

Fernie Volleyball Club
5 Year Strategic Plan
2024-2029

Vision: The Fernie Volleyball Club is a leading community champion of youth empowerment through sport, promoting a lifelong passion for volleyball.

Mission: To promote and develop the game of volleyball in the Elk Valley and South Country by providing local youth with safe and accessible opportunities to enhance skills, resilience, and sportsmanship.

Strategic Goal 1: Quality Coaching and Systems

Enhance coaching through increased training opportunities, standards, mentorship and collaboration.

Key Activities:

- Structured Coaching Plan with age-appropriate progression
- Coaching Standards Playbook
- Fall or pre-season coaching training sessions
- Assistant coaching development
- Mentorship by experienced coaches
- Increased collaboration between coaches

Strategic Goal 2: Sustainable Operational Structure

Improve club sustainability and administrative capacity to keep up with club growth and development.

Key Activities:

- Create a job description for PT Administrator position
- Hire a Consultant with technical expertise to develop Coaching Plan and Standards Playbook
- Develop a fundraising plan and longer term financial plan to hire and sustain a FT FVC Program Director
- Determine club capacity over next 5 years
- Recruit more community coaches
- Recruit summer intern - government grants

Strategic Goal 3: Board Development

Support the Board of Directors through clear roles and responsibilities, building a more efficient and sustainable team of volunteers.

Key Activities:

- Update and/or create Board job titles and descriptions
- Implement issue or project based committees
- Policy review - update and/or create responsive policies, i.e. Parent Code of Conduct, Dispute Resolution for Teams
- New potential Board positions: Technical Director, Communications Director (website & social media)

Strategic Goal 4: Invest in Player Growth and Development

Engage younger age groups and support their volleyball journey through increased opportunities to learn, play and develop volleyball skills.

Key Activities:

- Player Development Plan
- More accessible leagues or informal competition, i.e. the Ladder Program
- Plan to engage younger age groups - early development programs
- Mentorship of older or past players to younger players
- Consider distribution of younger age groups

Strategic Goal 5: Capital Funding Plan

Research funding opportunities and local support for a Multi-Sport Facility in Fernie.

Key Activities:

- Develop a 5-year/10-year plan to build a Multi-Sport Facility
- List of capital funding sources for sports sector
- Engage local sporting organizations and other key stakeholders
- Create a Multi-Sport Facility Working Committee - outside BOD