

CKC Vision 2024 Strategic Plan Overview

Our Vision							
To enrich the lives of Manitobans through Cycling							
Our Mission							
To promote the growth of Cycling in Manitoba							
Our Strategic Pillars are:							
Sport Initiation	Performance Pathway	Technical Leadership		Organizational Effectiveness			
We will support our clubs in the development of athletes, participants and systems to ensure the growth of cycling across Manitoba	We will recruit, identify & train athletes to achieve success at the highest level of performance. We will provide leadership to deliver quality programming.	We will have competency based technical capacity to support our clubs and athletes		We will have the capacity (both human and financial) necessary to lead the organization with an efficient and effective governance and organizational structure			
Our 2023 Priority Areas are:							
Membership Rebuilding & Expansion	Program Quality & Diversity	Officials Development	Coach Development	Governance	Marketing	Club Strategy	Sponsorship
In order to achieve these priorities we will,							
Complete a feasibility study for school programming and additional community opportunities	<a href="#">Review sanctioning policy to enhance diversity &amp; club support</a>	Develop a strategy to increase number of trained officials	Host an annual Professional Development workshop for coaches	Review Board structure, composition and function	Develop a marketing strategy to increase awareness of Manitoba Cycling and our stories	Enhance communications to our clubs to ensure maximum benefit & awareness of MCA offerings	Develop a Case for Support & identify potential sponsors
<a href="#">Improve Kids of Mud program to maintain and increase # of KOM Clubs by finalizing the skills curriculum</a>	Review the value & benefit of hosting annual provincial championships		Review community coaching requirements & coaching policies	Identify key staffing requirements and opportunities for funding	<a href="#">Redesign our website to improve communications &amp; promote our brand</a>	<a href="#">Host an Annual Club President's meeting</a>	Review sponsor activation capacity
Review our support structure for our club system	Review and enhance race and event manuals		Certify Aboriginal coach/learning facilitators	Review all policies to ensure ongoing relevance	Develop a value proposition to demonstrate the services and benefits of being a member of MCA		
Manitoba Summer Games (2024) - recruitment for coaches, managers and athletes	Identify race event 'enhancement requirements' that will support & encourage new entrants		Ensure all provincial program coaches meet all coaching credential requirements required by Sport Manitoba for the High Performance Grant				
	Identify new Road venues		Manitoba Summer Games - Ensure all coaches complete Community Initiation training and meet all coaching standards requirements				
We will know we are successful because, by 2023							
We will be at or above the # of members in 2019 (1300)	We will have enhanced our existing programs	We will increase the number of officials by 10% annually	100% of coaches will meet the required coaching standards	We will have a clearly defined Board and staff structure include duties/objectives/priorities	Our redesigned website will be attracting more viewers on a monthly basis.	Clubs indicate greater awareness and understanding of MCA and all that we offer	We have secured 1 new sponsor
			We will increase the number of trained coaches by 25%	Our bylaws and policies will be up to date and reflective of the current state of MCA			
We are guided by our Values							
Capacity Building	Community Champions	Connection		Fun	Integrity	Pursuit of Excellence	
"We will continually seek ways to advance our mission and as a result, have a positive impact on our community".	"We will partner with community leaders to promote our mission and vision".	"We are united in purpose while respecting the unique ways that people contribute to our sport. We share openly to support our collective progress towards our goals"		"We will celebrate the joy of cycling and encourage all age and ability levels to ride"	"Our words will match our actions. We will seek to be trustworthy, authentic and honest in all we do"	"We strive for excellence in our organization, our people, and our performance. We celebrate the rich history of cycling and recognize our successes"	