



Newmarket Minor Softball Association

2023 – 2028

Strategic Plan



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5 Year Strategic Plan

Vision:

Developing leadership, teamwork and a continued life-long, healthy & active participation of the game of softball in a safe, fair, inclusive, fun, equitable, age & ability appropriate competitive environment.

Mission:

With focus on recruiting new players and developing female leaders both on and off the diamond, Newmarket Minor Softball Association promotes, engages and enhances our sport by developing, supporting and delivering innovative and diverse programs and services for all players, coaches and families within & surrounding the Newmarket community.

Operating Principles:

1. Develop, promote and deliver sustainable programs to meet participant's needs.
2. Encourage participation at all levels, abilities and all ages with a particular emphasis in the growth of female players, trained & certified coaches, officials and volunteers.
3. Recognition and Respect for all.
4. Effective communications to our members and all stakeholders.
5. Effective organizational and financial management.

Values:

- Fun, Safe, Fair, Inclusive, equitable
- Ethical, respectful and moral behaviour.
- Kindness and supportive environment that nurtures athletes in a safe environment.



4 Pillars of the Plan

Pillar 1: Enhanced Participation

A significant higher proportion of female residents from Newmarket from all age groups, ethnicity, gender identity and socioeconomic segments are involved in quality softball activities at all levels and in all forms of participation.

Pillar 2: Enhanced Excellence

Through a female player-centric lens, attract, nurture, develop and train the pool of players, coaches and officials to steadily achieve the results at the highest levels of accredited House League competition through fair, equitable and ethical means.

Pillar 3: Enhanced Capacity

A significant higher proportion of Newmarket residents from all segments of the community are involved in quality of softball activities at all levels and in all forms of participation. The league aims to maximize the available facilities for games, practices, tournaments, clinics and ongoing participant development.

Pillar 4: Enhanced Interaction

The components of the softball system are more connected and coordinated as a result of the committed collaboration and active communications among the stakeholders. Website, email and social media tools used for engaged 2-way communication.



Pillar 1: Enhanced Participation

SUCCESS MEASURES

1. Increase proportionate registration of players from lower income families, where English is not their first language and inclusive gender identity.
2. With an emphasis on females, increase the number of trained and certified coaches, umpires & volunteers.
3. Increase the overall number of registered participants to have a minimum of 4 houseleague teams per age division.
4. Initiate discussions and planning to offer softball programming to physically & mentally challenged players
5. Increase community involvement of the Town of Newmarket, area businesses and organizations

MAJOR INITIATIVES - ROLES

1. Identify and past season participation numbers and track subsequent years. Emphasis on grassroots marketing towards young children and female players of all ages. (Registrar, Director of Skills and Development, Director of Marketing and Social Media, Exec)
2. Develop and promote membership benefits to stakeholders and potential new members. (Exec, Director of Marketing and Social Media)
3. Training of coaches & umpires so that > 60% are female. (Umpire in Chief, Director of Skills and Development, Exec, Senior coaches)
4. Set coaching certification standards for all roster coaches. (Director of Skills and Development, Exec)



Pillar 2: Enhanced Excellence

SUCCESS MEASURES

1. Achieve the minimum of 1 team per age group to compete in OSSTA (Select) annually.
2. Achieve 100% certification of Head Coaches to the standards set.
4. All coaches receive training in mental health, anti-bullying, body imaging, racism, gender equity, respect in sport.
3. Develop non-player leadership roles for girls including coaching, event planning, marketing, recruiting, executive.
4. Develop active/current online resources for female members to enhance job-hunting using NMSA skills and post secondary opportunities to continue playing softball at varsity, collegiate or recreational levels.

MAJOR INITIATIVES - ROLES

1. Identify strategies to ensure Newmarket representation at Ontario Select (OSSTA) tournaments (Director of Select, Exec).
2. Develop annual age-specific marketing plans that target specific player age groups that align with the annual NMSA Operating Plan and budget (Director of Marketing & Social Media, Exec).
3. Shift coach's training to include nurture role to ask better questions, listen intently and ensure player safety both on and off the diamond. (Director of Skills and Development, Exec, Coaches)
4. Develop and train Head Coaches with a "Train the Trainer" philosophy. Accreditation will be monitored and tracked. (Director of Skills and Development, Exec).
5. Develop and train Umpires (> 60% female) under the Ontario standards framework. Accreditation will be monitored and tracked. (Umpire in Chief, Exec).



Pillar 3: Enhanced Capacity

SUCCESS MEASURES

1. Actively track, report and promote Newmarket-based member participant #'s on NMSA website, Marketing Materials and Promotional Materials.
2. Measure and track the number of hours and permits issued and used at Ray Twinney and Town of Newmarket public facilities.
3. Facilities are maintained that suit the game, age-specific players, coaches, officials and families/supporters watching the games.
4. Liaise and actively include involvement and participation from the Town of Newmarket staff and elected officials.
5. Increase current and new revenue from business sponsorship that support participant development.
6. Track # of Newmarket based businesses and organizations who actively sponsor, support and promote the NMSA as a top 10 reason to live in Newmarket. Update positive economic impact/contribution NMSA delivers to the town and surrounding area.

MAJOR INITIATIVES - ROLES

1. Gather and report membership data. (Registrar, Director of Marketing & Social Media)
2. Gather and report permit usage. (Registrar, Director of Marketing & Social Media)
3. Meet with, invite, communicate with and positively engage with Town of Newmarket staff and officials. (Executive Director, Director of Marketing and Social Media)
4. Gather and report sponsorship groups. (Executive Director, Director of Marketing & Social Media)
5. Include facilities update in Coaches meetings, Executive meetings, Umpire Meetings and Player Development meetings. Communicate needs with Town of Newmarket staff before season starts, regularly during the season and at post season recap meeting. (Executive Director)
6. All age divisions of houseleague teams to have own schedule and standings, houseleague tournaments, theme weeks, skills events (Director of Houseleague, Director of Marketing, Exec Director)

Pillar 4: Enhanced Interaction



SUCCESS MEASURES

1. Strengthen alignment with Softball Ontario and OSSTA through our NMSA strategic plan.
2. Enhance grassroots communications within schools, Newmarket residents.
3. Increase brand recognition of Newmarket Minor Softball Association and its 50 years of operation (2024).
4. Develop marketing strategies that include analytics to increase sponsor contributed dollars and resources.
5. Strengthen the leadership skills of younger players at the grass roots level utilizing a succession-plan framework.
6. Establish a Girls in Sport framework and accreditation that promotes safe space and Play to Lead guidelines.

MAJOR INITIATIVES - ROLES

1. Distribute NMSA's Strategic Plan to Softball Ontario, Town, OSSTA, Member Associations and all stakeholders. (Exec)
2. Improve communications to coaches and member families with an emphasis to utilize the www.nmsa.net (newmarketstingers.ca) site as the main source of content. (Ex Director, Director of Marketing & Social Media)
3. Promote NMSA as accredited top 5 Houseleague Softball associations in Ontario. (Ex Director, Director of Marketing)
4. Promote NMSA as best-in-class tournament host association in Ontario. (Executive Director, Director of Select, Director of Skills and Development)
5. Create skill-set checklist (in alignment with provincial standards), identify and track younger players to further grow and develop skills to take on coaching, officiating and leadership roles within the NMSA. (Director of Skills and Development, Coaches, Umpire in Chief, Director of Select, Director of Houseleague)