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## **MISSION & VISION**

#### **Mission**

To elevate the sport of Cheerleading in British Columbia

#### Vision

To build public confidence in cheerleading across BC by promoting safe athletic development and supporting BC Sport Cheer members through education and professional growth.



## **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

- Development
- Recognition
- Safety

#### Community

- Collaboration
- Inclusion
- Accessibility

#### **Sport Excellence**

- Opportunity
- Athleticism
- High Performance

### **STRATEGIC PRIORITY #1**

### **Education**

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

The specific goals being focused on starting in 2025 are:

- 1. Provide up-to-date resources to help increase awareness on sport safety and wellness.
- 2. Expand and clarify the judging pathway to grow the number of trained officials in BC.
- 3. Clearly communicate coaching requirements and pathways in alignment with National Sport Organization standards.



#### STRATEGIC PRIORITY #2

#### Community

BC Sport Cheer will strengthen community connections through transparent communication, inclusive partnerships, and increased awareness of the sport. We are committed to creating accessible opportunities and fostering a culture of equity and belonging for all.

The specific goals being focused on starting in 2025 are:

- 1. Work to strengthen relationships with community cheer members in an effort to expand their participation as BCSC members.
- 2. Establish at least one committee to help with initiatives in BC Sport Cheer.



#### **STRATEGIC PRIORITY #3**

#### **Sport Excellence**

BC Sport Cheer is committed to fostering athletic growth and creating clear pathways to high-performance opportunities by strengthening our sport infrastructure and bridging communication gaps across all levels of participation.

The specific goals being focused on starting in 2025 are:

- 1. Continue to promote and support the provincial & national team, and provide additional opportunities for high-performance development.
- 2. Establish an active scholastic/collegiate committee to work as a collaborative tool between scholastic and collegiate members with BC Sport Cheer.
- 3. Continue to expand and improve communication between BC Sport Cheer and members through a variety of methods including social media, email, meetings and at competitions.



## **LONG TERM GOALS**

#### **Education**

- 1. Increase coach participation through structured pathways and ongoing learning opportunities.
- 2. Establish a clear and accessible judging pathway to support the development of qualified officials.

#### Community

- 1. Improve governance through the creation of active, transparent committees that foster collaboration and representation.
- 2. Build strong relationships with community and schoolbased cheer programs, and support their inclusion as BC Sport Cheer members.
- 3. Expand cheer programming into all gaming zones in BC to ensure provincial reach and access for all communities.

### **Sport Excellence**

- 1. Increase participation in Team BC, High Performance, and National Team programs to strengthen BC's high-performance pipeline.
- 2. Establish and maintain updated internal systems and policies to ensure clarity, consistency, and organizational learning.