

Halifax Ultimate's Strategic Plan for 2021-22

Engagement

Board and Leadership Engagement

- Create an onboarding package for incoming board members and better flush out details around the work we do
- Firm up off-boarding questionnaire along with outstanding projects and commitments

League Engagement

- Create an engagement survey and collect responses to ensure we are gathering and acting on player suggestions
- Prioritize events, from socials to showcase games
- Prioritize regular clinics and bring-a-buddy events
- Targeted follow up on year over year player churn

Field Fund

- To earn a minimum 5% return on the Field Fund annually through 'smart' investing.
- Develop/ solicit/ review options to use the fund (through member consultation) on an annual basis for presentation at the AGM
- Seek partners that could support our Field Fund plans

Inclusivity and Women in Ultimate

- Implement having an open-identifying captain and a female-identifying captain for all mixed league teams.
- Start a mentorship program for newer players to be paired up with a vet for a season.
- Have monthly women's clinics to support women-identifying players within the HU community.
- Define roles and support for captains.
- Eliminate jersey confusion on the field by making the home team always white.

Leagues

- Based on field availability, offer recreational and competitive offerings every season.
- Offer both team and draft league options every season.
- Offer at least one skill development clinic per season.

Social Media and Communication

- To use communication and social media to engage and grow HU's membership and engagement

Spirit and Observers

- Standardize having annual captains meeting (discuss new rules, spirit rating, expectations etc.) before the summer season.
- Consistently highlight most spirit team from each league.
- Connect with local observers to see how HU can best support them.

Volunteerism

- Develop (and maintain) a list of volunteer roles (including board members) for the HU Website.
- Create (and maintain) a volunteer schedule on the HU Website. This will include task specifics, estimated time commitments, and skills required, etc.
- Develop (and maintain) a volunteer incentive & recognition plan.