



STRATEGIC PLAN

SASKATOON GOLDFINS SWIM CLUB

2023 - 2026

VALUES

- INCLUSIVE**
We provide opportunities and pathways for all ages, abilities, cultures, and identities.
- COMMUNITY**
We are stronger when we support each other through our challenges and celebrate our successes.
- COMMITTED**
We show up for ourselves and for our team.
- EXCELLENCE**
We work to achieve our best as an organization and as individuals.

VISION Excellence in sport, excellence in life.

MISSION Saskatoon Goldfins provides growth and development opportunities to teach life skills through the sport of swimming. Our successes are celebrated by the excellence we achieve in and out of the pool.

GROWTH & DEVELOPMENT

Expand the club's recruitment, development, and retention initiatives.

- Expand programming that supports athletes' development**
 - Develop athlete and parent education resources
 - Grow the Junior Goldfins program
 - Initiate a Huskies competitive varsity club swimming program
 - Create initiatives that increase the accessibility of swimming
- Encourage the development of coaches**
 - Provide supportive educational opportunities for coaches
 - Create a coaching succession plan
- Grow the volunteer base**
 - Recruit masters swimmers and alumni as volunteers
 - Build and strengthen the capacity of trained officials
 - Expand volunteer engagement practices

ORGANIZATION & GOVERNANCE

Oversee the Goldfins effectively and efficiently.

- Optimize the board's governance structure**
 - Define the board's governance and operational roles and responsibilities
 - Establish a review schedule of the bylaws and Manual of Operating Procedures (M.O.P.s)
- Support and develop the human resources required to achieve the club's mission**
 - Create mentorship opportunities
 - Create a succession plan for Board
 - Implement committees that support the board's work
- Secure, develop, and increase resources**
 - Provide appropriate oversight to the operational plan
 - Seek and pursue external funding opportunities

ATHLETE PERFORMANCE

Develop each swimmer to their top performance.

- Build a pathway that promotes athletes' engagement and continuous improvement**
 - Review and align the club's group structure to match its evolution
 - Create a program that supports swimmers' multi-sport participation
 - Identify swimmers for provincial team training opportunities
 - Develop a talent identification stream to support pursuit of the national team
- Increase the club's high performance outcomes**
 - Recognize swimmers' achievements
 - Establish a process for reporting swimmers' progress to families
 - Support swimmers to qualify and re-qualify for provincial and national meets as they age up

COMMUNICATION

Enhance communication practices, both internally and externally.

- Heighten awareness of the club**
 - Enhance the promotional plan and branding package
 - Maintain the club's social media presence
 - Strengthen relationships with sponsors and partners
 - Enhance the club's #GoldfinsGiveBack community initiatives
- Deploy tools that improve the efficiency and effectiveness of the board and staff**
 - Develop a communications policy and plan that outlines the board's, committees', staffs' and volunteers' roles and responsibilities
 - Utilize Office365 to harness data and optimize operational efficiency
- Enhance the communication pathway between the club and its members**
 - Develop welcome strategies and information-sharing opportunities
 - Support the transition of families between junior and competitive programs