



Newfoundland and Labrador Basketball Association
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NLBA STRATEGIC PLAN 2013 -2016

MISSION STATEMENT:

The NLBA is committed to providing leadership and to develop and grow the sport of basketball domestically and nationally.

VISION:

To successfully promote and develop the sport of basketball in accordance with the LTAD at both the recreational and competitive levels and to maintain our position as one of the leading provincial sport organizations in NL.

CORE VALUES AND PRINCIPLES:

- ❖ Committed to the development of basketball according to the principals of LTAD
- ❖ Committed to the development of basketball at all levels
- ❖ Committed to an environment of ethical conduct and fair play
- ❖ Committed to collaborative and open relationships with NLBA members, volunteers, staff and partners

GOALS:

- ❖ Continued promotion of the SNYBL programming at the K-grade 4 levels
- ❖ Promotion of coaching education for all clubs and school programs
- ❖ Promotion of the LTAD for all NLBA programming
- ❖ Maintaining and growing the game in rural areas of the province
- ❖ Maintaining an active, committed and experienced Board of Directors
- ❖ Work collaboratively with NABO to recruit and retain officials.

Organizational Strengths:

- Strong leadership and commitment at the board and staff level.
- Continued growth of staff and resources to offer all NLBA programs.
- Communication with members on all programming via web, email, Facebook, and Twitter.
- Web page update with online registration.
- Healthy relationship with all partners including provincial government, NSO, officials, schools and club members.
- Ability and experience to host national level tournaments.

Organizational Weakness:

- Recruitment and retention of new male and female coaches for provincial programs.
- Lack of Facilities in regions of the province inhibiting growth.
- Providing equal opportunities for all regions of the province (geographical challenges) to access provincial programs.
- Reducing costs for elite athletes involved with provincial team programs.
- Implementing coaching programs directly into the school and club programs.

Organizational Opportunities:

- Develop a base of members through the SNYBL in the school or club system.
- Increase certification of coaches through the Technical Directors position.
- Development of new officials under Retention and Recruitment Program.
- Secure corporate sponsorship for all programming.
- Implementation of LTAD philosophy in club systems.
- Experienced volunteer base to assist in hosting for future national events.

Organizational Threats:

- Schools not incorporating NCCP mandate into programming.
- Do not have control over key portions of the sport (school based sport).
- Potential loss of strong leadership at the current board level.
- Increasing facility costs.
- Decreasing number of athletes vying for positions at Juvenile age groups along with high costs to compete for province.
- Maintaining consistent provincial team coaches.
- Maintaining and increasing the number of officials' province wide.

Goals and Strategies:

Anyone travelling to Eastern Canadians to have a minimum Learn to Train certification (a minimum of 1 certified coach per team but encourage all coaches to be certified).

One of our goals:

For 2015 for all head coaches attending provincials to have a minimum of Learn to Train.

Action: Communicate the expectation to the club presidents via AGM, website, email. Set up date, schedule and delivery of courses based on needs.

1. "Learn to Train" certification of all head coaches for club teams entering provincial by 2016.

Action Steps: To communicate expectation to club presidents by email. To schedule and deliver courses based on need.

Contact Person: Judy Byrne, Laura Chatman

Date: June 2016

2. Promotion of coaching education for all clubs and school programs

Action Steps: To communicate availability of resources and coaching certification session to all school coaches.

Contact Person: Judy Byrne, Pam Constantine, Laura Chatman

Date: June 2016

3. Promotion of the LTAD for all NLBA programming.

Action Steps: As Canada Basketball continues to upgrade its NCCP program the NLBA will ensure all coaches are aware of the principals and philosophies of this document

To ensure current clubs are up to date with the information and direction taken under the LTAD and CS4L programs

Contact Person: NLBA Office Staff

Date: June 2016

4. Maintaining and growing the game in all regions of the province.

Action Steps: To communicate and promote availability of coaching certification opportunities in all regions of the province.

Contact Person: Judy Byrne, Pam Constantine, Doreen Pond,
Date: June 2016

5. Recruit retain and certify new male and female coaches.

Action Steps: Develop a database of new and young coaches at all house league levels and in the school system.

To communicate with club presidents the importance of head and coaches recruiting and mentoring new coaches into the program.

Contact Person: Laura Chatman
Date: June 2016

Strategic Plan for Period June 2013 to June 2016