



**Jamaican National Basketball Program**

**20/20 Vision**

**A Strategic Plan for International Competitiveness**



## Introduction

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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

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### 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

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### 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<br>Refurbish courts at National Stadium   | Short/Long-term<br>On-going                                      |
| Financial model | Design a revenue generation plan for financial sustainability<br>Develop and execute a relationship map to identify potential funders<br>Update, enhance, maintain website and other social media options<br>Develop a comprehensive marketing plan<br>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<br>Short-term<br>Short-term<br>Short-term<br>Short-term |

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

