



Newfoundland and Labrador Basketball Association  
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## NLBA STRATEGIC PLAN 2016 – 2019

### 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.
- ✦ Transparency with all stakeholders.
- ✦ Willingness to adapt to the changing environment.
- ✦ Continued growth of staff and resources to offer all NLBA programs.
- ✦ Healthy relationship with all partners including: provincial government, NSO, NABO, Sport NL, schools and club members.
- ✦ Ability and experience to host national level events.

## Organizational Weakness:

- ✦ Continued membership growth
- ✦ Coaching retention and growth (females and males)
- ✦ Standardized Curriculum for programs, clubs and schools
- ✦ 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 in NLBA programs.
- ✦ Social media communication

## Organizational Opportunities:

- ✦ Program development (grassroots in schools via Jr. NBA and SNYBL))
- ✦ Certification of coaches at all levels.
- ✦ LTAD philosophy in schools and clubs.
- ✦ Hosting national events.
- ✦ Growth of the sport in all regions.
- ✦ Increase staff size.
- ✦ Increase funding for Alumni Fund.
- ✦ Increase committees, subcommittees and grow volunteer base.

## Organizational Threats:

- ✦ Officials training and retention
- ✦ Travelling both provincially and nationally (geographical and financial costs)
- ✦ Schools not incorporating NCCP mandate into programming.
- ✦ Availability of certified, qualified coaches for programs.
- ✦ NLBA not in control of facilities (basketball a school based sport)
- ✦ Staff resource allocation.
- ✦ Provincial government and current financial position.

## Table for Goals and Strategies:

Task Name	Resource Names	Start	Completion
Determine Budget for Regional Directors meetings	Finance committee	Sun 02/Oct/16	Thu 13/Oct/16
Determine budget for new staff hire	Finance committee	Sun 02/Oct/16	Thu 13/Oct/16
Determine job description and qualifications for new hire	Office Staff	Thu 13/Oct/16	Wed 28/Dec/16
Recruitment and training of facilitators	Technical Director	Tue 01/Nov/16	Fri 31/Mar/17
Curriculum Development	Technical Director	Thu 13/Oct/16	Sat 30/Sep/17
Player clinics delivery (all regions)	Technical Director	Thu 13/Oct/16	Wed 21/Jun/17
BOB program analysis by program committee	BOB committee	Tue 01/Nov/16	Tue 01/Nov/16
BOB Final program analysis	Executive Committee	Thu 13/Oct/16	Thu 01/Dec/16
Alumni fund- fundraising and application process	Alumni Fund Committee	Thu 13/Oct/16	Wed 29/Mar/17
Investment strategy implementation	Finance committee	Thu 01/Dec/16	Tue 31/Jan/17
Executive Director Succession	Executive Committee	Thu 13/Oct/16	Sat 13/Oct/18
Regional Director Meetings	Executive Committee	Mon 12/Dec/16	Tue 13/Dec/16
New staff Hire	Executive Committee	Sun 30/Apr/17	Sun 30/Apr/17
Additional Master Facilitator	Technical Director	Fri 01/Jun/18	Fri 01/Jun/18
Alumni Fund Distribution of Funds to Athletes	Alumni Fund Committee	Wed 31/May/17	Wed 31/May/17
Implementation of Elite program changes	Executive Committee	Fri 01/Sep/17	Fri 01/Sep/17
Design of investment policies for board funds	Finance committee	Tue 15/Nov/16	Thu 15/Dec/16
Amendment of Board bylaws for athlete Fund and investment policies	Executive Committee	Thu 01/Dec/16	Tue 31/Jan/17

Updated January 30, 2017