



**ALBERTA ALPINE SKI ASSOCIATION
STRATEGIC PLAN: 2014-18**



ABOUT ALBERTA ALPINE

WHO ARE WE?

- We are leaders: Alberta alpine has a proud history, tradition, and culture of inspiring excellence in our communities and enriching the lives of Albertans through our sport.

WHY DO WE EXIST?

- To develop individuals and groups to achieve through skiing and sport.

WHAT DO WE DO?

- Everything we do must be linked, in a positive way to athlete development.



ABOUT ALBERTA ALPINE





ALBERTA ALPINE'S MISSION

DEVELOPMENT AND DELIVERY OF OPPORTUNITES FOR
INDIVIDUAL GROWTH, ENJOYMENT AND EXCELLENCE
IN THE SPORT OF ALPINE SKI RACING





ALBERTA ALPINE'S VISION

TO LEAD, INSPIRE AND SUPPORT WORLD LEADING PROGRAMS AND ATHLETES IN ALPINE SKI RACING.



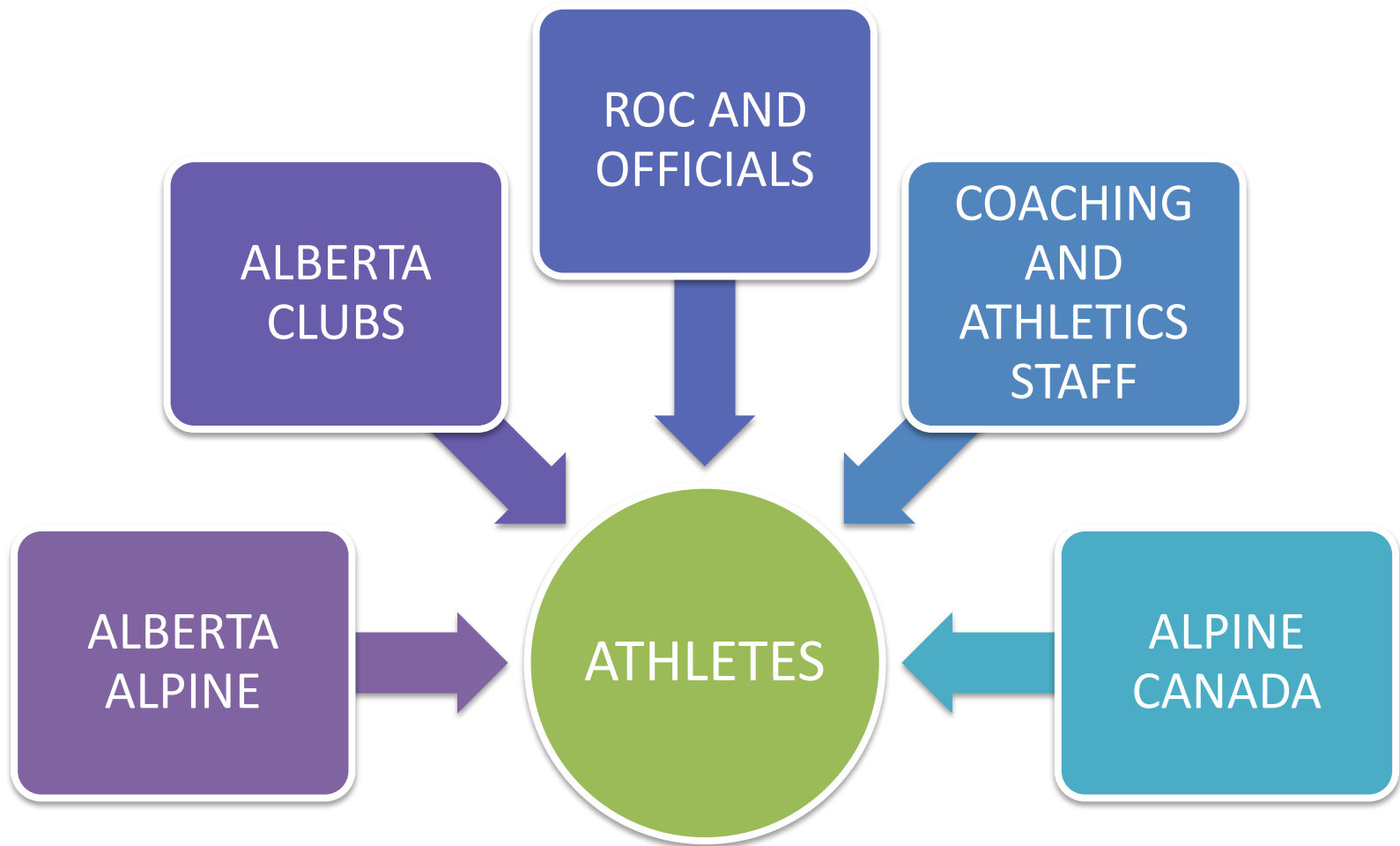


ALBERTA ALPINE VALUES

INNOVATION, INCLUSION, RESPECT, RETENTION,
PROMOTION & EXCELLENCE



SUPPORTING THE ATHLETE PATHWAY IS OUR PRIORITY





STRATEGIC PLAN: 2014-18

Alberta Alpine's Plan has 3 MAIN pillars

Development
& Retention

High
Performance
& Excellence

Funding &
Sustainability



ALBERTA ALPINE
Inspiring Excellence

Development & Retention

Growing our Sport

Competitions & Events

Legends Club

Coaching Education

Officials Education

High Performance & Excellence

Raising the bar

Alberta Ski Team

Hosted Events

Legends Club

Talent ID Projects

HP coaching plan

Sport Partnerships

Funding & Sustainability

Supporting the dream

Sponsors and Marketing

Fundraising Events

Legends Club

AB Sport Connection

Targeted grants & events

Actions & Evaluations

Goals & Objectives

Implementation Strategy

Targets & Assessments



ALBERTA ALPINE

Inspiring Excellence

Development & Retention: Growing our Sport

Alberta Alpine's Plan for developing people and retaining participation is focused on promoting inclusive opportunities, growth and excellence in our athletic, coaching and officials programs at all levels and in all parts in the province.

Specific Areas of Focus

Competitions & Events

Legends Club

Coaching Education

Officials Education

	Goals & Objectives	Implementation Strategy	Targets & Assessments
	GOAL 1 Grow participation Entry Level Participation U6-U12	<ul style="list-style-type: none"> Increase Accessibility at the club level Promotion and Awareness in schools and communities through resources and education allocation Partner with ski areas and ski schools to identify racing orientation of participants Promote World Cup Kids Zone & National Ski Day 	U6-U12 numbers to total 1800 by 2018
	GOAL 2 Retain participation U12-U21	<ul style="list-style-type: none"> Enjoyment / satisfaction / overall experience Integration opportunities between clubs Coach education specific to retention issues Address economic concerns: calendar, travel, equipment Club recognition programs 	U18/21/SR #s = 150 or > U18/21/SR #s = 25% or > of U14/16 population
	GOAL 3 Expand scope & quality of Legends Club Projects	<ul style="list-style-type: none"> off-season programming and education communicate AST cross over opportunities planning, resources allocation and defined outcomes 	<ul style="list-style-type: none"> 3 provincial lead dryland projects real time benchmarking through testing & defined outcomes exit survey from participating coaches
	GOAL 4 Raise the level of coach education and competency	<ul style="list-style-type: none"> Increase access/delivery of courses and updates inspire participation in continuing education motivate clubs to invest in coach education universal certification for all coaches 	<ul style="list-style-type: none"> every club has EL evaluator fall and spring on-snow coach summit athlete pathway to include EL coach training - post U16
	GOAL 5 Increase the # of qualified Officials	<ul style="list-style-type: none"> Support and promote officials education programs course setters and refs hold level 2 officials cert develop an electronic AA officials management and tracking system 	Specialized officials pathway
	GOAL 6 Consistent high event quality	<ul style="list-style-type: none"> Develop event quality playbook and assessment tool (online survey) 	Participant, ROC, Sponsor and resort feedback of 90%+ favorable impression

Actions & Evaluations



High Performance & Excellence: Raising the Bar

Alberta Alpine's High Performance Plan is focused on supporting and preparing athletes for advancement to the Canadian Alpine Ski Team and international competition.

Specific Areas of Focus

- Alberta Ski Team
- Hosted Events
- Talent ID Projects
- Legends Club
- HP coaching plan
- Sport Partnerships

	Goals & Objectives	Implementation Strategy	Actions & Evaluations:
GOAL 1	Move athletes from the AST to CAST programs for successful careers.	<ul style="list-style-type: none"> • AST programming to be of the highest quality in the areas of physical, technical, technical and mental development • Long term planning to map the correct progression of camp and competition opportunities 	<p>AST athletes named to CAST and World Cup competition</p> <p>Track participation and competitiveness at the WJC during the process</p> <p>Athletes moving to HP NCAA and Canada SX teams also considered success as the performance level is close to CAST</p>
GOAL 2	World Junior (WJC) Participation and Performance	<ul style="list-style-type: none"> • Design programs for athletes that properly prepares them for NorAm Cup and ACA selection processes for qualifying to WJC 	<p>NorAm cup points</p> <p>NorAm performances evaluated also by head to head of the Canadian peer group</p> <p>Alberta's performance at the U18 Championship: Medal count and top 10s</p>
GOAL 3	A clear athlete pathway and transition to the Alberta Ski Team (AST)	<ul style="list-style-type: none"> • Clear understood expectation and criteria for advancement to the AST • AASA staff, AST Coaches, Legends Club programming to influence the club programs to properly train and develop the next tier of athletes • Ensure properly timed and effective interaction opportunities available for all athletes tracking towards AST 	<p>Clubs to follow the AASA guidance in proper physical/technical development and well-timed camps and competitions</p> <p>AST nominees are appropriately prepared to participate in all aspects of the AST program (on and off snow).</p> <p>Criteria and expectations to be regularly be revisited to ensure its relevancy</p> <p>Performance expectations of the different age groups (U16, U18, U21) require regular evaluations of performance against the rest of the country and internationally</p>

Actions & Evaluations



Funding & Sustainability: Supporting the dream

Alberta Alpine's Plan for funding a sustainable platform to achieve both our Development and our High Performance goals is centered on building excellent brand value and awareness, diversification and innovation.

Specific Areas of Focus	Goals & Objectives	Implementation Strategy	Targets & Assessments
	GOAL 1 Generate necessary revenue to support and sustain all AASA plans and initiatives	<ul style="list-style-type: none"> • Effective use of existing resources • Focus on access funding and support from external sources outside the ski racing community • Active engagement of alumni members 	2% growth of revenues per year 70% of revenues generated from external sources -by 2018 Alumni database Grow Rockies Ski Hall of Fame
	GOAL 2 Create clear value for stakeholders	<ul style="list-style-type: none"> • Excellent communication and delivery pathways • Generate value added products & services • Strengthen AASA brand connection in all communities 	Develop online technology platforms and ease of access for tools and services Every member to have a physical and lasting connection to AASA Strong support of Masters, SX and Para programs
	GOAL 3 Revive & Grow Alberta Alpine Ski Foundation	<ul style="list-style-type: none"> • Examine ways Foundation can actively support AASA programs and initiatives 	Foundation to generate annual grants and awards supporting new initiatives and reinvestment in infrastructure.

Actions & Evaluations

