



2023 - 2027 Strategic Plan

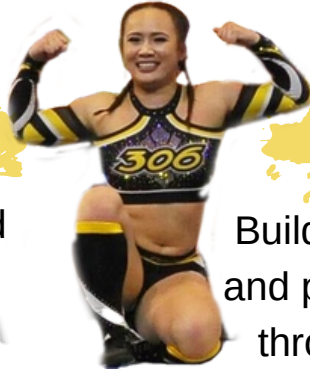




2023 - 2027 Strategic Plan

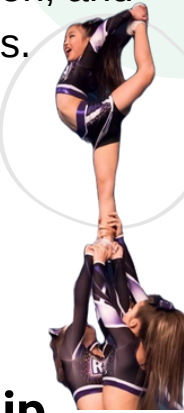
VISION

We are leaders in the growth and awareness of our sport, revered for governance, development, and performance.



MISSION

Building the foundation for cheerleading and performance cheer in Saskatchewan through education, collaboration, and competitive opportunities.



VALUES

Inclusion

Acknowledge, respect, and support diversity by providing equitable opportunities.

Safety

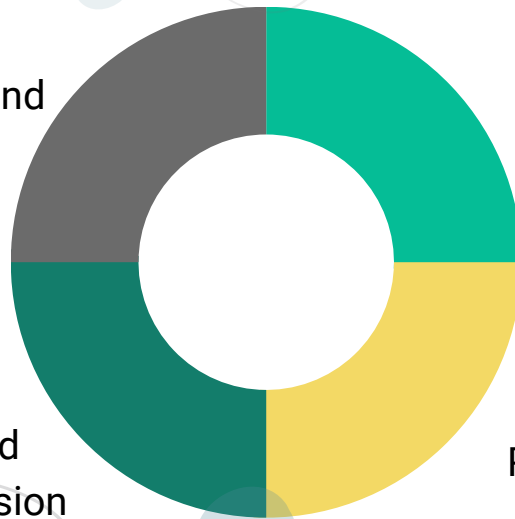
Advocate safe and sustainable progression within our sport in an environment free from harassment and abuse.

Sportsmanship

Respectful interactions from our community, upholding ethical and moral behaviour in all aspects of the sport.

Excellence

Promote skill development and high performance pathways with a passion for innovation and leadership.



2023 - 2027 Strategic Plan



EFFECTIVE GOVERNANCE & ADMINISTRATION

EXPECTED OUTCOMES

- 1.1 Have the human resources capacity (staff) required to increase member services
- 1.2 Implement new ventures to increase revenue
- 1.3 Have effective systems in place to operate sustainably long-term
- 1.4 Recruit cultural, gender and role diversity amongst the SCA board of directors

MAJOR INITIATIVES

- 1.1.1 Attract and retain a permanent, part-time staff member
- 1.2.1 Successful execution of new major events
- 1.2.2 Develop and implement a Sask Cheer merchandise and brand recognition strategy
- 1.3.1 Develop and maintain Standard Operating procedures
- 1.3.2 Enhance the coach and certification tracking system
- 1.4.1 Develop and implement a staff and board succession plan

OPERATIONAL PLAN ELEMENTS

- Board recruitment
- Scheduled review of S.O.P.s



2023 - 2027 Strategic Plan



ENHANCING CAPACITY & INTERACTION

EXPECTED OUTCOMES

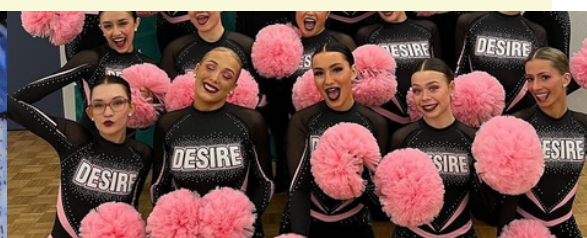
- 2.1 Ensure sportsmanship is displayed by all members
- 2.2 Inform SCA members, families, and affiliates about programs and services
- 2.3 Increase SCA presence at national and international events
- 2.4 Enhance committee capabilities through collaboration
- 2.5 Promote cheerleading as a mainstream youth and competitive sport option
- 2.6 Grow membership

MAJOR INITIATIVES

- 2.1.1 Expand and implement our sportsmanship strategy
- 2.2.1 Adjust communications strategy to increase program awareness with members
- 2.2.2 Develop educational resources for parents, guardians, and caregivers
- 2.2.3 Increase understanding of rules and judging
- 2.3.1 Build valuable relationships at the national and international level
- 2.4.1 Develop an inter-committee communication plan
- 2.5.1 Create and distribute an external marketing campaign

OPERATIONAL PLAN ELEMENTS

- 2.1 Positive sportsmanship behaviours
- 2.1 Sportsmanship award handed from team to team during SCA sanctioned events
- 2.1 Accountability for sportsmanship
- 2.2 Networking at events/meetings
- 2.2 Pre-event training sessions for PD points
- 2.5 Possible guerrilla marketing



2023 - 2027 Strategic Plan



ENCOURAGING PARTICIPATION

EXPECTED OUTCOMES

- 3.1 Train, educate, certify and provide mentorship to coaches and judges
- 3.2 Provide guidance and education for scholastic programs
- 3.3 Foster and promote diversity, inclusion and access to cheerleading and performance cheerleading
- 3.4 Promote athlete development at the participation level through introductory programming

MAJOR INITIATIVES

- 3.1.1 Create a coach mentorship program
- 3.1.2 Design a multifaceted coach education service for member organizations
- 3.1.3 Enhance the SCA judging mentorship program
- 3.1.4 Implement a judging recruitment and awareness plan
- 3.2.1 Invite input from the scholastic community to strengthen school programming
- 3.3.1 Develop an Inclusion Strategy
- 3.4.1 Initiate partnerships with local and provincial organizations to support introductory programs

OPERATIONAL PLAN ELEMENTS

- 3.2 Judging recruitment awareness campaign
- 3.2 Judge – targeted audience (16-18?)
- 3.3 Scholastic campaign to school stakeholders/school board + admin communication
- 3.3 Formation of scholastic committee
- 3.3 Increase cheer abilities program + para
- 3.4 Dream Brokers
- 3.4 Sask Abilities
- 3.4 Jumpstart / KidSport
- 3.4 Community Outreach & 'Learn To' Programs
- 3.4 School/outreach community clinics (athlete run?)



2023 - 2027 Strategic Plan



PROMOTING EXCELLENCE IN HIGH PERFORMANCE

EXPECTED OUTCOMES

- 4.1 Grow Saskatchewan involvement in Team Canada Programs
- 4.2 Enhance training progression in High Performance Athletes
- 4.3 Provide high level professional development opportunities to experienced judges

MAJOR INITIATIVES

- 4.1.1 Host Team Canada combines
- 4.1.2 Generate a talent identification system and team Canada pathway
- 4.2.1 Provide training and education opportunities for high performance athletes
- 4.3.1 Facilitate international judging training opportunities

OPERATIONAL PLAN ELEMENTS

- 4.2 School teams represented at national and world comps
- 4.2 Host athlete conference
- 4.2 Level 6/7 training
- 4.3 ICU Training

