

WSLA
STRATEGIC PLAN 2015 – 2018

STRATEGIC FOCUS AREA:
Youth Program Development

Focus Area Description:

In order to meet the significant potential for the growth of lacrosse for girls in grades 2-8 in Washington State, WSLA will develop and devote resources over the next three to five years to improve access and opportunity for younger girls to learn and play the sport.

GOALS:

Goal 1: *To increase by 20% the number of teams throughout the state for girls.*

Strategies:

1. Provide a starter kit with all the nuts and bolts for new boards that will guide them in starting programs
2. Provide guidance documents for player and coach recruitment that will enable programs to become operational in 6 months
3. Provide active monitoring and mentorship to new programs and/or new teams in new age divisions.

Goal 2: *To increase the exposure of girls to lacrosse prior to 5th grade*

Strategies:

1. Develop a marketing strategy and implement a plan that will reach 2nd -5th grade girl in Washington State to expose them to the sport of lacrosse
2. Provide Sticks in Schools and Physical Education teacher training programs to 20 new schools.
3. Provide training programs for HS girls to equip them to implement clinics in their local area.

Goal 3: *To improve and expand coach and officials development*

Strategies:

1. Develop the necessary resources to improve parent understanding of and participation in the sport by providing 2-3 parent education sessions per year.
2. Develop the necessary resources to create, implement and maintain coaching education programs geared specifically towards the girls U11 program.
3. Increase USL Coaching level 1 and 2 clinics to three level 1 per year, two level 2 and one level 3 bi-annually.

STRATEGIC FOCUS AREA:

Geographic Growth

Focus Area Description:

In order to create sustainable geographic growth over the next three years, WSLA will assist programs located outside of the Greater Puget Sound area to build their youth and high school teams and expand into neighboring areas to foster local playing opportunities.

GOALS:

Goal 1: *To raise the awareness of lacrosse across Washington State*

Strategies:

1. Develop a marketing strategy and implement a plan that will reach programs located outside the Greater Puget Sound area in Washington State to create greater awareness and expose for the sport of lacrosse in these areas;
2. Promote and support the adoption of USL education module and soft stick program in school districts outside the Greater Puget Sound area;
3. Host a minimum of one exhibition game and one skill clinics in one geographic area outside the Greater Puget Sound area each year.

Goal 2: *To build a stronger foundation for the growth and development of girls youth lacrosse throughout Washington State*

Strategies:

1. Host Coaches Level 1 clinics in geographically targeted areas.
2. Develop area specific player/parent recruiting programs for new areas of the state.

Goal 3: *To create and implement a starter kit for lacrosse club programs.*

Strategies:

1. Create a starter kit that contains all the nuts and bolts for creating a new program/team.
2. Create an equipment lending program.
3. Work towards having new player clinic collectives.

STRATEGIC FOCUS AREA: **Board Development**

Focus Area Description:

In order to be an effective leader for the sport of lacrosse in Washington State, WSLA will be strategic, effective, educated, representative and accountable to the principles of good governance.

GOALS:

Goal 1: *To recruit the most effective Board members possible to meet current and future needs of WSLA*

Strategies:

1. Analyze current Board member demographics and areas of expertise to identify current and future needs
2. Develop recruitment plan based on the analysis and needs
3. Recruit and develop a board of 15-18 members over the next three years based on the analysis of needs

Goal 2: *To improve the training and development of the WSLA Board.*

Strategies:

1. Develop and document roles and responsibilities of Board positions and committees
2. Develop and implement a new board member orientation process to include a mentor program for new board members
3. Develop on-going training program to include regular review of role of Board Member and committees.

Goal 3: *To create board processes and procedures that ensure the most effective functioning WSLA Board*

Strategies:

1. Revise Bylaws as needed to accommodate strategic focus areas identified: board development, Youth Program Development/ Growth, Geographic Growth/ Support and Marketing / Community Involvement/Engagement.
2. Establish an annual review of board processes, procedures, and structure
3. Review roles and responsibilities with current and new Board members
4. Develop and conduct annual individual board member self-evaluation based on clear and explicit expectations of individual board member roles and responsibilities
5. Develop and conduct annual board self-evaluation based on clear and explicit expectations of the roles and responsibilities of the board
6. Develop a meeting schedule and structure for board and committee meetings to ensure meetings are effective and productive
7. Develop and implement a succession plan for officers, committee chairs, and board members