

# Soo Finnish Nordic Ski Club Strategic Plan 2015-2018

## Lifetime of Fitness

**Create opportunities to promote skiing to all types of skiers.**

### Tactics:

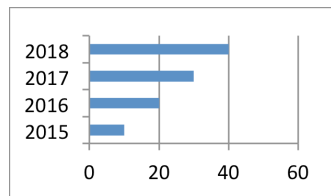
Focus on non-fundraising events to the ski community to promote the social element of skiing.

Promote the ski club, and the activities and accomplishments of skiers.

Introduce two community based ski events to attract skiers.

### Vision:

**10% increase in overall event participation each year.**



## Club Sustainability

**Establish a framework to enable sustainable club programs and events.**

### Tactics:

Redesign volunteer work to align value added by volunteers and leverage skills and opportunities outside the club.

Foster a mentoring environment for succession planning in key positions.

Publish strategic direction to club.

### Vision:

**Sustainable volunteer and partnership framework in place for the club.**

Key positions redefined and filled, partnerships established and no vacant leadership positions in 2017.



## Athlete Development

**Align skill development of athletes to CCC framework.**

### Tactics:

Create and support coach developmental opportunities for mid/senior level.

Implement appropriate coaching model to encourage competitive athletes.

Create and support training opportunities race event officials.

### Vision:

**Coaches and officials are confident in their ability to develop athletes.**

In 2018 a sustainable model for a full complement of coaches and officials



## Operational Effectiveness

**Deliver an exceptional XC ski experience to all customers.**

### Tactics:

Trails are groomed as per members' requirements.

Determine the expected customer experience and deliver more.

Focus on developing collaborative relationships within the broader community to deliver ski trails and ski events.

### Vision:

**10% increase in number of skiers (trail passes and day passes) at Hiawatha Highlands.**

