



# STRATEGIC PLAN



2024 - 2026

# STRATEGIC PLAN

**Purpose:** Leading an ecosystem of opportunity

**Vision:** Building a lifelong legacy of excellence

**Mission:** Providing equitable opportunities through sport

## Values:

- **Growth:** Unlocking potential
- **Respect:** People first, results second
- **Integrity:** Accountability to our membership
- **Teamwork:** Working together for a common goal

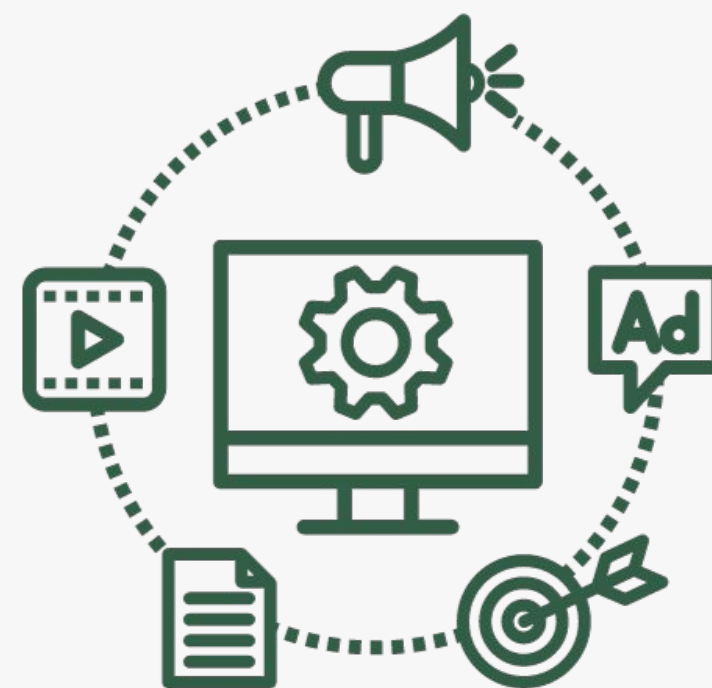


# OBJECTIVES



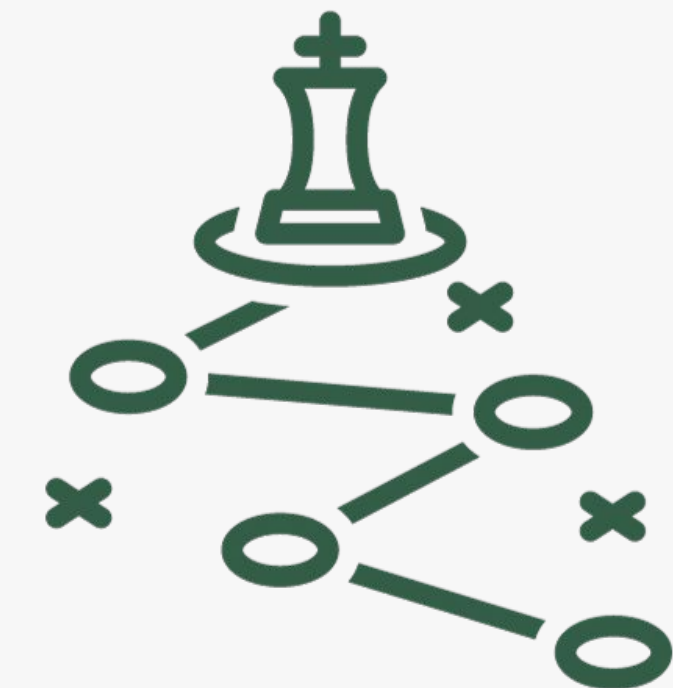
## Governance & Operational Excellence

Develop structure and operational standards for the Board & Members



## Communication & Marketing

Improve communication with consistency throughout the organization



## Engaged Development Pathway

Outline development pathway and opportunities for every member

# GOVERNANCE & OPERATIONAL EXCELLENCE

Strategy	Goal(s)	KPI(s)	Timelines
Bylaws	<ol style="list-style-type: none"> <li>Update bylaws for designations &amp; Academies including clarity on their role in the District.</li> <li>Communicate and implement changes</li> </ol>	<ul style="list-style-type: none"> <li>Bylaws created</li> <li>Approved by members</li> <li>Implemented</li> </ul>	<ul style="list-style-type: none"> <li>January 2024</li> <li>May 2024</li> <li>July 2024</li> <li>Oct. 18, 2024</li> </ul>
Board Framework	<ol style="list-style-type: none"> <li>Create documentation that provides clarity on roles and responsibilities for Board members</li> <li>Create processes for board procedures (onboarding, R/R, conduct, guidelines, terms of reference, review, mentorship, etc)</li> </ol>	<ul style="list-style-type: none"> <li>Board framework created</li> <li>Approved by members</li> <li>Implemented</li> </ul>	<ul style="list-style-type: none"> <li>March 2024</li> <li>May 2024</li> <li>July 2024</li> <li>Oct. 2024</li> </ul>
Operational Efficiency & Effectiveness	<ol style="list-style-type: none"> <li>Improve internal processes that are reviewed annually which includes organization charts, job descriptions, process details, personnel policies, onboarding, HR, event schedule/annual outline, and project management</li> </ol>	<ul style="list-style-type: none"> <li>Completed SOP</li> <li>Satisfaction in implementation</li> </ul>	<ul style="list-style-type: none"> <li>Jan. 2024 - Dec. 2024</li> </ul>



# COMMUNICATION & MARKETING

Strategy	Goal(s)	KPI(s)	Timelines
Communication Strategy	<ol style="list-style-type: none"> <li>1. Create a communication plan to help improve communication between District sharing valuable information (development pathways, members, partners and sponsors, surveys, bylaw updates, Board updates) to help build the PHSA culture</li> <li>2. Create a monthly social media plan that includes key events, messages, and promotions (e.g., volunteer opportunities, sponsors, etc.)</li> <li>3. Create communication in key languages to support member and community communication</li> </ol>	<ul style="list-style-type: none"> <li>● Plan created</li> <li>● Satisfaction in execution</li> <li>● Follower growth</li> <li>● Engagement</li> </ul>	<ul style="list-style-type: none"> <li>● January 2026</li> <li>● October 2026</li> </ul>
Branding / Marketing Guidelines	<ol style="list-style-type: none"> <li>1. Create brand guidelines that includes how members can use PHSA logo .</li> <li>2. Create new templates that are used across the organization</li> </ol>	<ul style="list-style-type: none"> <li>● Development of new branding</li> <li>● Complete and implement templates</li> </ul>	<ul style="list-style-type: none"> <li>● September 2025</li> <li>● May 2026</li> </ul>
Website	<ol style="list-style-type: none"> <li>1. Create a user friendly, mobile website to serve as a central hub for information</li> <li>2. Create functionality on the website to accept sponsors payment</li> <li>3. Ensure documents are easy to navigate and locate</li> </ol>	<ul style="list-style-type: none"> <li>● Complete website audit</li> <li>● Successfully launch new site</li> <li>● Measure visits to site</li> </ul>	<ul style="list-style-type: none"> <li>● January 2025</li> <li>● October 2025</li> </ul>

# ENGAGED DEVELOPMENT PATHWAY

Strategy	Goal(s)	KPI(s)	Timelines
Development Pathway	1. Create clarity on the development pathway for players, coaches, and match officials for soccer in Ontario/Canada to share with members that includes them in the pathway	<ul style="list-style-type: none"> <li>● Visual created</li> <li>● Distribution</li> <li>● Engagement on visual</li> </ul>	<ul style="list-style-type: none"> <li>● October 2025</li> <li>● April 2026</li> </ul>
Technical Plan	1. Create framework for a complete Player, Coach, and Match Official Development Strategy.	<ul style="list-style-type: none"> <li>● Technical committee engaged</li> <li>● Completion of Technical Plans</li> <li>● Satisfaction in implementation</li> </ul>	<ul style="list-style-type: none"> <li>● January 2025</li> <li>● April 2025</li> <li>● October 2025</li> <li>● April 2026</li> </ul>
League Rules Harmonization	1. Audit and evolve the current league rules to ensure everyone understands what they are and they are simplified	<ul style="list-style-type: none"> <li>● Alignment across all leagues</li> <li>● Implement for next outdoor season</li> </ul>	<ul style="list-style-type: none"> <li>● January 2024</li> <li>● April 2024</li> </ul>





# THANK YOU



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