



**MANITOBA
CYCLING**
ASSOCIATION

STRATEGIC PLAN SUMMARY

January 2019 – January 2023

Update: Nov 20, 2020

Planning Session

- Overview:
 - Created Dec 08/18: Board Planning Meeting (German Club Society)
 - Objective: 4 year plan (2019-2023)
 - Alignment with Sport MB Integrated Funding Framework (IFF) and mandate: to develop athletes, coaches, officials, and volunteers
 - Outcome: 4 Pillars. 25 Strategies

Pillars

(As per Sport MB (IFF) framework)

- **SPORT INITIATION: Mission** – to successfully maintain and grow the number of Manitoba residents engaged in organized sport. Increase the quality of sport programs available from general participation through to opportunities to be active for life.
- **PERFORMANCE PATHWAY: Mission** – to recruit, identify, and train athletes to achieve success at the highest performance levels. Provide leadership to deliver quality programming in the “Train to Train” and “Train to Compete” stage in the performance pathway.
- **TECHNICAL LEADERSHIP: Mission** – to Support the development of volunteers, staff, coaches, and officials with a depth of judgment, knowledge, and technical skills which transfer to others throughout the sport. Embrace, modify, and create new methods and techniques for more effect
- **ORGANIZATIONAL EFFECTIVENESS: Mission** – to provide clear direction and leadership, strategically support participation and excellence, and govern effectively.

STRAT PLAN SUMMARY

	Pillar #1	Pillar #2	Pillar #3	Pillar #4
	Sport Initiation	Performance Pathway	Technical Leadership	Organizational Effectiveness
GOAL	Membership Growth	Program Quality	Development	Board Governance/Marketing/Club Strategy/Partnerships
Strategy	1.Sanction Fatbiking	1. Enhance Provincials	1. Officials campaign	1. BOD job descriptions
	2. Multi-Sport Pilot	2. Annual Race Manual Updates	2. Responsible Coaching Movement (Safe sport)	2. Discipline Committee delegation
	3. MB Summer Games	3. KOM Skills Curriculum	3. Coach Clinic (KOM)	3. Policy review
	4. School programming	4. Event enhancements	4. Coach certification management	4. Marketing strategy
	5. Mass Participation event	5. ID new Road venues	5. MB Games coach dev	5. Website re-vamp
	6. Aboriginal programming	6. PP athlete evaluations		6. Club Focus Groups
	7. Expand KOM Clubs			
	8. Club mentoring (KOM)			

SPORT INITIATION

	Pillar #1	Action	Update Nov 20,2020
Goal	Membership Growth		
Strategy	1.Sanction Fat biking	Winter License (Nov-Mar)	pending COVID-19 protocol/Organizer interest
	2. Multi-Sport Pilot	2019 complete/2020 cancelled	2021 pending
	3. MB Summer Games	2020 posted to 2021	Cancelled. 2024
	4. School programming	On hold/Youth Dev Committee formed	Priority: rebuild/enhance KOM
	5. Mass participation event	(2) MB 150 events approved	Postponed to 2021
	6. Aboriginal programming	Clear Paths Club formed	
	7. Expand KOM Clubs	Youth Dev Committee form to establish priorities	Priorities identified to implement in 2021
	8. Club mentoring (KOM)	Youth Dev Committee form to establish priorities	Priorities identified to implement in 2021
	Blue = started or In progress		
	Red = cancelled or action pending		
	Green = Completed or ongoing		

Performance Pathway

	Pillar #2	Action	Update Nov 20,2020
Goal	Program Quality		
Strategy	1. Enhance Provincials	Athlete survey completed (Age vs Ability categories). New Social Media & Posted created	Provincials cancelled 2020
	2. Race Manual Updates	Pending Committee updates	
	3. KOM Skills Curriculum	Skills Curriculum booklets produced for KOM clubs	Working with Cycling Canada on (New) skills and Games. Possible Skills event in 2021
	4. Event enhancements	Flags/tents/Branding/social media/event promotion	Identify types of events our members want/Strat Plan Dec
	5. ID new Road venues		
	6. PP athlete evaluations	Provincial Program identifying Matrix	
	Blue = started or In progress		
	Red = cancelled or action pending		
	Green = Completed or ongoing		

Technical Leadership

	Pillar #3	Action	Update Nov 20,2020
Goal	Development		
Strategy	1. Officials campaign	MCA covers cost for licensing, clothing. Training/Mentoring Free. Official Fees covered by Organizing club.	Collaborating with Cycling on National Strategy. MB reps engaged to I.D gaps
	2. Responsible Coaching Movement (Safe Sport)	1-800 /National Program launched	(New) Website section
	3. Coach Professional Development (KOM)	Fall 2020 postponed	Plans to implement annually. Spring 2021 start
	4. Coach certification	Asst. Coach hired to manage coach database/collect& submit paperwork	Reviewing Barriers and Coach certification process
	5. MB Games coach development	Coach Training completed/Regional leads identified	Summer Games postponed to 2024
	Blue = started or In progress		
	Red = cancelled or action pending		
	Green = Completed or ongoing		

Organizational Effectiveness

	Pillar #4	Action	Update Nov 20,2020
GOAL	Board Governance/Marketing/Club Collaboration/Partnerships		
Strategy	1. BOD job descriptions	Pending	
	2. Strengthen Discipline Committees	delegation of tasks is needed. Increased meeting Budgets for all. Volunteers needed	Need re-establish Purpose of committees outside of “racing”.
	3. Policy review	ongoing as needed	
	4. Marketing Strategy	Implemented branding priorities	Need to identify next steps: 2021 & beyond
	5. Website revamp	New Website Approved: Dynamite Design.	Content updates pending
	6. Club Focus Groups	Club Presidents Meeting Summer 2020	Set-up Meetings over Winter: ID: Start-Stop-Keep/Member Value
	7. Partnerships	3 year contracts ended Mar 31/20. Many partnerships on hold due to COVID-19	Establish New Revenue sources and strategies
	Blue = started or In progress		
	Red = cancelled or action pending		
	Green = Completed or ongoing		

2021 STRATEGIC PLAN

- What is the outcome(s) we want to achieve and why are they important?
- What is working and what isn't? Why?
- Are the 2019-2023 priorities & goals still relevant or do we need to pivot in some areas?
- Who should we engage to help achieve our objectives: key stakeholders, community champions, clubs, committee lead?
- What is our target timeline to complete?
- How will we measure our success (KPIs)?
- When will review our progress?

2021 STRATEGIC PLAN

“START - STOP – KEEP”

	Strategic Priority	Start?	Stop?	Keep?
1				
2				
3				
4				
5				