



Jamaican National Basketball Program

20/20 Vision

A Strategic Plan for International Competitiveness



Introduction

The following is a skeleton model for the improvement, growth and sustainability of the sport of basketball in Jamaica. This is a dynamic document that will breathe and change as circumstances dictate, but also one that can act as a firm foundation and road map on which confidence can be trusted moving forward.

The future success of basketball in Jamaica requires immediate, short-term and long-term attention and commitment in four critical areas:

PLAYER/COACHING DEVELOPMENT

FACILITIES

INFRASTRUCTURE

FUNDING

This plan defines the strategic priorities in those three areas for JamaicaBasketball, including programming, partnerships and advocacy. It will also document a plan for progress and serve as a guide for program development as it relates to the ongoing mission.

The strategic priorities that are highlighted as part of this plan can hopefully be integrated in JamaicanBasketball's operation plan, translating mission into action and action into outcomes as we move forward to achieve greatness for the health of the sport in Jamaica as well as an ability to compete at an elite level on the international stage.

To start, it is important to understand the guiding principles for JamaicaBasketball, as these impact the priorities of the organization and lay the foundation of which all the programs and partnerships that JamaicaBasketball initiates or participates.

Growth of the Game - Basketball is the fastest growing sport globally. It is accessible to kids (boys and girls) of all ages and at various levels of skill. All that is required to play is a ball and a hoop. We are committed to increase access to all Jamaicans, regardless of age, but with a special emphasis on getting the youth introduced to the sport early in their athletic development. Beyond that, we want to find and provide opportunities for Jamaicans to enjoy the sport even after they have reached their athletic prime and on into their middle lives. This will allow the roots of the sport to grow deep and provide a strong anchor for which it can grow.

The Game Itself – Basketball is more than the traditional 5 on 5 sport that we watch on TV every week. Individual skills at the fundamental stage of an athlete's development, physical literacy, nutrition and a variety of team-building scenarios – including an emphasis in the growth of 3 on 3 basketball – are just some of the features of the game that JamaicaBasketball is committed to developing.

Past, Present, Future of the Game – They say that it is difficult to know where you are going if you don't know where you've been. Jamaica has a proud history of athletic success both domestically as well as on the international stage. JamaicaBasketball believes in the importance of recognizing those who preceded us and their place within the history of the sport. We want to use that history to learn, not only how to grow our sport, but also how to avoid impediments of the past that could present themselves once again and potentially interfere with our journey.

Overview

VISION

Jamaican Basketball will be a dominant factor on the international stage, year in year out

MISSION

Develop lifelong passion for the sport of basketball in Jamaica, providing every opportunity for great success while continuing to recognize our past

OUR VALUES

Growth: We will continually search for ways to improve accessibility to our sport and increase opportunities for participation

Integrity: We will conduct ourselves on and off the court with transparency and great sportsmanship, always protecting the game

Recognition: We will consistently support and celebrate the contributions and successes in our sport and our communities

Excellence: We will be committed to the highest standards in all that we do

CRITICAL SUCCESS FACTORS: In order to attain our shared vision, there are critical factors that must be achieved, maintained and evaluated

Players:

Youth, Participation, Elite Performance, Life-Long
Increase the number of players playing

Coaches:

Youth, School league, Elite Performance
Improve coaching standards as well as develop more coaches at all levels

Partnerships:

Government, Sport Organizations, Schools, Community Groups, Clubs and Corporations
Build a collaborative community that partners to deliver the best development opportunities for players, coaches and officials

Infrastructure and Resources:

Facilities, Officials, Volunteers, and Administrators
Provide access to the entire infrastructure needed to play our game, and maintain an effective operational and governance structure to oversee basketball in Jamaica

Development

Players:

Increase the number of players playing – Youth, Participation, Elite Performance, Life-Long

Strategic Objective: Offer affordable and accessible opportunities, directly or through partners, for players at all levels and abilities

JamaicaBasketball is committed to opening up opportunities for youth ages 7-13 to introduce the game of basketball in the early stages of athletic development. A competitive program for youth 10+ will be integrated in school and community oriented programs; which will lead to a continued development in the elite divisions of various age levels.

Strategic Initiatives:

Focus Area:	Strategies:	Range*:
Youth	Build and expand upon current programs (camps and clinics) that introduce basketball to youth 7+	On-going
	Collaborate with schools to help provide young athletes fun activities that create a positive experience around basketball and the core learning involved in physical literacy for the sport	Short-term
	Create a comprehensive development model for youth 7-13 that introduces and instructs while maintaining and building the passion and joy of our sport	Mid-term
Competitive Select	Develop a plan to create increased competition through organized leagues and tournaments within various communities for ages 10+	Short-term
	Increase opportunities for practice space/times	Short-term
	Create pathway for those who wish to compete in elite programs with support, on-going evaluation and clear communication of requirements for success	Mid-term
	Create an all-parish, intra-Jamaica league/tournament in partnership with business and community leaders for both boys and girls in various age groups	Mid-term
Elite Levels	Critically analyze the national program and explore ways of gaining full participation of eligible athletes	On-going
	Develop competitive teams for 15U and above	Short-term
	Begin to create a plan for Jamaican Basketball Academy that can house/train athletes at an elite level for extended periods	Long-term
	Create, develop, monitor and implement an academic strategy with a pathway to US colleges for those athletes with the ability to compete overseas. Putting a support system in place that will allow them to succeed	Short-term

Focus Area:	Strategies:	Range*:
Life-Long	Introduce 3on3 competitions to various communities around the island and facilitate their growth at all age levels	Short-term
	Support and encourage adult leagues of various skill levels	On-going

Coaches:

Improve coaching standards as well as develop more coaches at all levels – Youth, School, Competitive, Elite Performance

Strategic Objective: Build a strong pipeline of coaches, who create the best environment possible - of learning, evaluation and training - for players at their specific stages of development

Basketball in Jamaica will be primarily coached by volunteers. JamaicaBasketball is committed to the recruitment, training and retention of excellent coaches. JamaicaBasketball will continue to find as many resources as possible to assist in this process. This will be achieved through on-going training opportunities, mentoring, online resources and print material to coaches in all parts of the island.

Strategic Initiatives:

Focus Area:	Strategies:	Range*:
Youth	Introduce and expand the current CCCP training for coaches on the island, while working to customize it for JamaicaBasketball	On-going/Short-term
	Create a social network for immediate feedback, mentoring and support materials for coaches	Short-term
	Develop a youth specific training/clinic program	Mid-term
School/Competitive Select	Create opportunities for older, elite-level athletes to coach youth teams, thus, creating a two-way learning environment for both	Short-term
	Find opportunities for advanced teaching tools including, video, online resources, scouting and phone apps where possible	Short-term
	Annual island-wide convention that brings coaches together in an educational and social environment to exchange ideas and recognize successes	Mid-term
	Off-season training through summer camps and clinics	On-going

Focus Area:	Strategies:	Range*:
Elite Levels	Recruitment of qualified coaches for each team of every age group at national level	Short-term
	Develop mentoring program for Jamaican assistant coaches, matching less experienced coaches with varied experienced coaches	Short-term
	Provide best resources possible to allow for increased success	Short-term
	Work with sponsors to provide increased monetary and in-kind incentives for coaches as rewards as well as retention benefits	Mid-term



***RANGE (time to implement): Short-term 0 to 2 years, Mid-term 2-5 years, Long-term 5-10 years**

Partnerships

Build a collaborative community that partner to deliver the best development opportunities for players, coaches and officials

Strategic Objective: JamaicaBasketball will improve its position as a basketball leader in the country and globally by continuing to promote membership while aggressively pursuing and supporting all partnerships that are mutually beneficial to the development of the game and program.

JamaicaBasketball is committed to the development of our sport through engaging and cultivating meaningful relationships with our partners and sponsors. Our game is developed in many ways – through our own programming, schools, clubs, community and global partners. JamaicaBasketball will continue to promote membership and support for all agencies involved in the development of the game in alignment with our values and mission. Partnerships that are mutually beneficial and share in our vision will be aggressively pursued.

Strategic Initiatives:

Focus Area:	Strategies:	Range*:
Build Local and Community Partnerships	Maintain and build strong relationships with current partners	On-going
	Research and evaluate the circumstances surrounding the loss of previous partnerships with an eye on regaining	Short-term
	Identify, contact and sign new partners	On-going
	Meet with appropriate school administrators to build relationships that can strengthen the program	Short-term
	Meet with community organizations, clubs and leaders around the island, in an attempt to develop partnerships on new projects and gain support for continued growth	Short-term
Overseas Sponsorship	Develop a strategy to attract overseas sponsorship in a way that can be mutually beneficial	Short-term
	Recruit an experienced sponsorship person with a deep rolodex and passion for the program to identify potential partners overseas	Short-term
	Create an “in-kind” partnership strategy that can improve facilities	Short-term
	Work with ex-pats globally to create endowment program	Long-term

Focus Area:	Strategies:	Range*:
Basketball Tourism and Marketing	Meet with and explore partnership opportunities with hotel/resorts on North Coast to bring NCAA tournament to Jamaica	Short-term
	Develop plan to host a US - AAU tournament during recruiting period in summer and/or high school tournament in winter	Short-term
	Explore options of hosting international youth tournament	Mid-term
	Work with hotel/resorts and cruise ship companies to create 3 on 3 tournaments that can incorporate in-country and foreign teams	Mid-term
	Improve and enhance website to benefit corporate sponsors and increase their visibility while highlighting their partnership with JamaicaBasketball	Short-term
	Increase sponsorship footprint and create interactive promotions on various social media platforms	Short-term



***RANGE (time to implement): Short-term 0 to 2 years, Mid-term 2-5 years, Long-term 5-10 years**

Infrastructure and Support

Provide access to the entire infrastructure needed to play our game, and maintain an effective operational and governance structure to oversee basketball in Jamaica – Facilities, Officials, Volunteers and Administrators

Strategic Objective: Ensure consistent affordable access to key infrastructure while improving current- and building new – facilities

Current Environment: Without a solid and sustainable infrastructure, and improved facilities for basketball in the country, there will be limited opportunity for growth in participation and elite-level performance of players and coaches. This infrastructure includes facilities, officials, volunteers and administrators. To help maintain this structure, it is imperative that JamaicaBasketball has a strong operational and governance plan that provides expert resources to oversee the game.

- Facilities across the island must be upgraded and made more accessible and affordable
- The maintenance of the game's integrity is essential and a strong officiating association is a high priority to help sustain and grow the sport
- Volunteerism is at the foundation of amateur sports. JamaicaBasketball is committed to assisting volunteers who play an important role in the development of the game through various programs – registrations, committee work, fund raising at a local level and many other supportive activities.

Strategic Initiatives:

Focus Area:	Strategies:	Range*:
Officials	Assist in efforts to help recruit, train and retain officials	On-going
	Form committee to evaluate current officiating governing structure and discuss ways to improve	Short-term
	Explore feasibility of conducting mini-clinics with foreign officials to improve training, new rules knowledge and techniques	Short-term
	Assist in providing online resources and educational materials	Short-term
Facility access	Develop partnerships with INSPORT, local schools, post-secondary schools, community committees and other governing agencies to help provide access to affordable facilities	On-going/Short-term
	Inventory and evaluate every viable basketball facility on the island and develop a complete and comprehensive report on each	Short-term
	Explore North Coast options to house tournaments with portable floor at hotel/resorts. Evaluate size/space/interest	Short-term

Focus Area:	Strategies:	Range*:
Facility access	Design and develop and plan to build a permanent home facility for JamaicaBasketball Refurbish courts at National Stadium	Short/Long-term On-going
Financial model	Design a revenue generation plan for financial sustainability Develop and execute a relationship map to identify potential funders Update, enhance, maintain website and other social media options Develop a comprehensive marketing plan Explore creative ways to recognize and honor the history of basketball in Jamaica and continue to educate members and public on those who preceded in the sport	On-going Short-term Short-term Short-term Short-term

***RANGE (time to implement): Short-term 0 to 2 years, Mid-term 2-5 years, Long-term 5-10 years**

