



ALBERTA ALPINE

Policy Title

1.3 Values, Mission, Vision, Goals

Values

The staff, board of directors, and the hundreds of volunteers that make up the Alberta Alpine Ski Association commit themselves to the following values.

- INNOVATION
- INCLUSION
- RESPECT
- RETENTION
- PROMOTION
- EXCELLENCE

Mission Statement

Development and delivery of opportunities for individual growth, enjoyment and excellence in the sport of alpine ski racing

Vision Statement

To lead, inspire and support world leading programs and athletes in alpine ski racing.

Goals

Alberta Alpine Ski Association has defined these goals to be achieved by 2018 in 3 distinct areas.

1. Development & Retention

- a. Grow participation Entry Level Participation U6-U12
- b. Retain participation U12-U21
- c. Expand scope & quality of Legends Club Projects
- d. Raise the level of coach education and competency
- e. Increase the number of qualified Officials
- f. Maintain consistent high event quality

2. High Performance & Excellence

- a. Move athletes from the AST to CAST programs for successful careers.
- b. World Junior (WJC) Participation and Performance
- c. Maintain a clear athlete pathway and transition to the Alberta Ski Team (AST)

3. Funding & Sustainability

- a. Generate necessary revenue to support and sustain all AASA plans and initiatives
- b. Create clear value for stakeholders
- c. Revive & grow Alberta Alpine Ski Foundation