



2019/2020 Strategic Goals: *(draft)*

**Goal 1** - The Olds Curling Club will ensure responsible and sustainable growth of the organization.

Strategies:

- A) Good Governance
  - Executive will develop annual strategic plan – Sept 2019
  - Executive will maintain sound fiscal health that supports goals within strategic plan – On-going
  - By-law committee will conduct annual review of bylaws, policies and procedures – Summer 2019 – annually
  - Executive to ensure there are role and responsibility descriptions for all club positions and committees – 2020
  - Executive will look at succession planning for key roles within club – On-going
- B) Increase facility usage
  - Increase open practice opportunities - Fall 2019
  - Examine off-season rental options – On-going
  - Explore opportunities to work with other community stakeholders

**Goal 2** - The Olds Curling Club is committed to transparent, inclusive and effective communication with its membership.

Strategies:

- A) Communication
  - Develop communication strategy including revamping website – Oct 2019
  - Communication efforts will leverage website and social media - On-going
- B) Outreach
  - Executive will promote club through Community Showcase, social and local media sources – On-going
  - Executive will seek member feedback and ideas through polls and on-line survey's – Nov 2019 and March 2020

**Goal 3** - The Olds Curling Club is committed to deliver fun and dynamic curling experiences dedicated to enhance the curler experience

Strategies:

- A) Registration
  - Expand registration options – Sept 2019
- B) Attract new members/client base
  - Lower age of juniors to 6 (with parent) – TBD
  - Look at ways to increase participation on leagues/bonspiels that have not maximized ice usage – Sept 2019 – On-going
  - Explore ways to engage non-members (i.e. Sportsplex users)
  - Develop strategic plan for kitchen and lounge area – by end of season

**Goal 4** - The Olds Curling Club is committed to develop Junior Curlers and provide training opportunities for its membership

Strategies:

A) Training

- Apply for 50/50 license to support Junior Program – Oct 2019
- Bring in Rocks and Rings to local schools – Oct 2019
- Bring in professional coaching for clinic(s) will goal to be revenue neutral – Jan/Feb or Fall 2020
- Apply for Curling 101 Pilot Opportunity – August 2019

B) Equipment

- Purchase equipment that supports youth development – budget created, dependant on 50/50 grant – On-going
- Ensure curling stones are well maintained for good play – Decision on rock maintenance - Oct 2019

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