

# BC Sport Cheer

## Strategic Plan 2023-2026

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# Mission & Vision

## Mission

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To elevate the sport of cheer in BC.

## Vision

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To build public recognition and confidence in the sport of cheer in BC through the development of athleticism in all levels safely.



# Values

Our commitment is to provide positive and meaningful resources to our membership. We aim to bring awareness and opportunities to all disciplines and abilities within our sport. We will foster athletic excellence through high performance pathways and training opportunities.

## Education

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Development  
Recognition  
Safety

## Community

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Collaboration  
Inclusion  
Accessibility

## Sport Excellence

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Opportunity  
Athleticism  
High Performance



# Strategic Priority #1

## Education

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BC Sport Cheer strives to promote and develop learning opportunities for coaches, judges, 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 2023 are:

- 01** To create and provide resources and support for the development and growth of coaches and officials.
- 02** To build public trust and confidence in the sport of cheer.
- 03** To manage and grow safe sport practices.



# 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 2023 are:

- 01** Work to develop a partnership and guidelines for community cheer in BC.
- 02** The creation of a newsletters to stakeholders to promote and spread awareness of BC Sport Cheer member activities, opportunities and initiatives.
- 03** To foster and grow inclusion and accessibility in all areas of the sport.



# Strategic Priority #3

## Sport Excellence

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**BC Sport Cheer strives to foster growth in cheerleading athleticism and create a clear pathway to high performance opportunities. The specific goals being focused on starting in 2023 are:**

- 01** Host, promote and encourage judges and officials training in BC.
- 02** Promote the pathway to the provincial teams and High Performance.
- 03** To create more robust policies on talent identification, provincial team management and national team support.
- 04** To support coaches multi-sport progress towards competition development.



# Long Term Goals



## Education

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Creation of handbooks and resources for scholastic cheer, safe sport practices, and recreational curriculum.

## Community

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Increase of general public awareness and recognition of BC Sport Cheer through campaign and initiatives. Include community cheerleading into membership & prioritize inclusion and equality for all persons.

## Sport Excellence

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To create talent identification processes, clarify high performance athletic pathways, and improve provincial team management and national team support.