



Cross Country Ski Association of Manitoba

Strategic Plan - 2021-2025

Mission Statement

CCSAM is dedicated to the promotion and development of cross country skiing in Manitoba.

Vision Statement

Cross country skiing will be the chosen winter activity of more Manitobans. Come Ski With Us.

Values

These values reflect who we are. They guide us. They inspire us. We promise to uphold them.

- *Respect* – We believe in providing a safe, inclusive and enjoyable environment for all participants.
- *Community* – We are proud of our ski clubs and our volunteers. We believe in working collaboratively with engaged and passionate skiers of all ages and abilities.
- *Excellence* – We are committed to providing opportunities and developing quality programs for all participants to achieve their personal health, fitness and performance goals.



Pillar 1 - Sport Initiation

CCSAM strives to introduce Manitobans to the sport of cross country skiing, providing support and guidance for participants at all levels.

Accomplishments & Major Initiatives

- 10% increase to the number of website and social media hits in 2021/22 and 10% increase for 22/23.
 1. Identify baseline of website traffic and social media exposure.
 2. Advertise/publicize to the casual skier the offerings of CCSAM and its member clubs.
 3. Trailhead sign publicizing CCSAM (where to ski, etc.)
 4. Create an online presence to encourage participation (pictures, hashtags, prizes)
 5. Create a leaflet detailing lessons offered through CCSAM, and listing all the clubs (locations, emphases). Distribute to stores, schools, sport/health facilities, etc.
 6. Fall advertising blitz to the general public regarding lessons and clubs e.g. community newspapers, Parks and Rec, Facebook, billboards leaflets, etc.
 7. Connect with summer sport and school groups (cyclists, rowers, Physical Education teachers) and offer ski lesson/training programs as a winter alternative.
 8. Connect with Parks to get tracked numbers (fall meeting)
- Increase in club membership, lesson and event participants.
 1. Identify baseline of website traffic and social media exposure.
 2. Offer Learn to Ski lessons with specific emphasis.
 3. Intro lesson, Group lesson as a party activity (like paint nights), Lessons on the flat, for hills, for speed, etc.



4. Target special groups with lessons and/or events.
 5. Snow Sisters, Father and Son, New Canadians, Lifetime Sport (50 +), Family event, etc.
 6. Set-up trail-side or parking lot to promote clubs for certain period of season at pre-determined number of sites
 7. “Go skate day”; “bike to work week” type of focal point on particular day or few days/weekend
- Strive to have every ski club in Manitoba a member of CCSAM

Pillar 2 - Performance Pathway

CCSAM works as a community to identify and train athletes to achieve their highest level of competitive performance.

Accomplishments & Major Initiatives

- Manitoba Division will improve results at local and regional events and be top of the smaller divisions at the national level.
 1. Make full use of our NSO programs for Athlete development and Coach & Technical development
 2. Create & foster a dynamic racing program with event opportunities for all
 3. Work with our neighbours (Saskatchewan - N.W. Ontario and the northern USA) to foster more regional competition opportunities
 4. Foster sustainable high performance
 5. Recruit summer sport athletes and former athletes from other winter sports
- Create a signature event that is appealing to participate in and to watch.



1. Ensure each of the development levels are inviting for athletes.
 2. Establish event for earlier developmental levels
 3. Team events
 4. Family member-paired events
 5. Results-based tiering
- Develop transition pathway from recreation to competitive
 - Athletes are recruited and retained

Pillar 3 - Technical Leadership

CCSAM supports the development of certified coaches, instructors, officials, and volunteers to foster excellence in sport leadership.

Accomplishments & Major Initiatives

- Develop a volunteer strategy/pathway
 - a. Identify programs that already attract volunteers.
 - i. How to attract/incentivise volunteering
 - ii. Parents, kids 'aging out'
 - b. Foster a greater sense of attachment to the sport amongst aging out kids.
 - c. Look at other sports, provinces, countries for what's working elsewhere



- d. Work with Volunteer Mgmt training to develop leaders throughout the ski community
- Increase # of active Coaches / Instructors / Officials over 3-5 year Planning period
 - a. Offer 1 course with a goal of 4-6 participants each year
 - i. Target groups: Young ex-ski team members, Retirees
 - b. Promote through CCSAM networks
- Increase capacity of CCSAM to deliver the certification course in Manitoba
 - a. Increase the number of coach developers over 3 -5 year period
 - b. Identify Leadership candidates for succession planning
 - c. Develop programs to support advanced leadership training

Pillar 4 - Organizational Effectiveness

CCSAM demonstrates clear direction and leadership. CCSAM acts strategically to support participation, excellence, community involvement and accessibility to the sport as well as the ability to govern effectively.

Accomplishments & Major Initiatives

- The role of our board in our sport is clear.
 - a. Host a Corporate Governance workshop in 1 to 2 years.
 - b. Workshop to help clarify/define the nature of our board and how it can function most effectively



- There are standard roles & duties of board members.
 - a. Host a Corporate Governance workshop in 1 to 2 years
 - b. Fuller definition of board member roles/duties
 - c. Fill board positions by giving clearer direction to board members/prospects

- JEDI (Justice, Equality, Diversity, Inclusion) work - become a more diverse board.
 - a. Look to Sport Manitoba's newly formed EDI Committee for guidance
 - b. Anti-racism in Sport training sessions (antiracisminsport.ca)
 - c. Identify what we want our board to look like and who is not represented on our board