

BC SPORT CHEER

STRATEGIC PLAN

2021-2023

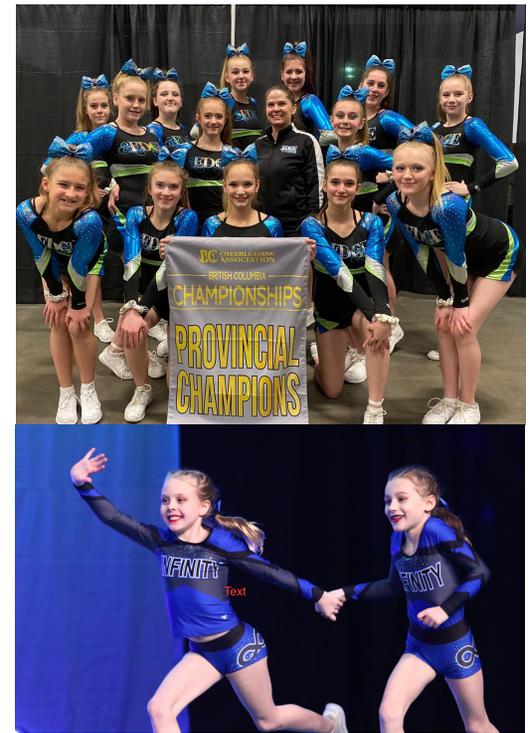


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MISSION & VISION

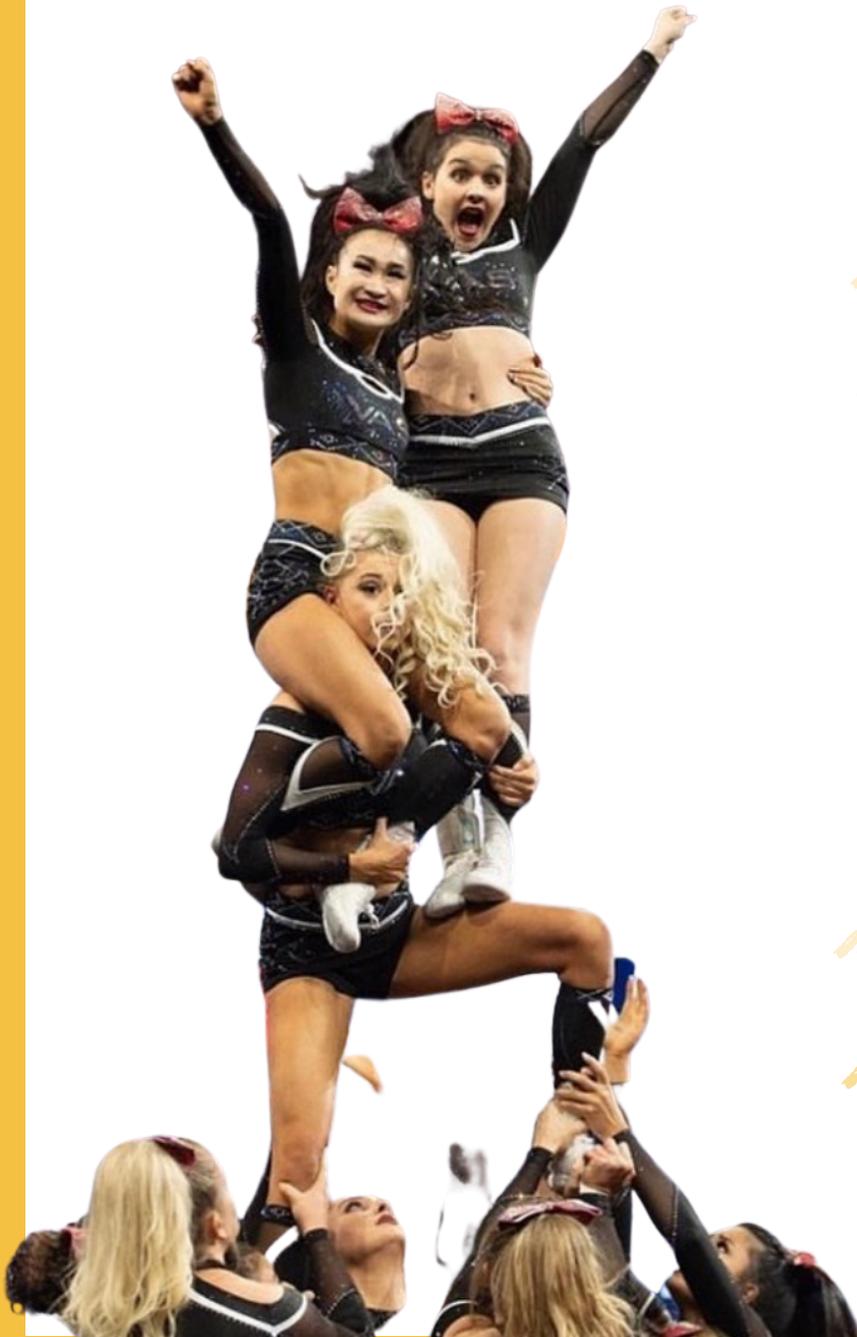


Mission

TO ELEVATE THE
SPORT OF CHEER
IN BC.

Vision

TO PROMOTE AND
DEVELOP ATHLETICISM
AND SAFETY IN THE
SPORT OF CHEER IN BC.



VALUES



Our commitment is to provide a positive outlet for athletes to express their capabilities, creativity and skills. We encourage members to demonstrate excellence in sportsmanship, competitiveness, teamwork, commitment and leadership while acting as positive role models and effective ambassadors of our sport.

Education

KNOWLEDGE
STANDARDS
SAFETY

Community

SUPPORT
INCLUSION
ACCESSIBILITY

Sport Excellence

PRIDE
ATHLETICISM
RESPECT

STRATEGIC PRIORITY 1

EDUCATION



BC Sport Cheer strives to promote and develop learning opportunities for coaches, members and communities to further develop an understanding of safety, standards and best practices within our sport.

The specific goals being focused on starting in 2021 are:

- 01** To create and provide resources, and support for the development and growth of recreational and cheer abilities opportunities in BC communities.
- 02** To develop mental health support resources for coaches, athletes and families.
- 03** Create a series of general handbooks as program resources including transitional documents for board members, resources for new scholastic, Executive director role, volunteer guidelines, and athlete safety.



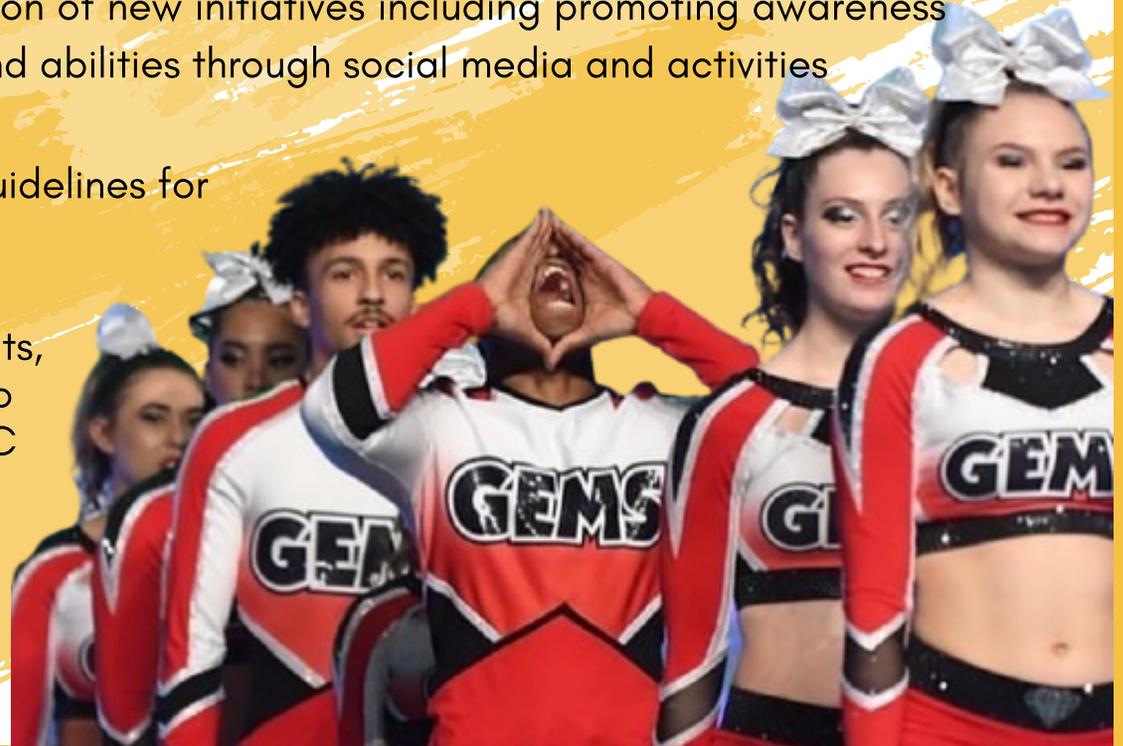
STRATEGIC PRIORITY 2 COMMUNITY



BC Sport Cheer strives to foster and strengthen community partnerships with open communication and transparency to create awareness and increase accessibility; prioritizing inclusion and equality for all persons.

The specific goals being focused on starting in 2021 are:

- 01** The creation of a Equity, Diversity and Inclusion Advisory committee for the purpose of the adjudication of grants and creation of new initiatives including promoting awareness and inclusion for all ages athletes and abilities through social media and activities
- 02** Work to develop a partnership and guidelines for community cheer in BC
- 03** The creation of a newsletter to parents, coaches, rec, scholastic, comp etc. to promote and spread awareness of BC Sport Cheer member activities, opportunities and initiatives.



STRATEGIC PRIORITY 3

SPORT EXCELLENCE



BC Sport Cheer strives to foster a positive environment to empower, grow and maintain cheerleading athleticism.

The specific goals being focused on starting in 2021 are:

- 01** Creation of a tiered coaching standard, and coaches directory that will be publicly accessible.
- 02** Host, promote and encourage judges and officials training in BC.
- 03** Ensure BC Sport Cheer members access programs and services to meet the highest standards of safety and ethics.
- 04** Promote the high performance pathway including creating in person assessment opportunities and standards and a HP progress training for program and coach development.



LONG TERM GOALS



Education

Creation of handbooks and resources for new to cheer, new to all-star, new to recreational.

Community

Increase of general public awareness of BC Sport Cheer through campaign and initiatives.

Promotion of technical courses for BC School coaches.

Sport Excellence

Update the long term athlete development plan and educate the community.

