STRATEGIC PLAN
2024 - 2025

PURPOSE
CREATE A BETTER COMMUNITY

VISION
BEING PIONEERS IN THE DEVELOPMENT OF PEOPLE

MISSION
PROVIDING AN INCLUSIVE AND UNITED ENVIRONMENT THROUGH SPORT

VALUES

EXCELLENCE: DEFINED BY YOU

ACCOUNTABLE: FOR YOUR ACTIONS

GROWTH: ON AND OFF THE PITCH

LEGACY: THE PERSON FIRST

EMPOWER: THOSE AROUND YOU

SUSTAINABLE: THROUGH COLLABORATION & CONNECTION

EAGLES
#SOAR #EAGLESNEST

OBJECTIVES

OBJECTIVE #1

OPERATIONS

REVIEW ORGANIZATIONAL STRUCTURE, ROLES AND RESPONSIBILITIES, FACILITIES AND PERSONNEL FRAMEWORK TO EVALUATE CURRENT PROGRAM MANAGEMENT SYSTEMS FOR INCREASED ANNUAL PLANNING.

KPI:

INCREASED ENGAGEMENT & RETENTION INTERNAL/EXTERNAL

OBJECTIVE #2

COMMUNICATION

IMPROVE COMMUNICATION ACROSS THE ORGANIZATION BOTH INTERNAL AND EXTERNAL.

KPI:

INCREASED ENGAGEMENT, REACH & RETENTION

OBJECTIVE #3

STAKEHOLDER ENGAGEMENT

A STRONG CULTURE AT ERIN MILLS SOCCER CLUB THAT INCLUDES A CLEAR UNDERSTANDING OF EVERYONE'S ROLE IN THE DEVELOPMENT PATHWAY (PLAYER, COACHES, PARENTS, AND MATCH OFFICIAL).

KPI:

INCREASED PARTICIPATION & ENGAGEMENT RETENTION

OPERATIONS PLAN

Transition to a Governance Board

Improved governance with a focus on strategic direction led by industry professionals.

Clear Organizational Frameworks

Created greater clarity and understanding of roles and responsibilities resulting in Improved efficiency and effectiveness in operations.

Facility Improvements / Transition

Consolidated resources for better utilization and cost savings. Create a multi-sport initiative plan for increased revenue.

Updating Policies and Procedures

Reduced risks of non-compliance and associated penalties with improved clarity in operational practices.

STAKEHOLDER ENGAGEMENT PLAN

IMPROVE DATA & FEEDBACK STRATEGY

INCREASE ENGAGEMENT WITH PROGRAMS

CREATE DEVELOPMENT PATHWAYS

COMMUNICATION PLAN

REDEVELOPING INTERNAL COMMUNICATION FRAMEWORKS

IMPROVE COMMUNICATION PATHWAYS INTERNAL & EXTERNAL

IMPROVE COMMUNICATION STRATEGY

COMMUNITY ENGAGEMENT INITIATIVE