

Ontario Amateur Softball Association

Strategic Plan

2021 – 2024



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Vision:

Develop and maintain the sport of male softball in the Province of Ontario.

Mission Statement:

The Ontario Amateur Softball Association (OASA) is to be recognized as the preeminent developmental body for male softball in Ontario.

The OASA will provide male softball in Ontario opportunities to develop and maintain their skills by delivering innovative, quality programs and services.

Operating Principles:

- *Use the LTPD and Athlete Development Matrix (ADM) framework as a guide*
- *Coordinate, organize and give structure to the game of softball for males of all ages in Ontario*
- *Promote the game of softball year-long*
- *Design competitions and programs to increase the growth and development of the sport and meet the needs of the participants*
- *Provide both recreational and competitive streams to support softball's sustainability in communities*
- *Be willing to change and be flexible to achieve results*
- *Use open, effective communication to encourage collaboration*
- *Respect all differences and support others within the sport*

Values:

To provide a safe, inclusive, respectful, and fun environment within our game for volunteers, coaches and our athletes.

Pillars of the Plan

Pillar 1: Enhanced Participation

A significantly higher proportion of Ontarians from all segments of society are involved in quality softball activities at all levels and in all forms of participation.

Pillar 2: Enhanced Excellence

The pool of talented Ontario players has expanded, and Canadian National players and teams are systematically achieving world class results at the highest levels of International competition through fair and ethical means.

Pillar 3: Enhanced Interaction

The components of the softball system are more connected and coordinated as a result of the committed collaboration and communication amongst the stakeholders.

Pillar 4: Enhanced Capacity

The essential components of an ethically based, player/participant centered development system are in place and are continually modernized and strengthened as required.

Pillar 1: Enhanced Participation

Strategic Goals:

1. Increase participation rates for OASA affiliated participants (players and coaches).
2. Provide sustained, quality softball experiences for youth players, where enjoyment is the priority.
3. Drive new participation in softball into the Ontario school system (particularly the elementary school system).
4. Drive enhanced volunteerism within the OASA Executive and across OASA affiliated teams and centers.
5. Build relationships with traditional and non-traditional groups and drive increased inclusion of under-represented populations across Ontario.

Goal #1: Increase Participation rates for OASA affiliated participants (players and coaches)

Major Initiatives & Roles:

- Track and compare player and coach rates annually. (Registrar)

Success Measures:

- All OASA participants to have a unique ID number linked to a master database that is able to track participation history starting in 2022.
- Maintain player participation rates within 5-10% of the numbers, year over year, in each age group.

Goal #2: Provide sustained, quality softball experiences for youth players, where enjoyment is the priority

Major Initiatives & Roles:

- Ensure all OASA events are age and caliber appropriately aligned. (OASA Executive / Communications Coordinator)

Success Measures:

- Maintain 80%+ 'high' or 'very high' satisfaction levels across survey participants annually.

Goal #3: Drive new participation in softball into the Ontario school system (particularly the elementary school system)

Major Initiatives & Roles:

- Assist Softball Ontario in the developments of the annual strategy and plans to re-launch the Softball in Schools program, including number of schools to engage, number of students instructed and local association 'new' participants. (President)

Success Measures:

- Resources and infrastructure are in place to support a service request anywhere in Ontario established in 2023.
- Annual participation rate of over 500 students through the Softball in Schools program in 2023. To increase participation by 10% or more year over year.
- To obtain a 5% success rate of school program participants continuing their development through 1st time enrollment in a local association each year.

Goal #4: Drive enhanced volunteerism within the OASA Executive and across OASA affiliated teams and centers

Major Initiatives & Roles:

- Promote the benefits of volunteerism in the softball community wherever possible. (OASA Awards Committees)
- Promote volunteer appreciation events and activities wherever possible among affiliated organizations. (OASA Executive)
- Target the involvement of new volunteers in smaller, project-based volunteer activities. (OASA Executive)
- Conduct outreach through multiple social media channels to target young adults who have volunteering requirements built into their academic programs. (OASA Executive / Communications Coordinator)

Success measures:

- 0% volunteer position vacancy rate on the OASA executive (12 elected positions).
- All OASA awards handed out each year.

Goal #5: Build relationships with traditional and non-traditional groups and drive increased inclusion of under-represented populations across Ontario

Major Initiatives & Roles:

- Establish an outreach plan for softball participation in targeted First Nations communities. (OASA Executive)
- Support CWIS initiatives within the OASA's executive and affiliated teams. (OASA Executive)
- Measure and monitor program implementation and effectiveness. (OASA Executive)

Success Measures:

- Continue to provide softball specific development opportunities in First Nations Communities annually.
- Increase the number of First Nations teams participating year over year from 2021 to 2023.
- Maintain or increase the number of females on the OASA executive year over year.

Pillar 2: Enhanced Excellence

Strategic Goals:

1. Advance Ontario to be the leader in male provincial/territorial performance within Canada and internationally.
2. Drive the Athlete Development Matrix (ADM) into all levels of Ontario softball program and competition design.
3. Establish and enforce appropriate coaching certification standards across all levels.
4. Drive consistency in pitching and catching excellence across all softball in Ontario.

Goal #1: Advance Ontario to be the leader in male provincial/territorial performance within Canada and internationally

Major Initiatives & Roles:

- Promote and celebrate the success and inclusion of Ontario athletes in Team Canada programs. **(Executive Vice President / Communications Chair)**
- Target the aggregate make-up of all Canadian National Team players to be at least 40% from Ontario (JMNT U18 and U23 and SMNT Development Pool combined). **(Chair, Athlete Coach Development Committee / Head Coach Team Ontario)**
- Target Team Ontario Male Team to medal at the Canada Summer Games in 2022. **(Chair, Athlete Coach Development Committee / Head Coach Team Ontario)**
- Target Ontario male teams to have at least 1 team medal in all divisions at Canadian Championships each year. **(OASA Executive)**
- Integrate the Athlete Development Matrix into the Team Ontario program. **(Head Coach Team Ontario)**
- Create a talent identification program for U15, U17 and U20 athletes to develop potential high performance future provincial and national team players. **(Chair, Athlete Coach Development Committee)**

Success Measures:

- At least 2 Ontario male athletes to be profiled each year through OASA's website and social media channels.
- At least 40% of the JMNT U18 and U23 and SMNT players combined are from Ontario each year.
- Team Ontario 2022 brings home a gold, silver, or bronze medal at the 2021 Canada Summer Games.
- Ontario teams medal in each Canadian Championship (U15, U17, U20 and U23) each year.
- Partner with Canadian Sport Institute of Ontario to deliver at least one camp per Canada Summer Games cycle.

Goal #2: Drive the Athlete Development Matrix (ADM) into all levels of Ontario softball program and competition design

Major Initiatives & Roles:

- Liaise with Softball Ontario on broader ADM communication, education and promotion with respect to ADM-related competition reform. (Chair, Athlete Coach Development Committee)

Success Measures:

- 50% of OASA teams evaluated deemed to have successfully integrated ADM into their programs.

Goal #3: Establish and enforce appropriate coaching certification standards across all levels

Major Initiatives & Roles:

- Promote the availability of coaching clinics that align with coach education needs that arise from established standards. (Chair, Athlete Coach Development Committee)
- Drive OASA specific coaching standards into all OASA programs and competitions. (OASA Executive)
- Liaise with Softball Ontario on the provision of Coaching Clinics for member organizations to meet the new coaching standards. (Chair, Athlete Coach Development Committee)

Success Measures:

- The number and percentage of teams with Comp Intro trained and certified coaches increases year over year.
- NCCP clinics held meet the demand from OASA coaches across the province.
- Overall costs to coaches for Comp Intro clinics are lower in 2022 and future years than they were in 2019.

Goal #4: Drive consistency in pitching and catching excellence across all softball in Ontario

Major Initiatives & Roles:

- To support Softball Ontario in the development and delivery of CANpitch and a new CANcatch program. (Chair, Athlete Coach Development Committee)
- To promote the participation by OASA affiliated teams in CANpitch and CANcatch programs. (OASA Communications Chair)
- To encourage OASA players, coaches, and alumni to become MPI's, RPI's or instructors in the CANpitch and CANcatch programs. (OASA Executive)
- To encourage OASA affiliated teams to host CANpitch and CANcatch clinics. (OASA Executive)

Success Measures:

- Increase the number of male CANpitch athletes trained year over year.
- Pilot the CANcatch program in 2023 and increase the rollout each year from 2024 on (subject to Softball Ontario program development).

Pillar 3: Enhanced Interaction

Strategic Goals:

1. Establishing annual OASA affiliate teams surveying.
2. Increase interaction and collaboration with Softball Ontario and the other 3 Member Associations.

Goal #1: Establishing annual OASA affiliate teams surveying

Major Initiatives & Roles:

- Drive and promote the completion of satisfaction surveys by OASA affiliated organizations. **(Executive Vice President / Communications Chair)**
- Analyze / interpret survey results as needed to inform and support OASA operational plan execution. **(Executive Vice President)**

Success Measures:

- A response rate of 60% of all OASA stakeholders surveyed.
- Increase the overall satisfaction rate year over year of OASA stakeholders surveyed.

Goal #2: Increase interaction and collaboration with Softball Ontario and the other 3 Member Associations

Major Initiatives & Roles:

- Ensure that OASA has representation on all SO committees. **(OASA representatives to actively participate on all committees and to the optimization of the operations of the SO office and staff)**

Success Measures:

- OASA has full representation on the SO Board and all Committees.
- OASA coordinates the Ontario Softball Summit every 3 or 4 years in rotation.

Pillar 4: Enhanced Capacity

Strategic Goals:

1. Increase player participation rates of local associations through promotion of the Softball in Schools program.
2. Explore new government funding opportunities and maintain existing government funding opportunities.
3. Expand the NCCP certified Coach Capacity across the OASA.

Goal #1: Increase player participation rates of local associations through promotion of the Softball in Schools program

Major Initiatives & Roles:

- Assist Softball Ontario in the development of a sustainable Softball in Schools program. (President / Chair, Athlete Coach Development Committee)
- Assist with the identification and engagement of resources to deliver the program across the province. (OASA Executive)

Success Measures:

- Annually – Identify at least 10 volunteers across the province that are able to deliver the program.
- Annually – 5% activation rate of new registrations for local associations of Softball in Schools Program.
 - o 2023 5 Schools are serviced
 - o 2024 10 Schools
 - o 2025 15 Schools
 - o 2026 20 Schools

Goal #2: Explore new government funding opportunities and maintain existing government funding opportunities

Major Initiatives & Roles:

- Continue to comply with all requirements of the Canada Summer Games funding program for Ontario male athletes. (President)
- Support Softball Ontario with any information necessary to complete funding or grant applications. (President)

Success Measures:

- Annually – Base funding is maintained.
- Annually – Canada Summer Games funding is maintained.

Goal #3: Expand the NCCP certified Coach Capacity across the OASA

Major Initiatives & Roles:

- Review NCCP coaching standards for each age group annually and align them with Softball Canada. (President / Communications Chair)
- Partner with Softball Ontario and OASA affiliated teams to offer coaching clinics. (President / Communications Chair)
- OASA will increase the overall number of certified coaches across all age groups each year. (President / Communications Chair)
- OASA will support initiatives to increase female participants within the coaching ranks (CWIS, CAO/CAC). (OASA Executive)

Success Measures:

- Ensure that all Coaches Clinic opportunities are at their maximum number of participants (varies depending on the clinic).
- Increase the number (and %) of NCCP trained and certified coaches across all OASA affiliated teams by 10% by 2023 (vs. 2019).
- Access all opportunities presented by Softball Ontario's partnerships (Softball Canada, CWIS, Coaches Association Ontario and the Coaching Association of Canada).