

EHMHA STRATEGIC PLAN

July 2019



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Purpose:

- Support and grow the membership base
- Offer programs and development opportunities which appeal to the local community
- Provide a sense of direction, continuity, consistency in administration and leadership
- Continually improve and standardize Association policies, programs and engagement



PLAN OBJECTIVES

Stability &
Sustainability

Player & Coach
Development

Local League
Expansion

Communication
& Education

Celebrate
Success



STABILITY AND SUSTAINABILITY

Stability &
Sustainability

Goal:

Effectively plan for, and manage the financial and operational obligations of the Association, including cash and other assets to enhance the delivery of programs to the membership.

Strategic Priorities:

- Perform an annual review of registrations, closely monitor trends in membership increases or declines, and plan effectively for future seasons
- Ensure stewardship of the Association's financial assets
- Develop a comprehensive fundraising model to help supplement player and coach development
- Work closely with neighbouring centres, the OMHA and the membership to continuously improve the predictability, consistency and timeliness of practice and game scheduling events
- Work closely with local facilities to ensure that the interests of the EHMHA are reflected in their respective ice rental, usage and return policies
- Effectively manage Association-supplied equipment, with targeted refresh cycles



PLAYER AND COACH DEVELOPMENT

Player & Coach
Development

Goal:

Provide additional resources, training and support for coaches to help them develop engaging practices and foster player skill development.

Strategic Priorities:

- Provide coaches and managers with a comprehensive Association guidebook to support all on and off-ice activities throughout the season
- Supply coaches with sample practice plans, OMHA collateral and Hockey Canada resources to improve player development
- Offer seminars for developing coaching skills
- Provide 50% reimbursement for any OMHA-affiliated coach training or certification programs
- Design targeted skills program for players i.e. goalie training, power skating, etc.
- Augment Association-led initiatives with third party development activities and opportunities such as goalie training, power skating and/or skill development



LOCAL LEAGUE EXPANSION

Local League
Expansion

Goal:

Expand local league to incorporate other centres to promote greater competitiveness, fun and variety for players.

Strategic Priorities:

- Actively work with neighbouring centres to identify opportunities for local league expansion
- Attend all league meetings
- Advocate for fairness in player tiering and mobility
- Closely monitor, review and evaluate game results



COMMUNICATION AND EDUCATION



Goal:

Keep our membership well-informed of Association initiatives, rules of operations and expectations on an ongoing basis.

Strategic Priorities:

- Promote an open-door policy with the Executive and foster a culture of transparency and dialogue
- Distribute frequent email blasts and website communications
- Facilitate information sessions with coaches, managers, parents and players of local league and rep teams prior to the start of the season
- Update and develop additional documentation, FAQs or other resources as required to keep members informed of the Association's initiatives, policies, and procedures
- Solicit feedback from the membership through annual or semi-annual surveys



CELEBRATE SUCCESS



Goal:

Leverage the Association's website and other social media platforms to share the accomplishments of players, coaches, teams, volunteers or other members.

Strategic Priorities:

- Develop a program to solicit input from all teams on a rotating schedule
- Create an online submission form
- Actively monitor game and tournament results, and proactively post key highlights and successes on the Association's website
- Promote Association activities on social media

