



Alberta Schools'
Athletic Association
Strategic Plan
2021–2025

ASAA Mission, Vision & Values

ASAA Mission

To advocate involvement in school sport as an integral part of education and to provide governance of interscholastic athletics.



ASAA Vision

Empowering positive youth development through school sport.

ASAA Values

Respect Consideration for self and others through demonstrating sportsmanship and collaboration.

Integrity Conduct activities in a manner that is ethical, adheres to the spirit of fair-play, while pursuing excellence and entails accountability for one's actions.

Participation Foster a sense of inclusion, belonging, and community for all.

Diversity Cultivate and balance a respect for wide variations in ability and backgrounds, and celebrate inherent differences.

Growth Provide opportunities for continual personal, psychological, and character development while encouraging individuals to assume roles of guidance and influence.



ASAA Strategic Goals

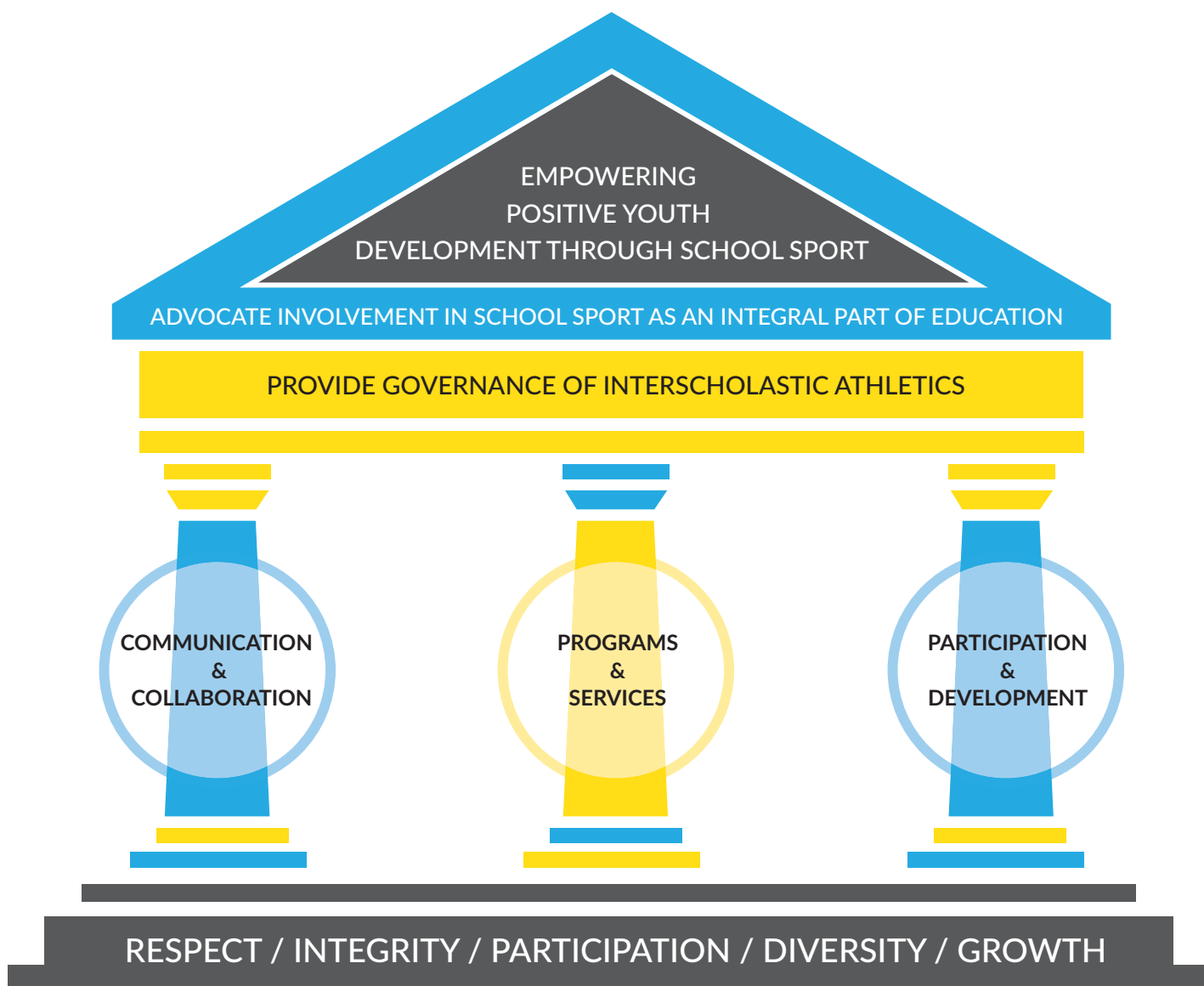
1. Foster a shared understanding that the primary role of school sport is to enhance learning and personal development.
2. Enhance the educational experience through participation in quality school sport programming and to celebrate the resulting successes.
3. Develop and maintain positive, collaborative relationships with educational and sport partner organizations.
4. Offer exceptional provincial championship experiences consistently across all sports and hosts.
5. Integrate sportsmanship, character development, and personal growth as guiding principles for school sport programs.
6. Build equitable competitive opportunities that are fair and prioritize the education of students.
7. Reduce the barriers of participation and continually build an inclusive school sport environment for all.
8. Support the development of qualified, competent coaches working with Alberta student athletes.
9. Collaborate and liaise with Zones in delivering quality school sport and to understand and meet the needs of the school sport community.
10. Be a leader of school sport in Canada.

ASAA Categories of Focus / Strategic Pillars 2021–2025

COMMUNICATION & COLLABORATION

PROGRAMS & SERVICES

PARTICIPATION & DEVELOPMENT



ASAA Key Performance Indicators (2021–2025)

Communication & Collaboration					
Strategic Goal	Action	Metric	Unit	Timing	
CC-a	Foster a shared understanding that the primary role of school sport is to enhance learning and personal development (Strategic Goal #1)	Promotional video at the start of each year to put a face to the ASAA name – feature coaches, athletes, parents, ASAA executive, staff	Production of video / other messaging	Production of video / other messaging (Yes / No)	2021–22
			Updating of video / messaging (as required)	Updating of video / messaging (Yes / No)	2022–25
			Effectiveness of video / messaging	Increasing # views and engagements	2022–25
			Satisfaction survey / other means of tracking video effectiveness (TBD)	Increasing effectiveness of video / media messaging	2023–25
	Use of alumni to show long term benefits of school sport – feedback to schools	Increased number of actively engaged alumni (survey / other methods of tracking alumni involvement TBD)	# alumni engaged increases annually		2021–25
	Image, branding: Focus on the positive, clarify policy; Zones to assist more with branding	Newsletter / E-Newsletter Web site development / enhancement Media Relations (Local, Provincial publicity) Information sharing / R&D with other HS sport organizations	Increased user engagement (measured by survey / tracking) Increased media mentions Increased # of interactions with other HS organizations		2022–25 2022–25 2022–25
CC-b	Enhance the educational experience through participation in quality school sport programming and to celebrate the resulting successes (Strategic Goal #2) Integrate sportsmanship, character development, and personal growth as guiding principles for school sport programs (Strategic Goal #5)	Coordination and tracking of acknowledgements of systemic successes including displays of sportsmanship	Database of acknowledgement of successes (e.g., website tab highlighting successes)	Increased # of athletes, coaches, leaders, schools who are acknowledged annually	2021–25

Communication & Collaboration

Strategic Goal		Action	Metric	Unit	Timing
CC-c	Develop and maintain positive, collaborative relationships with educational and sport partner organizations (Strategic Goal #3)	Enhance image / relevance via communication	Survey of stakeholders / other means of tracking impact of image / relevance (TBD)	Increasing relevance of image / communication	2022–25
	Integrate sportsmanship, character development, and personal growth as guiding principles for school sport programs (Strategic Goal #5)	Increased corporate / government / alumni support	Funding and other forms of in-kind support	Increasing financial and in-kind support from external stakeholders	2022–25
		Develop and execute a communication, branding, and image strategy	Review need for rebranding (TBD)	Internal and external review results	2024–25
		Enhance sponsorship initiatives	External funding	Proportion of revenue from sponsors increased	2023–25
		Increase use of social media with internal stakeholders (staff, students, ADs, others) to achieve strategic goals.	Social media tracking of followers / views (selected platforms)	Annual increases in followers and views (platforms may vary – e.g., TikTok, Instagram, Twitter, etc.)	2022–25
CC-d	Collaborate and liaise with Zones in delivering quality school sport and to understand and meet the needs of the school sport community (Strategic Goal #9)	Develop and enhance overall communication strategy	Establish and implement communications plan	Creation / annual refinement of formal communications strategy / plan (yes/ no)	2021–25
		Zone awards expanded to letters of acknowledgement that tell the story of school sport – use local media to highlight school sport in the community	Media tracking	Annual increase in media mentions / engagement	2022–25
			Letters of acknowledgement	Annual increase in numbers acknowledged	2022–25
		Engage Zones as a distribution network to reach rural schools	Satisfaction survey / other means of tracking zone engagement (TBD)	Annual increase in number of schools reached via zone distribution / communications	2021–25
		Increase and enhance communications between ASAA and Zones	Satisfaction survey / other means of tracking zone engagement (TBD)	Increased engagement of Zone representatives (as measured by survey responses / other means)	2021–25
		Engage more individuals to learn about and become involved in the functioning of ASAA	Increase numbers of people involved at ASAA and Zone level	# of engaged individuals increases	2021–25
		Virtual conferencing – Livestream of AGM / APM	AGM / APM attendance by Zone representatives	# of attendees increases	2022–25

Communication & Collaboration

	Strategic Goal	Action	Metric	Unit	Timing
CC-e	Be a leader of school sport in Canada (Strategic Goal # 10)	Support CAAAA and related initiatives (conference, courses, workshops, development of AD resources) to assist Athletic Directors in Alberta Schools.	Active involvement in CAAAA conference and initiatives that are meaningful (as measured by attendee survey feedback)	Yes / No Positive survey feedback	2021–25 2022–25
	Develop and maintain positive, collaborative relationships with educational and sport partner organizations (Strategic Goal #3)	Involvement in School Sport Canada	Members of ASAA staff and Executive contribute to and learn from School Sport Canada	Be intentional in asking for SSC input on various matters and responding to similar requests from SSC members	2021–25

Programs & Services					
Strategic Goal		Action	Metric	Unit	Timing
PS-a	Offer exceptional provincial championship experiences consistently across all sports and hosts (Strategic Goal #4)	Create a provincial championships review committee	Committee established with terms of reference	Yes / No	2021–22
		Develop and implement consistent metrics for tracking of quality and consistency of provincial championships	Satisfaction survey (committee, hosts, participants) / other means of tracking satisfaction (TBD)	Increasing levels satisfaction	2022–23
		Conduct a review of championship criteria for success (i.e., what makes a championship great?)	Satisfaction survey / other means of tracking (TBD)	Increasing levels of satisfaction	2023–24
PS-b	Enhance the educational experience through participation in quality school sport programming and to celebrate the resulting successes (Strategic Goal #2)	Develop and promote the educational experience associated with participation in high school sport.	Satisfaction survey / other means of tracking (TBD)	Increased levels of satisfaction expressed by participants (athletes, coaches, etc.) as measured by annual surveys	2021–2025
PS-c	Support the development of qualified, competent coaches working with Alberta student athletes (Strategic Goal #8)	Coaching conference to enhance ASAA's influence and impact across the province (possibly aligned with HPEC)	Development of coaching conference Satisfaction survey / other tracking (TBD)	Development of coaching conference (Yes / No) Increased satisfaction with conference	2022–23 2023–25
	Develop and maintain positive, collaborative relationships with educational and sport partner organizations (Strategic Goal #3)	Enhance online coaching education opportunities	Number and type of education opportunities Satisfaction survey of HS coaches (TBD)	Increasing # of courses / meaningful educational opportunities offered Increased satisfaction with coaching education	2021–25
		Collaborate with CAC and other partners to provide accessible coach development / education opportunities	Evidence of collaboration with CAC other relevant organizations	Contributions / interaction with CAC / others (e.g., ASAA committees, sport organizations, academics, etc.)	2021–25
PS-d	Build equitable competitive opportunities that are fair and prioritize the education of students (Strategic Goal #6)	Ensure fair / equitable / inclusive distribution of championship hosting rights	Application of criteria	Extent to which criteria are applied	2023–25
			Host survey / other means of host input (TBD)	Increased understanding of criteria	2024–25
		Enhancement of formal criteria for championships hosting	Criteria enhancement / finalization	Criteria enhancement / finalization (Yes / No)	2021–22
PS-e	Foster a shared understanding that the primary role of school sport is to enhance learning and personal development (Strategic Goal #1)	Increase engagement with parents, students, coaches, etc.	Engagement survey / other means of tracking (TBD)	Increasing engagement	2023–25

Participation & Development

	Strategic Goal	Action	Metric	Unit	Timing
PD-a	Integrate sportsmanship, character development, and personal growth as guiding principles for school sport programs (Strategic Goal #5)	Develop provincial sportsmanship committee with a goal to run initiatives / enhance recognition / work with ASAA office	Committee established with terms of reference	Committee and Terms of Reference (Yes / No)	2021–22
		Acknowledgement of a school / team from each zone that has adhered to sportsmanship ideals	Criteria established by Sportsmanship Committee and implemented	Detailed criteria: a) established, b) implemented (extent to which criteria are followed)	2022–23
PD-b	Reduce the barriers of participation and continually build an inclusive school sport environment for all (Strategic Goal # 7)	Create Inclusive Sport Committee to identify needs of school sport community and promote opportunities for increased participation	Committee established with terms of reference	Committee and Terms of Reference (Yes / No)	2021–22
		Develop participation initiative for each sport.	Participation initiative developed	# Sports with participation initiative	2022–25
		Clarify criteria for introduction of new sports / disciplines / opportunities for inclusion.	Inclusion criteria established for each sport	# Sports with inclusion criteria	2022–25
		Develop and enhance virtual competitions in non-traditional activities – use social media platforms to promote / track successes	Virtual competitions / activities established	# competitions / activities established; Social media tracking	2021–25
PD-c	Build equitable competitive opportunities that are fair and prioritize the education of students (Strategic Goal #6)	Promote the ideals of fair and equitable competition for students	Development and publication of philosophical stance	Various communication mechanisms available to ASAA (# mentions on website, Zone meetings, newsletter, social media, etc.)	2021–25
PD-d	Collaborate and liaise with Zones in delivering quality school sport and to understand and meet the needs of the school sport community (Strategic Goal #9)	Create Inclusive Sport Committee (see above)	Committee established with terms of reference	Committee and Terms of Reference (Yes / No)	2021–22