

VISION

Leading the nation in all aspects of the sport of synchronized artistic swimming.

MISSION

To lead and develop people in the sport of synchronized artistic swimming in Alberta

VALUES

| Collaboration | Excellence | Innovation | Integrity |

WHO WE SERVE

Membership - Athletes, Coaches, Officials, Volunteers, External Stakeholders

ATHLETE DEVELOPMENT

Recreational and Competitive athletes of our sport.

SMART OBJECTIVES

1. Increase athlete membership.
2. Diversified membership and programs

MEASUREMENTS OF SUCCESS

| Measurable Component Description | When to Measure | How to Measure |
|--|---|--|
| Increased overall athlete membership | Baseline at end of 2021-22 season & compare on successive years | Competitive and recreational athlete membership #s on database |
| Numbers of Underrepresented populations Athletes - focus on persons with a disability and Indigenous | Baseline at end of 2021-22 season & compare on successive years | Membership #s on database that self identify |
| Increased number of male athlete participants | Baseline at end of 2021-22 season & compare on successive years | Membership #s on database that self identify |
| Increased number of clubs offering programs to athletes with a disability. | Baseline at end of 2021-22 season & compare on successive years | Sanction information collected from clubs during season |

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ORGANIZATIONAL EXCELLENCE

Club and Provincial organizations

SMART OBJECTIVES

1. Enhance provincial organization sustainability.
2. Enhance club sustainability.

MEASUREMENTS OF SUCCESS

| Measurable Component Description | When to Measure | How to Measure |
|--|-----------------|--|
| Financial diversification (decrease proportion of association grant to other revenue sources like fundraising, sponsorship, other, etc.) | Year End | Percentage of operating revenue from grants, acknowledging different types of sponsorship revenue (including donations in kind), other sources |
| Succession planning for Alberta Artistic Swimming Board and Staff Key leadership positions (President, Finance Chair & Executive Director) | Year End | Bylaw and/or policy changes that outline succession plan, individuals identified and staff pathway developed. |
| Standardized policy development and implementation. | October | Club Audit annually |
| Membership turnover (athletes and coaches) | Year End | Membership analysis by clubs considering growth, athlete/coach retention and recruitment. |

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| QUALIFIED TECHNICAL OFFICIALS AND COACHES |
|---|
| Officials and Coach development |

| SMART OBJECTIVES |
|--|
| 1. Increase the number of Level 1/2 officials by 15%. |
| 2. Improve the technical competencies of officials in the province. |
| 3. Engagement and participation of coaches in AAS professional development opportunities |
| 4. Advance core technical competencies of coaches. |

| MEASUREMENTS OF SUCCESS | | |
|---|-----------------|--|
| Measurable Component Description | When to Measure | How to Measure |
| Recruitment and training of new Level 1 | June | Number of new officials trained at Level 1, including shadow judging component. |
| Retention of Level 1 & 2 officials | June | Number of officials trained in Level 1 complete certification, membership number of Level 1 officials from one year to the next who judge in the season. |
| Number of training opportunities attended | | |
| Promotion of officials from Level 2 to 3. | Annually | Number of officials assessed to be promoted to Level 3 training. |
| Equity, Diversity and Inclusion Education | Annually | Number of coach members with equity, diversity and inclusion training and education. |
| Development Conference | Annually | Number of coaches registered. |
| NCCP practical completions of coaches. | Annually | Number of coaches completing practical evaluations to become certified. |
| Competitive athlete performance at Rocky Mountain Qualifier and Wildrose Classic in age groups of 11-12 and 13-15 | Annually | Results for figures for 11-12 and 13-15 and results for solo, duet, team (technical and free events) |

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MARKETING & EVENTS

SMART OBJECTIVES

1. Quality competition events hosted in the province.
2. Improve public profile of sport.

MEASUREMENTS OF SUCCESS

| Measurable Component Description | When to Measure | How to Measure |
|--|-----------------|--|
| Number of entries/age group in all events. Retention of competitive athletes. | Annually | Number of athletes competing by age group and event. |
| Focus groups at the end of the season to get perspectives on events. (age groups 11-12 and over) Exit survey results of competitive athletes. | Annually | Standardized exit survey developed for distribution by clubs and collected anonymously by Alberta Artistic Swimming. |
| Experience survey of random first year 9-10 and Novice competitors. | | Questions focused on the competition events that are the responsibility of delivery by AAS? |
| Number of officials on panels at Alberta Artistic Swimming sponsored meets. | Annually | Analysis of panel numbers by event and age group. |
| Social media followers on various platforms. | Annually | Number of followers on Facebook and Instagram, shares of social media posts. |
| Spectator attendance at Alberta Artistic Swimming sponsored events. | Annually | Evaluate attendance at Alberta Artistic Swimming sponsored meets. |

Likelihood to recommend

QR code for the survey in event program or display board- immediate onsite (very short survey)

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REPRESENTATION AND LOBBYING

SMART OBJECTIVE

1. Alberta Artistic Swimming is recognized as an organization actively representing the sport.

MEASUREMENTS OF SUCCESS

| Measurable Component Description | When to Measure | How to Measure |
|---|-----------------|---|
| Representation on Canada Artistic Swimming committees | Annually | Number of Alberta Artistic Swimming members on Canada Artistic Swimming committees or Task Forces. |
| Membership on key organizations representing the Sport, physical activity and recreation sector. | Annually | Membership or representation on Alberta Sport Leadership Association, Active Alberta Coalition or other similar provincial groups |
| Collaboration with other provincial partners in artistic swimming and other provincial sport organizations. | Annually | Number of collaborative initiatives or aligned activities with other PSOs. |