



# **Two-Year Plan: Plan Outlines**

**Planning Period - April 1, 2007 to March 31, 2009**

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Approved by Squash PEI Executive: Pending  
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# Plan Outline

Planning Period - April 1, 2007 to March 31, 2009

Sport Organization: SQUASH PEI

## Goal: To Improve Organizational Development

Objective(s)	Steps/Tasks (How)	Measurable Outcomes/Impacts	Who's Responsible	Start/Finish MM/YR	√
Bylaws	<ul style="list-style-type: none"> <li>• Membership approval to add 2<sup>nd</sup> VP (2007 AGM)</li> <li>• Revise bylaws to add 2<sup>nd</sup> VP</li> <li>• Elect new VP</li> <li>• Post revised bylaws on website and alert membership</li> </ul>	Better assurance	President	May/07	√
		that a VP will	President	July/07	√
		succeed outgoing	President	July/07	√
		president	President	July/07	√
		(continuity).			
Having a VP (men)					
and a VP (Women)					
will better ensure					
gender equity in					
approach to					
recruitment and					
retention					
issues/initiatives.					

Website	<ul style="list-style-type: none"> <li>• Change internet provider</li> <li>• Redesign website to better reflect functional needs</li> </ul>	<p>Improved technical support from new internet provider.</p> <p>Better communication and service to membership.</p> <p>Greater appeal to advertisers and sponsors.</p>	Webmaster Webmaster	Jun/07 Jun-Aug/07	√ √
2009 Canadian Men's Team Championships	<ul style="list-style-type: none"> <li>• Prepare bid to host</li> <li>• Establish organizing committee</li> <li>• Book facilities</li> <li>• Identify funding sources and establish budget</li> <li>• Complete organizational preparations</li> <li>• Host event</li> </ul>	To be awarded the Championships (done....bid successful).	Executive	May/07 Sep/07 Sep/07 Sep/07-Aug/08 Jan/09	√
Newsletter	<ul style="list-style-type: none"> <li>• Sept/07 issue</li> <li>• April/08 issue</li> <li>• Sept/08 issue</li> <li>• April/09 issue</li> </ul>	Communicate summary of events to membership	Newsletter Committee	Sep/07 Apr/08 Sep/08 Apr/09	
Policy Manual	<ul style="list-style-type: none"> <li>• Set policy on eyeguards</li> <li>• Set policy on code-of-conduct</li> <li>• Set policy on National Standards</li> <li>• Set policy on provincial team selections</li> <li>• Set policy on marketing</li> <li>• Identify new policy needs</li> <li>• Develop new policies</li> </ul>	To have a policy manual which guides the operations of the organization	Executive	Aug/07 Aug/07 Aug/07 Aug/07 Aug/07 Sep/07 Sep/07-Sep/08	√ √ √ √ √ √
Strategic Plan	<ul style="list-style-type: none"> <li>• Establish a strategic plan with recruitment and retention as the central theme</li> </ul>	Increase association membership to 200	Executive	Sep/07-Mar/08	

Financial Plan	<ul style="list-style-type: none"> <li>Review operational costs and revise annual base budget estimates</li> </ul>	Better recognition of the associations annual funding needs leading to better approach to acquiring said funds.	Executive and committee chairs	Sep/07-Aug/08	
Sports Showcase	<ul style="list-style-type: none"> <li>Participate in Sports Showcase organized by Sport PEI</li> </ul>	Showcase squash as a sport to youth and the general public. Recruit new squash players	Executive	Oct/07	
Tournament Software	<ul style="list-style-type: none"> <li>review currently available tournament organizing software</li> <li>obtain and pilot the use of a chosen software</li> </ul>	Simplify task of organizing tournaments.  Improve communication and service to tournament participants	Executive and Tournament draw committee	Jul/07-Aug/07 Sep/07-Mar/08	√

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Sport Organization: :  SQUASH PEI

## Goal: To Improve Coaching Development

Objective(s)	Steps/Tasks (How)	Measurable Outcomes/Impacts	Who's Responsible	Start/Finish MM/YR	√
Strategic Plan	<ul style="list-style-type: none"> <li>Establish a strategic plan with recruitment, retention, and promotion of coaches as the central theme</li> </ul>	Establishment of provincial inventory of at least 3 level 4 certified coaches	Executive and Coaching Committee	Sep/07-Aug/08	
Ball Machine	<ul style="list-style-type: none"> <li>Train coaches on the effective use of a ball machine as an instructional tool</li> </ul>	More effective athlete skills development	Coaching committee	Sep/07-Aug/08	

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## Goal: To Improve Athlete Development

Objective(s)	Steps/Tasks (How)	Measurable Outcomes/Impacts	Who's Responsible	Start/Finish MM/YR	√
Strategic Plan	<ul style="list-style-type: none"> <li>Establish a strategic plan with recruitment, retention, and development of athletes as the central theme</li> </ul>	<p>More participation in tournaments and other development programs..</p> <p>Better performance at Regional and National events.</p>	Executive and Coaching Committee	Sep/07-Aug/08	
Ball Machine	<ul style="list-style-type: none"> <li>Purchase machine</li> <li>Create policy of its use and access</li> </ul>	More effective skills development	Executive	Sep/07 Sep/07-Jan/08	
Elite Provincial Team Program	<ul style="list-style-type: none"> <li>Establish organizational structure and team selection policy</li> <li>Establish teams</li> <li>Send Men and Women teams to the 2008 Canadian Team Championships</li> <li>Send Men and Women teams to the 2009 Canadian Team Championships</li> <li>Send athletes to the 2008 Canadian Championships and Atlantic Open</li> <li>Send athletes to the 2009 Canadian Championships and Atlantic Open</li> </ul>	Junior and Senior elite teams will better prepare athletes for regional and National Competitions	Executive	Jun/07-Aug/07  Sep/07 Jan/08  Jan/09  April/08  April/09	√

Mentor Program	<ul style="list-style-type: none"> <li>Establish organizational structure and policy</li> <li>Recruit mentors</li> <li>Match interested novice players to mentors</li> </ul>	Improve retention and development of new squash players	Executive	Sep/07 Sep/07-onward Sep/07-onward	
Intro Squash Clinic	<ul style="list-style-type: none"> <li>Design an "Intro to Squash" clinic</li> </ul>	New players get proper introduction to sport thus improving retention.	Executive and Coaching Committee		
Tournaments, Officiating Clinics, and Coaching Clinics	<ul style="list-style-type: none"> <li>Continue offering these regularly scheduled events</li> </ul>	Recruitment, retention and skills development.	Executive and Committees	ongoing	

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## Goal: To Improve Officials Development

Objective(s)	Steps/Tasks (How)	Measurable Outcomes/Impacts	Who's Responsible	Start/Finish MM/YR	√
Strategic Plan	<ul style="list-style-type: none"> <li>Establish a strategic plan with recruitment, retention, and promotion of officials as the central theme</li> </ul>	Improved standard of officiating at tournaments.	Executive and Officials Committee	Sep/07-Aug/08	
Officiating Clinics and Assessments	<ul style="list-style-type: none"> <li>Offer officiating clinics/assessments as prescribed in Strategic Plan</li> </ul>	More certified officials for tournaments	Officials Committee	Sep/07-Mar/09	