



Strategic Plan



BMBA's Strategic Plan

Purpose:

Develop positive community members and relationships

Vision:

Best minor sport organization in Manitoba

Mission:

Provide inclusive and exceptional baseball experiences

Values:

- Excellence: win and lose graciously
- Respect: all aspects of the game
- Teamwork: all hands on deck



Strategic Plan

Objective #1

Operational Excellence

Efficient and effectively run BMBA to ensure building a sustainable model as the club grows.

Objective #2

Communication

Improve communication to all stakeholders to ensure clarity on goals, standards, program details, etc.

Objective #3

Development Pathway

Help guide stakeholders through the development pathway based on their desire and goals.



Strategic Plan: Operations

Strategy	Goal(s)	Step(s)	KPI(s)	Timelines
Organize Files & Communication System	1. Align on a shared workspace and communication hub to ensure documents are shared and efficient system is built (chat, email, shared documents, google chat, teams, Slack) [P4-G3]	1. Research to confirm system options 2. Confirm system to use 3. Assign responsibility to set up and create/upload files LOGISTICS/GOVERNANCE	1. System implemented 2. Satisfaction in use of system	1. June 2023 2. Oct 2023
Succession Planning	1. Create documentation on key learnings, insights, and valuable information from Board Members to ensure knowledge transfer and sharing [P4 G1]	1. Research to confirm system options 2. Confirm system to use 3. Assign responsibility to set up and create/upload files LOGISTICS/GOVERNANCE w CONSTITUTION	1. Update Constitution 2. Update Handbook	1. Aug 2023 2. BMBA AGM 2023 (Dec-Jan)
Onboarding System	1. Create critical path documents to onboard new members (coaches, board members, equipment managers, etc.) for successful onboarding [P3 G1]	1. Outline who will be leading 2. Align on documents required 3. Create descriptions 4. Implement and update as required LOGISTICS/GOVERNANCE w CONSTITUTION	1. Update Constitution 2. Update Handbook	1. Aug 2023 2. BMBA AGM 2023 (Dec-Jan)
Roles & Responsibilities	1. Provide clarity on roles and responsibilities for hosting tournaments, facility management, team management, etc. for successful operations [P4 G1]	1. Align on roles that need descriptions 2. Assign responsibility to create descriptions 3. Circulate and ensure reviewed/updated CONSTITUTION	1. Update Critical Path 2. Update Handbook	1. July 2023 2. BMBA AGM 2023 (Dec-Jan)
Financial Planning	1. Create a financial plan that includes how to invest in the facility, sponsorship opportunities, school partnerships, and revenue generation opportunities to ensure a sustainable plan for the club [P4 G2]	1. Assign responsibility to create plan Present plan 2. Execute, review and track financial status SMP/FACILITIES & DEVELOPMENT	1. Phase I Sust. Communities Grant 2. Explore/present more Grant opportunities 3. Complete Phase I	1. May 2023 2. Jan 2024 3. June 2025



P= Baseball MB Pillar
G = Goal

Strategic Plan: Communications

Strategy	Goal(s)	Step(s)	KPI(s)	Timelines
Communication Strategy	<ol style="list-style-type: none"> Create a communication plan to help attract new members, share development pathway, promote partners and sponsors, and build the BMBA culture Create a monthly social media plan that includes key events, messages, and promotions (e.g. share winter trailer parking, volunteer opportunities, sponsors, etc.) [P4 G3] 	<ol style="list-style-type: none"> Analyze current communication channels Identify resources, timing, priority, and fiscal details to move forward Set up a time with a smaller group or provide details on where to contribute ideas Implement communication plan Implement monthly newsletter <p>COMMUNICATION & DEVELOPMENT</p>	<ol style="list-style-type: none"> System implemented Satisfaction in use of system 	<ol style="list-style-type: none"> May 2023 AGM 2023
Financial Investment	<ol style="list-style-type: none"> Look into options to invest in hiring a communication support person or finding a volunteer [P4 G3, P1 G2] 	<ol style="list-style-type: none"> Assign responsibility to look into options Present options to Board Align on option to move forward with <p>COMMUNICATION</p>	<ol style="list-style-type: none"> Explore potential media group Report and recommend 	<ol style="list-style-type: none"> July 2023 AGM 2023



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Strategic Plan: Development

Strategy	Goal(s)	Step(s)	KPI(s)	Timelines
Coach Standards	<ol style="list-style-type: none"> Align on program formats and standards (e.g. tryouts, age advancement, running a practise, language to use and not use) Establish a pre-session parent & player meeting to align on responsibility, outline expectations, and share volunteer opportunities [P3 G1] 	<ol style="list-style-type: none"> Outline who will be leading Align on documents required Create descriptions Implement and update as required <p>DEVELOPMENT</p>		<ol style="list-style-type: none"> Aug 2023 AGM 2023
Attract New Members	<ol style="list-style-type: none"> Attract new members through programs (fundamental movement classes, school programs, open play day, have older kids mentor younger ones) Look at targeting new members (new immigrants, schools, multi-sport) [P1 G3] 	<ol style="list-style-type: none"> Outline who will be leading Align on plan Create details and assign responsibility to lead Implement and update as required <p>DEVELOPMENT & COMMUNICATION</p>		<ol style="list-style-type: none"> July 2023 Feb 2024
Pathway Visuals	<ol style="list-style-type: none"> Create visuals to share with parents and players on their development pathway options looking at existing Baseball Manitoba/Canada's pathways) [P3 G1] 	<ol style="list-style-type: none"> Align on roles that need descriptions Assign responsibility to create descriptions Circulate and ensure reviewed/updated <p>DEVELOPMENT & COMMUNICATION</p>		<ol style="list-style-type: none"> Aug 2023 AGM 2023
Volunteer Recognition	<ol style="list-style-type: none"> Look at opportunities to recognize volunteers and show appreciation for their support to help attract, retain, and grow volunteer base [P2 G1] 	<ol style="list-style-type: none"> Assign responsibility to create plan Present plan Execute, review and track financial status <p>AWARDS COMMITTEE</p>	<ol style="list-style-type: none"> Plan & budget presented Awards prior to Baseball MB deadline 	<ol style="list-style-type: none"> July 2023 Sept 2023



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Contact

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