

2019-2023
MANITOBA CYCLING STRATEGIC PLAN SUMMARY

GREEN	Completed
BLUE	In Progress
PURPLE	Pending

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	Safesport	Sponsorship
In order to achieve these priorities we will:								
HopOn pilot project: Camp Manitou (True North Foundation partnership) 1600 participants	Sanctioning policy updated to increase diversity, participation, & club support. Race Directors review with committees/organizers annually	Implement strategy to increase number of trained officials: Tech licenses/clothing/fee for service/free training + mentorship	Host an annual Professional Development workshop for community coaches (postponed due to covid). Booked for May 2024	Review Board + Committee structure, composition, function, and roles	Board position appointed to lead Marketing + Communications strategy. Increase awareness of Manitoba Cycling. Improve communications.	Enhance communications to our clubs to ensure maximum benefit & awareness of MCA offerings.	Identify any safesport gaps and actions/priorities to be implemented in 2023/24. Coach newsletter (PP)/Quarterly Mailchimp/Revise KOM program Orientation	Develop a Case for Support & identify potential sponsors
Kids of Mud expansion (Saskatchewan + Alberta)	Provincial Championships: Review Hosting value & benefits. Identify organizers for 5 Provincial events: Road X/MTB XC/CX	Review officials screening policy and identify requirements for Manitoba Cycling	Community coaching requirements & coaching policies updated (Nov 2023). Data and club reporting ongoing	Key staffing requirements budgeted. 2 positions: office admin+ finance and Youth Development Coordinator.	Website redesign by Dynamite Design. Improve communications & promote brand	Annual Club President's meeting established every Feb (after club affiliation due date Jan 31).		Provincial Program sponsorship \$5K in 2023
Kids of Mud: Professional MTB Skills development/Curriculum investment/2023 program launch	Annual race committee review of events and organizer manuals. Updates/revisions posted to website by March 31. Road/MTB/CX Race Directors		Develop 1 additional learning facilitator. Review future need for coach evaluator	Policy committee established. Policy review deadline March 2023. Monthly review/revisions ongoing (Exec Committee review/Board Approval)	Develop a value proposition: Services and benefits of being a member of the MCA by March 2024			KOM sticker/booklet (KOM committee decided to discontinue)
Review club structure (committees/volunteers/support)	Identify race event enhancement requirements that will support & encourage new entrants - ongoing (Road/MTB/CX/Marketing)		Ensure all provincial program coaches meet all coaching credential requirements required by Sport Manitoba for the High Performance Grant + CSG.	Establish Financial reporting template for monthly board meetings. Completed Jan 2023 (Dan Wesley/Exec Committee)				
Manitoba Summer Games (2024) recruitment strategy for coaches, managers and athletes. ID selection races, training plan, and deploy to KOM clubs	Road discipline strategy. Community outreach. Committee + volunteer engagement, participant experience, venues, organizers, events		Manitoba Summer Games - All coaches meet coaching standards by 2024					
"Cycling for All" community engagement. Rec + trans activities/identify value for new members).	Provincial Program recruiting, development, + testing. Canada Summer Games Prep- 2025							
	Provincial Program Handbook (Athletes/Parents)							
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				
2023 AGM Update (Nov 13 2023)								
Clubs and Athlete participation still have not fully recovered from COVID. Grassroots support and growth focus for 2024 (pending staffing capacity)	Events re-bounding and expanding post covid. Provincial Program staffing resolved. Program quality and sustainability focus for 2024	25% Growth (CX) + B level commissaire promotion. Road Commissaire development focus for 2024	Coach database (screening/certification) established. # of coaches stable but have not increased over 2019. 2024 - partial automation of database/Youth dev coordinator/revised coach certification standards	Bylaws revised. Policy committee established. 2023: Board Structure and roles defined. 2024 review committee functionality	Monthly reporting provided by Marketing Director. Community reach improved on website + social media. National "Cycling for All" (C4A) strategy in progress. 2024 - C4A role on MCA board of directors to expand to diversity, inclusion, equity	Although communications have improved, more focus and consistency is needed to educate, support, and promote both the MCA and our clubs		Sponsorships have not rebounded. MCA has not had the staffing or volunteer capacity to develop a case study. For review in 2024
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"		