

mccall

wintersportsclub



STRATEGIC PLAN

2022-2026



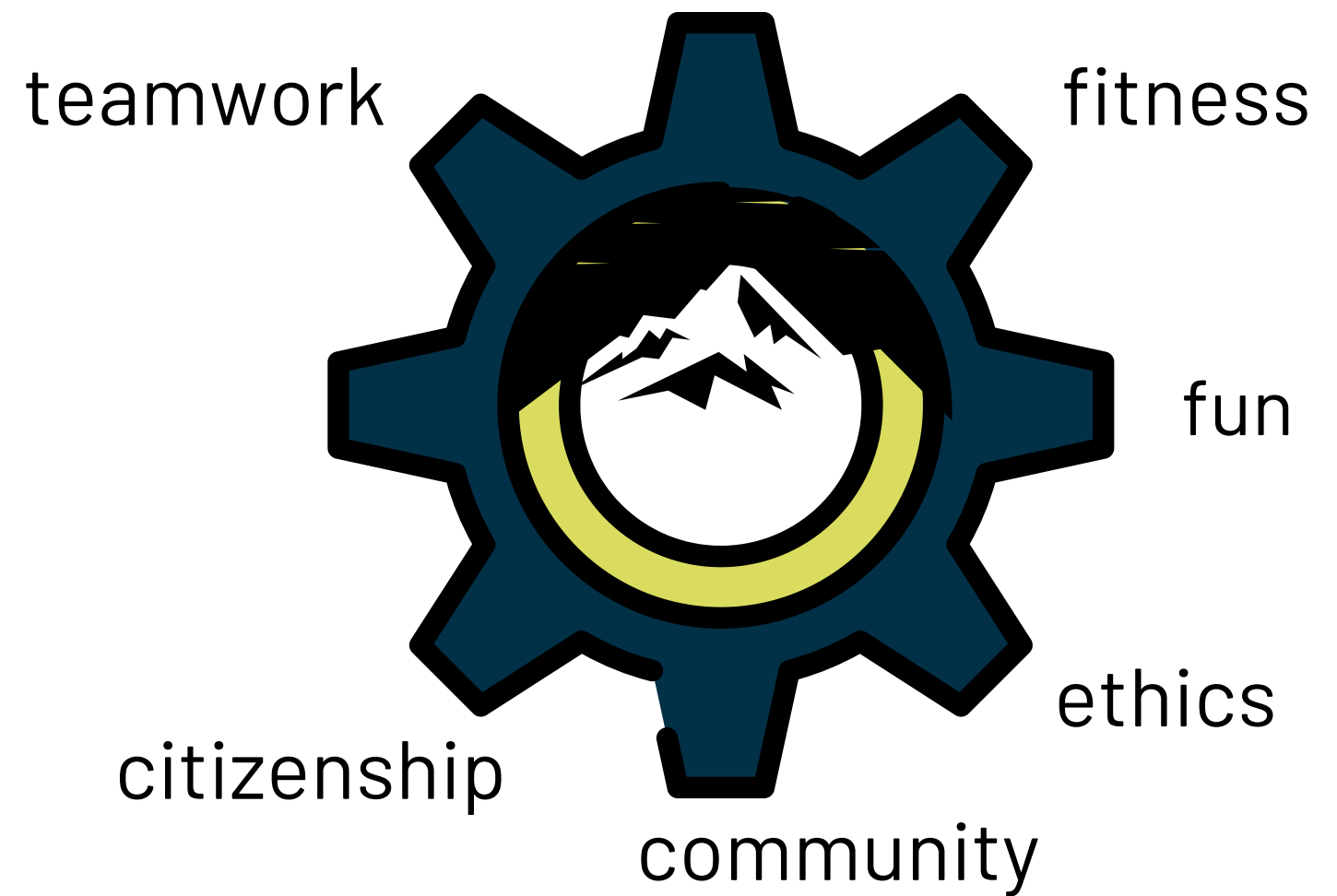
The purpose of this document is to outline McCall Winter Sports Club's goals and objectives for the next 5 years and long-term. The MWSC Board of Directors, Executive Director and Program Director have prepared this **Strategic Plan** to communicate our vision for the club to our members and communities.



mwsc.club/strategic-plan

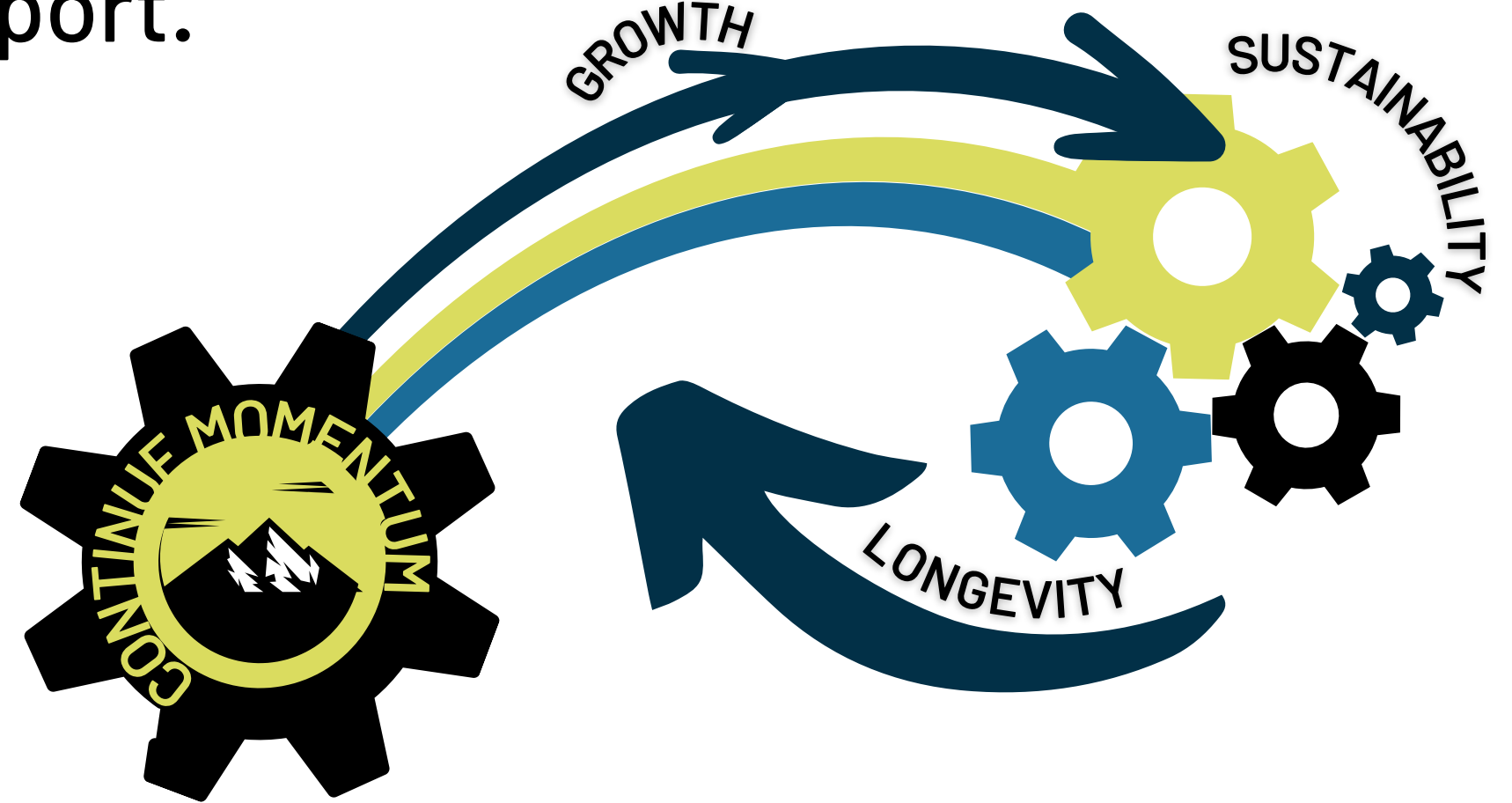
INSTILLING OUR CORE VALUES IN EVERYTHING WE DO

**Our club
teaches young
skiers
how to
develop into
strong
individuals
with **character**.**



COMMITTING TO PROGRESSION

for athletes, our club, & the sport.



BEING RESPONSIBLE & ACCOUNTABLE

in all areas and for our whole organization.



Leadership & Governance
Finance & Funding
Fostering Club Culture
Human Resources
Athlete Safety
Communications, PR & Marketing
Club Programming
Club Logistics



BOARD OF DIRECTORS

provide leadership & governance.



- Attend Monthly Board Meetings
- Take on Assignments
- Stay Informed
- Participate in Dialogue
- Stay active in Community
- Create Relationships
- Strengthen Networks
- Participate in Fundraising

Today - There are 5 voting members on the BOD and 2 non-voting strategic partners whose professional expertise collectively create a positive impact on the club's life cycle & longevity.

2022/23 - Add 1-2 board members knowing terms will be fulfilled and roles will shift next year; including presidential and treasury.



FINANCE & FUNDING

is mission driven & transparent.



- Fiscal budget reviewed monthly.
- Operational reserves set aside.
- Connect with non-profit foundations.

- Program fees competitive with like-size IMD clubs.
- Partial and whole scholarship funding is available.
- Fundraising is ethical and builds awareness.
- Sponsorship levels are clear and effective.
- Long-term presence is established with capital & partnerships at Brundage & Little Ski Hill.

2022/23 - Program revenue budgeted to cover 64% of operational expenses with 150 athletes.

2024/25 - Program revenues cover 100% operational expenses with 200 athletes.

Next 5 years - Growth of core program, infrastructure and impact matches growth of athlete participation.



CLUB CULTURE

is fostered at all times.



- Student-athlete academic responsibilities are a priority.
- Recruiting & registration is ethical.
- Behaviors & performances recognized & rewarded.
- The balance between character development & athletic performance is discussed.
- A shared culture with USSA is promoted
- Code of Conduct is taken seriously
- Parent involvement & education is facilitated.
- Prepare student-athletes for advancement in the sport through High School.

2021/22 - MWSC rostered 126 athletes and 21 coaches; all of whom simultaneously studied in school and/or for career development.

2022/23 - Become the 6th club to earn USSA podium-level certification.

Next 5 years - Earn USSA Gold-level club certification.



COMMUNICATION

is constant & inclusive.



- Our communication plan reaches local communities with utilization of partner & governing bodies' campaigns & resources.
- Coaches assess, plan, teach & support.
- Athletes prepare, plan, are persistent & positive.
- Parents support, praise effort, get involved & ask questions.
- Home ski areas support, feed & involve.
- Training & Competition schedules are posted.

Today - We use SportsEngine for team communications; although we are in the market for a platform that better serves ski team communications.

2022/23 - Every athlete will identify their goals and receive a written coaches' review at the beginning and end of the season.



PR & MARKETING

connects our people, place & purpose.



- Communication plan reaches local communities with opportunities to participate and collaborate.

- Governing body campaigns and resources are utilized, adopted, & shared.
- Channels include social platforms ((amongst schools & related groups/demographics)).
- Stories are shared in monthly newsletters ((and social feeds)).
- E-Newsletters inform and engage.
- Digital branding and info on website is current & user-friendly.
- Stay connected with MWSC alumni and supporting community.

2022/23 - Grow email database 8%

& raise overall engagement rate 2 percentage points.

Next 5 years - Increase brand recognition, credibility & promotion.

PAGE 9 - THE STAR-NEWS - THURSDAY, DECEMBER 9, 2021
RAL



Photo by Chelsea Tuttle/For The Star-News

t of the McCall Winter Sports Club holds out a tree for Jim Thackeray of McCa
ing the McCall Winter Sports Club's tree and wreath sale last week at The
ce in downtown McCall. The sale continues this weekend.

at 506 Pine St. American Legion Post 60, 105 E. Mill St. class and is open to all ages.
Attendees are asked to
Toys should be new, un- bring their own mat, we

HUMAN RESOURCES

in a fun & healthy environment.



- Staff is motivated, reliable, accountable
- Coaching pillars are committed to: fun, safety & communications.

- Effective & professional parent communications.
- Staff is fairly compensated.
- Club is compliant with USSA & SafeSport.
- Job descriptions & organization are clearly communicated.
- Performance is reviewed for development.
- Staff training and opportunities for professional development is provided.

2022/23 - All coaches are USSA or USASA certified with min. Level 100 or Jr. Coach certs.

Yearly -
Provide continued education & professional development for coaches; including IN-HOUSE training at home ski areas.



ATHLETE SAFETY

is a club-wide culture.



- SafeSport required of coaches & BOD.
- First Aid/CPR certification required of coaches & in-person class offered.
- Concussion Training required ((in-house training)).
- Training & competition arenas are managed by trained and certified professionals.
- Athletes are taught safe practices; including riding the chair lift and following the skier's code.

2022/23 - Update Risk Management and Emergency Action Plans. Boost concussion training; incl. base-line testing and return-to-sport protocol.

2023/24 - Establish active role for club's primary medical point of contact regarding injury and concussion.



CLUB PROGRAMMING

led by past US Ski Team member & Olympian.



- Coaching curriculum is inline with USSA's developmental pipeline.
- USSA Training system model is utilized
- Common teaching language is adopted in Level 100+.
- Athlete assessments are completed; including SkillsQuest ((by accredited evaluator)).
- Video is captured and used to analyze ski technique.
- Athletes are grouped for optimal development.
- Technical & Tactical skill acquisition is incorporated.
- Physical conditioning is emphasized; ((including strength & conditioning tests)).
- Some summer training opportunities are offered.
- Dryland offered with Crossfit & age-specific workouts.
- Seasonal goals are set ((& continuously tracked)).
- Coaching at all competitive events is provided.
- Club is involved with local and regional camps, competitions & projects.



CLUB LOGISTICS

are strategic & aligned.



- Coaches, BOD, athletes, and families are advocates of club.
- Resources can be shared with Brundage, LSH, and the community.
- Brundage & LSH invest in the club. GM's are strategic partners on the Board.
- Professionals and volunteers help produce special events; incl. competitions & fundraisers.
- We have a communication plan to inform parents, community, & others about critical incidents.
- We have the tools & equipment needed for all teams to safely train, compete and communicate.
- Venues are maintained up to industry standards for training & competition; including IMD qualifiers & champs.

2022/23 - Review Operating Agreements and preparation for club growth and ski area development.



MCCALL WINTER SPORTS CLUB
Creating World-Class Kids
Through Winter Sports

Dedicated to providing a personalized snow sports experience for each athlete - in a supportive environment, where kids will build CHARACTER, develop CONFIDENCE on and off the snow and can CHALLENGE themselves to reach their highest potential.

**Lifelong Skiers,
Supporters & Alumni**

US Ski & Snowboard

**Local, Regional
& National Presence**

**Culture, Traditions, &
Celebrations**

PRIORITIES

Teamwork

Ethics

Keeping it Fun

Citizenship

Fitness

PROGRAMS

Mighty Mites

- Group athletes according to their developmental phase & offer more opportunities for athlete-centered training in small groups.
- Continue implementation of SkillsQuest and other fun challenges with reward & recognition.
- Provide on-going communication to parents with clear goals for skill and behavioral development.
- Enlist more parents to participate on the snow and help FOSTER OUR SAFETY CULTURE.
- Emphasize the importance of competition and promote Soda Pop Races.

Race

- Rename U10/U12 Race "North Series Team."
- Maximize use and access to all (& varied) terrain in Valley/Adams County for purpose of training and competition.
- Provide coaching and progression plans for every level of competition our athletes reach.
- Bring more drills in to the course.
- Strong presence at qualifiers(top 10) and strong presence at divisional and regional championships.

Devo

- Redefine the Devo-Race program for team growth and clear goals.
- Encourage more parent engagement by sweeping with groups on the snow, participating in fundraisers and team/club events.
- Provide more communication to parents & athletes about seasonal goals, benchmarks and assessments; including video.
- Promote development of the "whole-skier;" including race and freeride skills.
- Engage Devo athletes with SkillsQuest & more drill-focused courses.

Big Mtn

- Incorporate appropriate features of the past "Pro Track" program in to the seasonal BMF curriculum.
- Allocate more time and focus on skill development.
- Ingrain the steps for smart decision-making and encourage more leadership amongst the club's safety culture.
- Make communications more timely and consistent; including seasonal goals, benchmarks, and video assessments.



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