

ATHLETICS YUKON

STRATEGIC FIVE YEAR PLAN

2011-2016

Strategic Five Year Plan 2011 – 2016

Mission Statement

To promote and encourage participation 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 a web based Athletics Yukon records by distance and age</p>	<ul style="list-style-type: none"> ❖ Maintain an active status as an affiliate with Athletics Canada. ❖ Email updates for membership; including association news and upcoming events. ❖ Maintain a “current” web site ❖ Report results from events in a timely fashion on the web site ❖ Brochure with events for season by end of March each year, supplied to community and membership ❖ Provide support to communities ie. hosting events, events scheduling, insurance coverage for events. ❖ Acquire funding for events and athletes where required. ❖ Monthly meetings of executive ❖ Yearly AGM ❖ maintain a web based Athletics Yukon records by distance and age. 																										
<p>2. To increase the number of membership in each category, juvenile through masters.</p> <p>Current Membership:</p> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">Youth under 16</td><td style="text-align: right;">18</td></tr> <tr><td>Juvenile 16+17</td><td style="text-align: right;">25</td></tr> <tr><td>Junior 18+19</td><td style="text-align: right;">9</td></tr> <tr><td>Senior 20-39</td><td style="text-align: right;">59</td></tr> <tr><td>Masters 40-40</td><td style="text-align: right;">32</td></tr> <tr><td>Masters + 50-59</td><td style="text-align: right;">38</td></tr> <tr><td>Masters ++ 60+</td><td style="text-align: right;">15</td></tr> <tr><td>Total</td><td style="text-align: right;">196</td></tr> </table> <table style="width: 100%; border-collapse: collapse;"> <tr><td style="width: 80%;">Women</td><td style="text-align: right;">1</td></tr> <tr><td>Junior: Men</td><td style="text-align: right;">1</td></tr> <tr><td>Women</td><td style="text-align: right;">1</td></tr> <tr><td>Youth (15 and under):</td><td style="text-align: right;">6</td></tr> <tr><td>Masters: Men</td><td style="text-align: right;">12</td></tr> </table>	Youth under 16	18	Juvenile 16+17	25	Junior 18+19	9	Senior 20-39	59	Masters 40-40	32	Masters + 50-59	38	Masters ++ 60+	15	Total	196	Women	1	Junior: Men	1	Women	1	Youth (15 and under):	6	Masters: Men	12	<ul style="list-style-type: none"> ❖ Increase awareness/advertising for events, specifically “Tuesday Night Fun Run” and Thursday night Trail runs ❖ Provide incentives for coming out to “Fun Run” ie. guess your PB for the season, estimate your time for the “Fun Run”, early membership draw. ❖ Promote events for elite through recreational/beginner runners and walkers ❖ Promotion of walking category in each event. ❖ Promote benefits to members, ie. event insurance, event schedules, discount on events. ❖ Increase awareness & participation of running/walking events in the communities ie. Hershey Junior Program
Youth under 16	18																										
Juvenile 16+17	25																										
Junior 18+19	9																										
Senior 20-39	59																										
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Youth (15 and under):	6																										
Masters: Men	12																										

Women 11 Total: 36	
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.	<ul style="list-style-type: none"> ❖ Initiate an athlete identification program both in Whitehorse and the Communities. ❖ Based on the above determine the athletes motivation and developmental needs. ❖ Deliver athlete skill development clinics in Whitehorse and communities. ❖ Develop criteria for team selection for Yukon Teams for Regional and National Championships. ❖ Provide for opportunities for athletes to attend Regional and National Championships. ❖ Acquire funding for athletes where required.

Membership: Recreational through elite athletes

	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
PLAN	<ul style="list-style-type: none"> • Increase membership by 20% in fiscal year. 	<ul style="list-style-type: none"> • Increase membership by 20% in fiscal year. 	<ul style="list-style-type: none"> • Increase membership by 10% in fiscal year. 	<ul style="list-style-type: none"> • Increase membership by 10% in fiscal year. 	<ul style="list-style-type: none"> • Increase membership by 10% in fiscal year.
	<ul style="list-style-type: none"> • Start work on compiling Athletic Yukon Records 	<ul style="list-style-type: none"> • Install Athletic Yukon Records on website. 	<ul style="list-style-type: none"> • Maintain/update Records. 	<ul style="list-style-type: none"> • Maintain/update Records. 	<ul style="list-style-type: none"> • Maintain/update Records.
	<ul style="list-style-type: none"> • Provide one skill development clinic for membership 	<ul style="list-style-type: none"> • Provide one skill development clinic for membership 	<ul style="list-style-type: none"> • Provide one skill development clinic for membership 	<ul style="list-style-type: none"> • Provide one skill development clinic for membership 	<ul style="list-style-type: none"> • Provide one skill development clinic for membership
	<ul style="list-style-type: none"> • Initiate work on criteria for team selection. 	<ul style="list-style-type: none"> • Team selection criteria policy approved. 	<ul style="list-style-type: none"> • Maintenance/update team selection criteria policy. 	<ul style="list-style-type: none"> • Maintenance/update team selection criteria policy. 	<ul style="list-style-type: none"> • Maintenance/update team selection criteria policy.
	<ul style="list-style-type: none"> • Athlete participation in Western Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Juvenile Championships • Huntsman Senior Games 	<ul style="list-style-type: none"> • Athlete participation in Arctic Winter Games (snowshoeing), B.C. Cross Country Championships, National Cross Country Championships, Legion Juvenile Championships • Canada Senior Games • Huntsman Senior Games 	<ul style="list-style-type: none"> • Athlete participation in Canada Summer Games, B.C. Cross Country Championships, National Cross Country Championships, Legion Juvenile Championships • World Master Games • Huntsman Senior Games 	<ul style="list-style-type: none"> • Athlete participation in B.C. Cross Country Championships, National Cross Country Championships, Legion Juvenile Championships • Canada Senior Games • Huntsman Senior Games 	<ul style="list-style-type: none"> • Athlete participation in B.C. Cross Country Championships, National Cross Country Championships, Legion Juvenile Championships • Huntsman Senior Games

Membership: Coaches & officials

Goal	Strategies
<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"> ❖ Assess the number of appropriately certified coaches. ❖ 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. ❖ Publicly recognize the work of coaches. ❖ Initiate a regular session of NCCP coaching clinics both in Whitehorse and the communities.
<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"> ❖ Assess the number of appropriately certified officials. ❖ Develop a database of Officials, their levels and areas of interest. ❖ 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. ❖ Distribute the list of officials to all event organizers and update annually. ❖ Develop a committee to approve sponsorship of officials to higher levels of certification. ❖ Develop a process for publicly recognizing the work of officials. ❖ Initiate a regular session of NCCP officials clinics both in Whitehorse and the communities. ❖ Develop materials on event organization, that sets out duties and responsibilities.

Membership: Coaches & officials

	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
PLAN	<ul style="list-style-type: none"> maintain a list of certified coaches and officials. 	<ul style="list-style-type: none"> Maintain list 	<ul style="list-style-type: none"> Maintain list 	<ul style="list-style-type: none"> Maintain list 	<ul style="list-style-type: none"> Maintain list
	<ul style="list-style-type: none"> Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database. 	<ul style="list-style-type: none"> Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database. 	<ul style="list-style-type: none"> Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database. 	<ul style="list-style-type: none"> Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database. 	<ul style="list-style-type: none"> Prepare and distribute a list of all coaching clinics to all individual members and communities as well as those individuals in the database.
	<ul style="list-style-type: none"> Conduct a Level I NCCP clinic for both coaches and officials. 	<ul style="list-style-type: none"> Hold a Level I & II NCCP clinic for both coaches and officials. 	<ul style="list-style-type: none"> Hold a Level I & II NCCP clinic for both coaches and officials. 	<ul style="list-style-type: none"> Hold a Level I & II NCCP clinic for both coaches and officials. 	<ul style="list-style-type: none"> Hold a Level I & II NCCP clinic for both coaches and officials.
		<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none"> 	<ul style="list-style-type: none">
				<ul style="list-style-type: none"> Encourage Level III NCCP training for both coaches and officials. 	<ul style="list-style-type: none"> Encourage Level III NCCP training for both coaches and officials.

Events: Recreational-through to Championship level

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

Events: Recreational-through to Championship level

PLAN	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
	• Calendar of Events	• Calendar of Events	• Calendar of Events	• Calendar of Events	• Calendar of Events
	• Yukon Race Series	• Yukon Race Series	• Yukon Race Series	• Yukon Race Series	• Yukon Race Series
	• Championship events; 5 & 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.	• Championship events; 5 & 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.	• Championship events; 5 & 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.	• Championship events; 5 & 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.	• Championship events; 5 & 10 Km Road Races, Cross Country, 1 Miler and 10 Miler.
	• Tuesday Night Fun Runs.	• Tuesday Night Fun Runs.	• Tuesday Night Fun Runs.	• Tuesday Night Fun Runs.	• Tuesday Night Fun Runs.
	• Thursday Night Trail Run	• Thursday Night Trail Run	• Thursday Night Trail Run	• Thursday Night Trail Run	• Thursday Night Trail Run
	• Inclusion of walking categories in races.	• Inclusion of walking categories in races.	• Inclusion of walking categories in races.	• Inclusion of walking categories in races.	• Inclusion of walking categories in races.
	• Snow shoe 5 Km time trial.	• Snow shoe 5 Km time trials.	• Snow shoe 5 Km time trials.	• Snow shoe 5 Km time trials.	• Snow shoe 5 Km time trials.
	• Sponsorship for 1 Championship event	• Sponsorship for 2 Championship events	• Sponsorship for 3 Championship events	• Sponsorship for 3 Championship event	• Sponsorship for 3 Championship event
	•	•	•	•	

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

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

	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
PLAN	<ul style="list-style-type: none"> Maintain and update website. 	<ul style="list-style-type: none"> Maintain and update website. 	<ul style="list-style-type: none"> Maintain and update website. 	<ul style="list-style-type: none"> Maintain and update website. 	<ul style="list-style-type: none"> Maintain and update website.
	<ul style="list-style-type: none"> Calendar of events. 	<ul style="list-style-type: none"> Calendar of events. 	<ul style="list-style-type: none"> Calendar of events. 	<ul style="list-style-type: none"> Calendar of events. 	<ul style="list-style-type: none"> Calendar of events.
	<ul style="list-style-type: none"> Initiate Volunteer database. 	<ul style="list-style-type: none"> Maintain and distribute Volunteer database. 	<ul style="list-style-type: none"> Maintain and distribute Volunteer database 	<ul style="list-style-type: none"> Maintain and distribute Volunteer database 	<ul style="list-style-type: none"> Maintain and distribute Volunteer database
	<ul style="list-style-type: none"> Obtain Timing Clock 				
	<ul style="list-style-type: none"> Complete inventory of equipment 	<ul style="list-style-type: none"> Update inventory of equipment 	<ul style="list-style-type: none"> Update inventory of equipment 	<ul style="list-style-type: none"> Update inventory of equipment 	<ul style="list-style-type: none"> Update inventory of equipment
	<ul style="list-style-type: none"> Develop a sponsorship policy. 	<ul style="list-style-type: none"> Implement and update sponsorship policy. 	<ul style="list-style-type: none"> Update sponsorship policy. 	<ul style="list-style-type: none"> Update sponsorship policy. 	<ul style="list-style-type: none"> Update sponsorship policy.
		<ul style="list-style-type: none"> Initiate media plan. 	<ul style="list-style-type: none"> Implement and update media plan 	<ul style="list-style-type: none"> Update media plan. 	<ul style="list-style-type: none"> Update media plan.
	<ul style="list-style-type: none"> Increase affiliations: 2 organizations/events 	<ul style="list-style-type: none"> Increase affiliations: 2 organizations/events 	<ul style="list-style-type: none"> Increase affiliations: 2 organizations/events 	<ul style="list-style-type: none"> Increase affiliations: 2 organizations/events 	<ul style="list-style-type: none"> Increase affiliations: 2 organizations/events
	<ul style="list-style-type: none"> Purchase: snowshoes, trailer, field gear 		<ul style="list-style-type: none"> purchase new clock 		

Community development:

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

Community development

	2011/2012	2012/2013	2013/2014	2014/2015	2015/2016
PLAN	<ul style="list-style-type: none"> Establishment of Yukon Race Series. 	<ul style="list-style-type: none"> Maintain Yukon Race Series 	<ul style="list-style-type: none"> Maintain Yukon Race Series 	<ul style="list-style-type: none"> Maintain Yukon Race Series 	<ul style="list-style-type: none"> Maintain Yukon Race Series
	<ul style="list-style-type: none"> Develop a data base of certified coaches and officials 	<ul style="list-style-type: none"> Maintain and update and distribute database and list of certification opportunities. 	<ul style="list-style-type: none"> Maintain and update and distribute database and list of certification opportunities. 	<ul style="list-style-type: none"> Maintain and update and distribute database and list of certification opportunities. 	<ul style="list-style-type: none"> Maintain and update and distribute database and list of certification opportunities.
	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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 	<ul style="list-style-type: none"> 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
	<ul style="list-style-type: none"> One affiliate in communities. 	<ul style="list-style-type: none"> One additional affiliate in communities. 	<ul style="list-style-type: none"> One additional affiliate in communities. 	<ul style="list-style-type: none"> One additional affiliate in communities. 	<ul style="list-style-type: none"> One additional affiliate in communities.
		<ul style="list-style-type: none"> . 	<ul style="list-style-type: none"> . 	<ul style="list-style-type: none"> . 	<ul style="list-style-type: none"> .
		<ul style="list-style-type: none"> Offer an NCCP Level I clinic in communities. 	<ul style="list-style-type: none"> Offer an NCCP Level I clinic in communities. 	<ul style="list-style-type: none"> Offer an NCCP Level I clinic in communities. 	<ul style="list-style-type: none"> Offer an NCCP Level I clinic in communities.
			<ul style="list-style-type: none"> Deliver an athlete skill development clinic in communities. 	<ul style="list-style-type: none"> Deliver an athlete skill development clinic in communities. 	<ul style="list-style-type: none"> Deliver an athlete skill development clinic in communities.
				<ul style="list-style-type: none"> Provide for opportunities for Level II certification 	<ul style="list-style-type: none"> Provide for opportunities for Level II certification