



Alberta Freestyle Skiing Association is a non-profit organization which supports the development of Freestyle Skiers in Alberta from a grass roots level right through to the national level. Development takes place in these three disciplines at AFSA; skiing moguls, half pipe, and slopestyle.

The *vision, mission* and *values* as defined by our membership, serves as the guide posts in how Alberta Freestyle leads the growth, development, and management of freestyle skiing for the benefit of Alberta athletes.

VISION	To develop a passion for the sport of freestyle skiing in Alberta.
MISSION	To develop, promote and coordinate the sport of Freestyle Skiing for people of all ages throughout the province of Alberta by providing programs and services that encourage participation at all levels.

VALUES	<ol style="list-style-type: none"> 1 ATHLETE-FOCUSED Nurture the passion and progression of freestyle athletes. 2 DEVELOPMENT Create and promote sustainable pathways that advance freestyle skiing. 3 FAIR Instill a culture that rewards effort free from self-interest, prejudice, or favoritism. 4 FUN Promote a value-based community of enrichment, enjoyment and fun. 5 SAFE Champion and advocate for behaviours and systems that safeguard the health and well-being of all members engaged in freestyle skiing.
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PARTNERSHIPS	<p>Build, sustain and advocate for collaborative partnerships that enhance the success of Alberta Freestyle, its members, and the sport of freestyle skiing.</p> <ul style="list-style-type: none"> ▶ Club Teams ▶ Facility/Training Partners ▶ Funders ▶ Governing & Sanctioning Partners ▶ Industry Partners ▶ PSO's and NSO ▶ Sponsors
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DEVELOPMENT PATHWAYS	<p>Design, align and manage the development pathways under the umbrella of accountability of Alberta Freestyle Skiing.</p> <ol style="list-style-type: none"> 1 ATHLETE Engage, inspire, develop from Grassroots to High Performance 2 COACH Involve, inspire, develop from Club to Provincial Level 3 OFFICIALS Recruit, support, train from Club to Provincial Level 4 SPORT Enrich, progress, sustain from Grassroots to High Performance
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Three-year Strategic Plan, 2016-2019

From grassroots development to high performance achievements our three-year strategic plan has been developed to create a sustainable sport delivery operating model while supporting the continued growth and success of freestyle skiing in Canada.

<p>1</p> <p>Alberta Pride</p>	<p>2</p> <p>Sport Development</p>	<p>3</p> <p>Strong Community</p>	<p>4</p> <p>Promotion & Partnerships</p>	<p>5</p> <p>Operational Excellence</p>
<p>Delivering a 2 world-class high performance programs- Mogul and Park(Slope) & HalfPipe that supports the advancement of Alberta athletes to the national level in 3 Olympic sports.</p>	<p>Providing a robust provincial program that fosters the growth of freestyle skiing and the progression of athletes, coaches, and officials.</p>	<p>Mentoring excellence across membership to deliver a consistent experience for members.</p>	<p>Building a trusted brand and collaborative partnerships that expand awareness of freestyle skiing locally, provincially, and nationally.</p>	<p>Managing the organization responsibly to ensure the ongoing success of Alberta Freestyle.</p>
<ul style="list-style-type: none"> ▶ Work with club teams to develop a high-performance development program and sustainable pipeline including skill assessment at Learn to Train stage. ▶ Create Individual strategic actions for each team to train at cost effective but best available training facilities. ▶ Recruit, support and retain best available coaches. ▶ Ensure best practices in injury risk management and Return To Play Policy. 	<ul style="list-style-type: none"> ▶ Establish the framework for AFSA to build, manage and sustain the four development pathways (athlete, coach, officials, and sport) essential to progressing freestyle skiing. ▶ Create an innovative model to increase female competitors, coaches and officials across all Alberta freestyle programs. ▶ Strong focus on terrain, safety, consistency in competition Provide Host Resorts/Clubs with the technical knowledge, risk management strategies and operational best practices to build facilities that support the NSO guidelines. 	<ul style="list-style-type: none"> ▶ Establish an innovative competition and event support model that strengthens our Individual Clubs' ability to host events across the Alberta Freestyle community. ▶ Develop and manage an engagement strategy with membership (current and alumni) to sustain a broad-base of mentorship and support. ▶ Define the strategy to create a community of respect and personal safety in sport that can be supported by implementing background checks, inclusion, respect in sport programs, etc. 	<ul style="list-style-type: none"> ▶ Manage a robust grassroots communications and marketing strategy that increases the profile of freestyle skiing across Alberta and the diverse programming options available ▶ Secure and sustain key partnerships that align to the values, vision, and strategic priorities of Alberta Freestyle. ▶ Become a trusted advocate and spokesperson for advancing the delivery of sport (freestyle skiing) programs locally, provincially, and nationally. 	<ul style="list-style-type: none"> ▶ Establish Governance committee to review current Bylaws and constitution to develop efficiencies in operational procedures. ▶ Create efficient and effective communication pathways to Coaches/Clubs/Athletes and ALL members ▶ Establish a Sponsorship and Fundraising Committee to generate additional revenue. ▶ Establish Finance committee to review accounting policies and practices. ▶ Ensure succession planning for coaches/officials/judges/Board members and Club Executives.



Goals & Metrics, 2016-2019

No different than an annual training plan, Alberta Freestyle has established goals and key metrics to track our progress of implementing our 3-year strategic plan.

<p>1</p> <p>Alberta Pride</p>	<p>2</p> <p>Sport Development</p>	<p>3</p> <p>Strong Community</p>	<p>4</p> <p>Promotion & Partnerships</p>	<p>5</p> <p>Operational Excellence</p>
<ul style="list-style-type: none"> ▶ Create and implement Talent ID programs or Skill Assessment camps for the L2T athletes, Development camps for L2C and Girls Camps. ▶ Work with NSO to implement a consistent and vertically integrated HPP to the National Development team ▶ Work with NSO to host a major national level event in all disciplines to highlight the success of athletes in our province and showcase our venues, while assisting athletes with costs associated with competing out of country. ▶ Graduate members of our provincial teams to National Next Gen Teams. ▶ Increase number of athletes qualifying to NorAms 	<ul style="list-style-type: none"> ▶ Increase number of medals coming home from Junior Nationals ▶ Inventory all coach qualifications and plan evaluations to take coaches from trained to certified status ▶ Secure 2 more LF's in province ▶ Have more female coaches certified by using female coach grants available in time for CWG. ▶ Identify and recruit, initiate training of at least 2 officials from each club across the province ▶ Develop stronger relationships with resort ski schools to create pathway for movement to freestyle clubs as well as support them with appropriate terrain development. ▶ Ensure clubs have integrated physical and mental strength programs included in YTP's 	<ul style="list-style-type: none"> ▶ Secure support from club affiliates to include a presentation by the AFSA Executive at their 2017 AGMs on the role & value of AFSA ▶ 20% increase in 2018 of associate memberships (parents & volunteers) ▶ Establish Event committee to work with Club's in defining the mandate of this committee by 2018 ▶ Work with groups like Volunteer Alberta for support in screening volunteers, and other resource groups on funding and operating nonprofits to provide resources to support the health of ALL our clubs through AFSA affiliation . ▶ Set up AFSA Group rates for hotels/facilities (tramp/airbag) and gyms for all our clubs to benefit from. 	<ul style="list-style-type: none"> ▶ Host a workshop with affiliate clubs to identify key priorities of an engagement strategy before 2018 ▶ Explore the opportunity to secure funding from the Calgary Foundation for a strategic grant to support the development of the communications and marketing strategy ▶ Design and rollout grassroots communications strategy to membership by end of 2017 ▶ Use local intern programs at Mt Royal (or others) to secure needed staffing assistance in areas of accounting, marketing ▶ Collaborate with NSO and other PSO's for economies of scale on equipment procurement/sharing of resources (ie event hosting tools, bulk buys) 	<ul style="list-style-type: none"> ▶ 100% increase in funding from grants, sponsorships by end of 2020 ▶ Secure two specific Sport initiative grants ▶ Implement a new comprehensive athlete ranking system. ▶ Update AFSA website once/week in off season, twice in comp season. Increase reach on other SM ▶ Bi weekly eblasts to ALL members. ▶ Establish Team funding projects. ▶ Conduct annual formal staffing performance review in summer ▶ Ensure Succession plan in place for Executive Director and key coaches as well as Executive.