

BURLINGTON SOCCER CLUB

STRATEGIC PLAN



VISION



To be the leading community soccer club in Ontario, delivering the highest quality player experience that inspires a life-long passion for the sport of soccer.





MISSION

Lead and support the growth of players, coaches and match officials through the sport of soccer by offering innovative and sustainable community based programs.



VALUES

- Fun
- Integrity
- Respect
- Success
- Teamwork





BSC STRATEGIC PILLARS

- Player Technical & Personal Development
- Development of Coaches & Match Officials
- Business Development & Sustainability
- Community Engagement





PLAYER TECHNICAL & PERSONAL DEVELOPMENT

GOALS

- Develop opportunities for players at all levels
- Effectively communicate player pathways
- Identify and Develop Players within LTPD
- Youth players value programs & Adult players value programs



DEVELOPMENT OF COACHES & MATCH OFFICIALS

GOALS

- Develop, Retain and Attract Quality Coaches
Through the Coach Development Plan
- Identify, Develop & Retain Volunteer Coaches
- Identify, Develop & Retain Match Officials
(LTOD)

BUSINESS DEVELOPMENT & SUSTAINABILITY



GOALS

- Maximize use of BSC Operated Facilities through traditional and non-traditional programming
- Develop facility capacity planning based on identifying future needs
- Engage with Community Stakeholders on a strategy for additional indoor facilities
- Deliver excellent business practices through staff, with Governance leadership.
- Governance model consists of Directors with specialized backgrounds and provides overall Club direction through the Executive Director.

COMMUNITY ENGAGEMENT



GOALS

- Develop Community Partnerships Promoting Diversity and Inclusivity
- Sustainable Fee Assistance Program for Increased Accessibility
- Identify and Engage in Grassroots Community Initiatives
- Maximize the BSC Brand
- Identify Channels to Reach New Players



BSC PLAYER MOVEMENT (Technical Plan)

