BASEBALL CANADA

STRATEGIC PLANNING DOCUMENT 2019-2023

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VISION, MISSION, VALUES

VISION :

- To be a world leader in baseball through the pursuit of excellence, quality development and innovation.

MISSION :

- Develop, promote and provide opportunities and experiences that allow individuals to maximize their potential to become tomorrows' leaders.

VALUES :

- Baseball Canada shall embody the following:
  - Achieving inclusivity and fairness
  - Demonstrating respect and integrity
  - Ensuring a fun and safe experience
  - Fostering teamwork and collaboration
  - Supporting innovation and creativity

TOPIC #1 : SUSTAINABLE GROWTH

INITIATIVE	OPERATIONAL OBJECTIVE
1.1 Marketing Plan	Maintain and activate a comprehensive marketing plan to create awareness of Baseball Canada in the general population as well as provide opportunities to diversify revenue sources
1.2 Sponsorship	Acquire new monetary or gifts-in-kind sponsorships ($100,000) and maintain existing sponsorships
1.3 Partnership	Strengthen and maintain the cohesive partnerships with the Toronto Blue Jays, Jays Care Foundation, Major League Baseball and current corporate partners
1.4 Target Audiences	Increase by 1000 females per year in Baseball Canada programs Assist Jays Care in their delivery of programs targeted directly to under-represented groups Create succession planning tool for communities/associations to use (checklist/calendar)

TOPIC #2 : AWARENESS

INITIATIVE	OPERATIONAL OBJECTIVE
2.1 Grassroots programs	Monitor and assess different approaches for all grassroots programs to increase participation at the provincial level (Play Ball, Rally Cap, Winterball, Game modifications etc.)
2.2 Social Media	Continue best use of social media opportunities allowing for better visibility of Baseball Canada (analytics against ourselves and other similar NSO's)
2.3 Websites (External and Internal)	Maintain active, relevant and informative websites allowing membership to stay informed on Baseball Canada's activities
2.4 Inclusion	Develop a policy to enhance inclusion of all stakeholders
2.5 Umpire awareness	Enhance the engagement of stakeholders and increase the awareness of umpire programs
2.6 Stakeholder Communication	Assess target audience to receive regular communication (newsletter)

TOPIC #3 : PERFORMANCE EXCELLENCE

INITIATIVE	OPERATIONAL OBJECTIVE
3.1 Long term athlete development	Create and implement an updated long term athlete development (LTAD) program
3.2 Coaching Resources	Develop and provide in-depth, comprehensive coaching materials in multi-media format to meet the needs of the coaches in various contexts/topics
3.3 Analysis of NCCP	Review and assess current program and recommend new strategies that meet and enhance those needs
3.4 Quality National Team programs	Develop Women's National Team (WNT) and Junior National Team (JNT) players to reach the next level of individual success Place in the top 4 in all WBSC/COPABE/Pan Am events that our teams attend
3.5 Competition Review	Have appropriate National Championships that meet the needs of the stakeholders
3.6 Review hosting responsibilities and requirements	Monitor and assess the national championship bid requirements and recommend changes
3.7 Umpire programs	Enhance umpire programs and services with a primary focus on Level 3 umpires

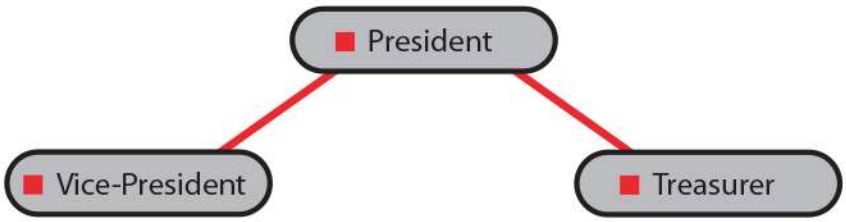
TOPIC #4 : PARTICIPANT EXPERIENCE

INITIATIVE	OPERATIONAL OBJECTIVE
4.1 Branding	Enhance the brand recognition and reputation
4.2 Baseball Canada Day	Create an annual day when all celebrate the great game of baseball (Summer) (Just go Play)
4.3 Recruitment and Retention	Develop a strategy to certify more coaches
4.4 Training of Baseball Canada representatives and hosts	Increase the knowledge of Baseball Canada representatives and host site personnel

TOPIC #5 : LEADERSHIP

INITIATIVE	OPERATIONAL OBJECTIVE
5.1 Membership Database	Develop the information requirements for members and the process for obtaining membership information from provinces
5.2 Relations with other related sport organizations	Partner with (National Sport Organizations, WBSC, COPABE, COC and Sport Canada) for cross promotion of our sports and seeking opportunity for growth
5.3 Trust Transparency and Visibility	Increase visibility of Baseball Canada with Provincial Baseball Organizations allowing for transparency in finances, programs implementation and others
5.4 Frequency of meetings (Internal)	Align the frequency of meetings with needs of group (Board of Directors, Executive and Committees) Ensure meeting dates take into account needs of office personnel (sports organizations) Create Board of Directors' work plan
5.5 Risk management	Assess our risks and develop a comprehensive plan to mitigate the impact of perceived risks

EXECUTIVE COMMITTEE : (elected every two years)



DIRECTORS : (elected every two years)

- British Columbia
- Saskatchewan
- Ontario
- New Brunswick
- Prince Edward Island
- Alberta
- Manitoba
- Quebec
- Nova Scotia
- Newfoundland & Labrador

(Executive Committee and Directors form the Board of Directors)

COMMITTEES :

- Championship
- Coaching
- Female Development
- Planning
- Human Resources
- Executive Director's
- Umpires
- Sport Development
- High Performance
- Finance
- Challenger (Jointly with Little League Canada and Jays Care)
- Risk Management

BASEBALL CANADA STAFF :

MANAGEMENT :

- Director General
- Head Coach, Director of Men's National Team
- Business, Sport Development & Women's National Team Director

ADMINISTRATION :

- Media Coordinator
- Administrative Coordinator
- Program Coordinator
- Accountant (contract)
- Administrative Assistant (part-time)
- Summer student (part-time)

TERMS :

- **Region (Affiliate):** organization or region that delivers programs of the PSO or PBA.
- **Baseball Canada or CFAB (Canadian Federation of Amateur Baseball:** the national governing body for the sport of baseball.
- **Board:** the Board of Baseball Canada comprised of three elected officials and 10 elected directors.
- **CAC (Coaching Association of Canada):** a not-for-profit amateur sport organization with the mandate to improve coaching in Canada.
- **COC (Canadian Olympic Committee):** National not-for-profit committed to sport Excellence for all aspects of Canada's involvement in Olympic and Pan American competitions. Baseball is now only involved in the Pan Am movement after being voted out of the upcoming events.
- **COPABE (Pan American Baseball Confederation):** continental governing body for baseball in North, South and Central America - One of the five continental federations affiliated with WBSC.
- **Grand Slam:** developing age group based program delivered after the "Rally Cap" program.
- **LTAD (Long Term Athlete Development):** a plan developed and approved by the Federation to deliver an athlete-centered approach in athlete development allowing nall to develop to their potential in a scientific and practical way.
- **LTOD (Long Term Officials Development):** a plan to deliver an official development program for umpires focused on long term development.
- **MLB (Major League Baseball):** Professional Organization that delivers professional baseball with 30 teams in the USA and Canada.
- **NCCP (National Coaching Certification Program):** coach training and certification program that monitors coaches in all sports.
- **NSO (National Sport Organizations):** a government sanctioned sporting organization within a nation - example Baseball Canada.
- **PBA or PSO (Provincial Baseball Association or Provincial Sporting Organization):** Provincial jurisdiction responsible for delivering baseball (particular sport) withing their borders.
- **Rally Cap:** national grassroots development program that delivers a training program based upon achieving one of six "caps" to move forward.
- **WBSC (World Baseball Softball Confederation):** the world governing body for the sport of baseball/softball.
- **Winterball:** national introductory program with partners Sport Canada and MBL using schools to introduce baseball to students from grades 3-6.

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