develop an accountability and enforcement policy and process for clubs and event organizers who do not uphold the agreements. The accountability and enforcement process may include elements such as:   * education * discussion/problem solving sessions * resource/volunteer mobilization * warnings * restrictions (ex. not promoting events that don’t comply with the agreements) * ejections (ex. removing the volunteer from the event or delisting the club), and * cancellations | Kristy and Kristen | May 2021 |
|  | Require safe sports certification, to be taken by the board, coaches, athletes, officials, and those hosting sanctioned events. | Bonnie | Ongoing |
|  | Recruit, retain, and train 5 coaches/year. | Don, the “Coaching and Officials Director” | May, annually. |
|  | Recruit, retain, and train 5 officials/year. | Don | May, annually. |

**OBJECTIVE 2: BUILDING. Building Athletics Yukon’s capacity and that of its volunteers.**

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|  | **Action** | **Lead** | **Timeframe** |
|  | Identify a Volunteer Recruitment and Management director to lead board and volunteer recruitment. | Kristy | Immediately |
|  | Develop/use a volunteer management database | Kristy/Volunteer Recruitment and Management Director | May 2021 and ongoing |
|  | Develop a volunteer management plan, which may include:   * Volunteer positions (roles, responsibilities, and expectations) * Volunteer promotion and recruitment (including skills-based recruitment and matching) * Volunteer training * Volunteer tracking (skills and time) * Volunteer feedback and communication * Volunteer recognition (food, prizes, gifts, clothing, discounts, etc.) | Volunteer Recruitment and Management Director with the support of the Board | March 2022 |
|  | Use skills-based board recruitment. Formalize the following roles on the Board and ensure that they are filled accordingly:   * President (Kristen) * Finance/Treasurer/Memberships (Bonnie) * Secretary/Administration (Lauren) * Volunteer Recruitment and Management (Kristy) * Marketing and Communications (Amelia and Ben) * Policy Development and Accountability (Lauren) * Programming (Kristen) * Coaching and Officials (Don) * Club Liaison (Kristen) | Board/Volunteer Recruitment and Management Director | Ongoing, as needed. |
|  | Fill the following volunteer roles:   * Sponsorships (Ben) * Lobbying (Kristen and Don) * Website/IT management * Training and event organizers * Training and event volunteers | Volunteer Recruitment and Management Director, supported by the Board | Ongoing, as needed. |
|  | Invite volunteers to establish clubs for all athletics activities | TBD | 2023 |
|  | Inviting and supporting coaches to coordinate training for diverse athletics skills and abilities | Don, with support from Marketing and Communications | May, annually |
|  | Invite volunteers to organize events | Kristy | January, annually |
|  | Hire an administrator/coordinator | Kristen (with support from the board) | ASAP (funding dependent) |
|  | Double annual sponsorship revenues by engaging in sponsor outreach. | Ben | By 2022 AGM |
|  | Conduct semi-annual check-ins with sponsors. | Ben | April and October, annually |

**OBJECTIVE 3: PROMOTING. Increase participation in athletics by 10% year over year.**

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|  | **Action** | **Lead** | **Timeframe** |
|  | Host a “Track Rascals” summer camp to promote athletics and develop skills and passion in young people | Kristen | Summer 2022 |
|  | Developing an “Athletics for all” marketing campaign, which may include testimonials and the reasons why people participate in athletics. The campaign should demonstrate the diversity of athletics and the people who participate in athletics. | Kristen | Launched May 2021, and ongoing |
|  | Host “try it” events for the athletics-curious (youth and adults). | Don and Ben  Don, Kristen, Lisa, Rodney and Chris | Snowshoeing: Mar  T&F: May and Jun  (annually?) |
|  | Find creative ways to promote athletics to young people. | Board | March (plan for annually) |
|  | Host non-competitive athletics gatherings (i.e. recreational running groups). | Volunteer Recruitment and Management Director | Ongoing |
|  | Host clinics for all levels and abilities. | TBD  TBD  Bonnie  Kristen  Kristen | Ultra-running: May  Hill running: May  Race walking: Jun 2022  T&F: May 2022  Run, Jump, Throw: 2022 |
|  | Host pre- and post-event socializers. | Event organizers | Ongoing |
|  | Encourage athletics training for athletes and coaches in other sports as a cross-training, abilities-building activity. | Kristen (and coaches) | 2022 |
|  | Organize professional development opportunities for elementary and high school teachers | Kristen | May and Oct annually |