



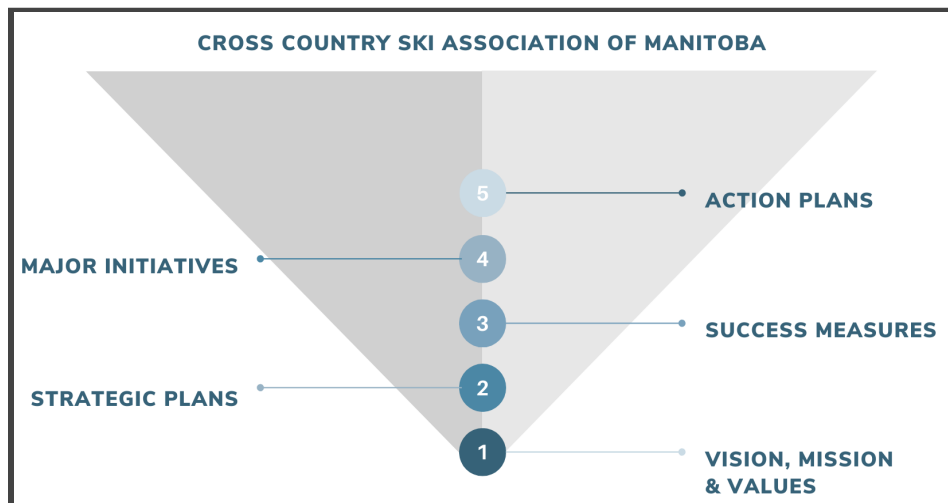
**CCSAM**  
Cross Country Ski Association of Manitoba

## Cross Country Ski Association of Manitoba Strategic Plan Process Report

The [Cross Country Ski Association of Manitoba](#) developed their 2021-2025 Strategic Plan in June 2021. This process was held over three virtual engagement sessions, supported by asynchronous work between session dates. Participants included members of the Board of Directors, staff and additional stakeholders, and was facilitated by Megan Foster, [Mosaic Engagement](#).

The process began with a pre-session SWOT Analysis which identified that the Mission, Vision and Values of the organization felt current and relevant with no revision necessary. Next steps included defining each of the four pillars as identified by Sport Manitoba. These pillars are Sport Initiation, Performance Pathway, Technical Leadership, and Organizational Effectiveness. Following definition development, the participants set goals to achieve by establishing accomplishments and major initiatives for each area. Finally, the participants prioritized each of the accomplishments within the four pillars. This prioritization will help to guide the next steps of the process - developing action plans for execution. A core group consisting of staff and the CCSAM Executive Director will be responsible for development of the Action Plans and updating the Board of Directors on progress.

The following information provides additional detail about the process along with links to planning documents and other materials used in the strategic plan development.





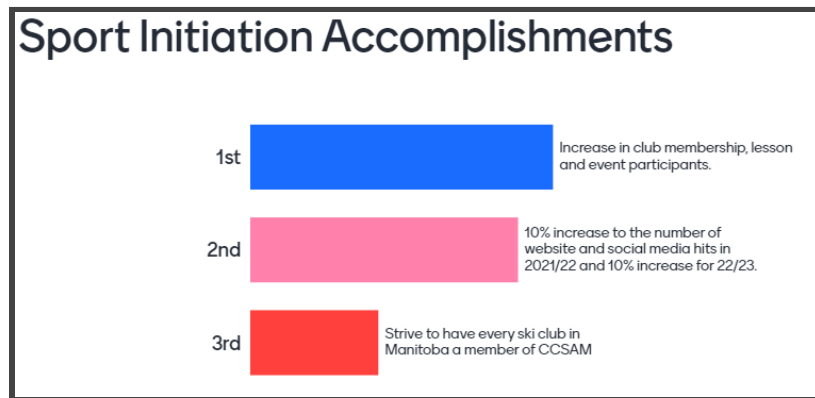
**CCSAM**  
Cross Country Ski Association of Manitoba

### Working Group Members

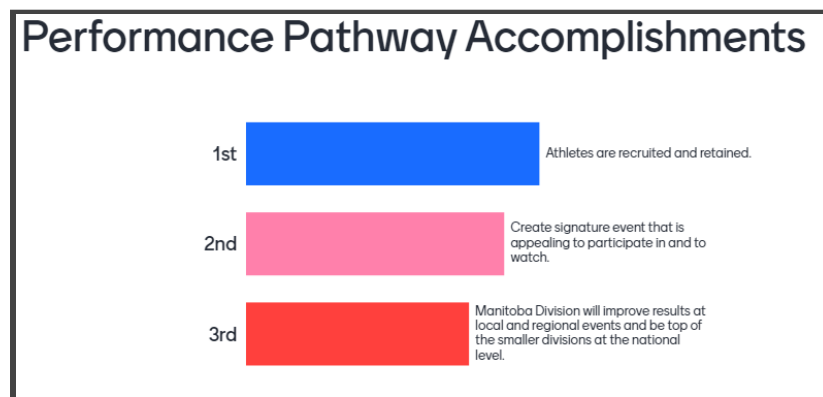
- Sport Initiation: Kevin, Christy, Pam, Kristin
- Performance Pathway: Murray, Kathy, Richard
- Technical Leadership: Laurie, Ken
- Organizational Effectiveness: Marissa, Karin

### Pillar Priorities

Sport Initiation: CCSAM strives to introduce Manitobans to the sport of cross country skiing, providing support and guidance for participants at all levels.

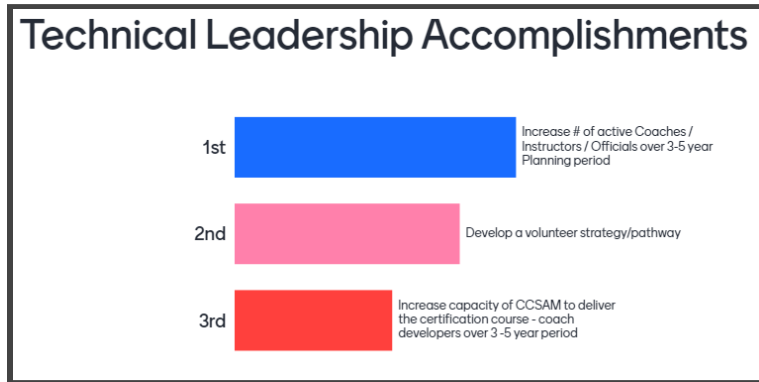


Performance Pathway: CCSAM works as a community to identify and train athletes to achieve their highest level of competitive performance.

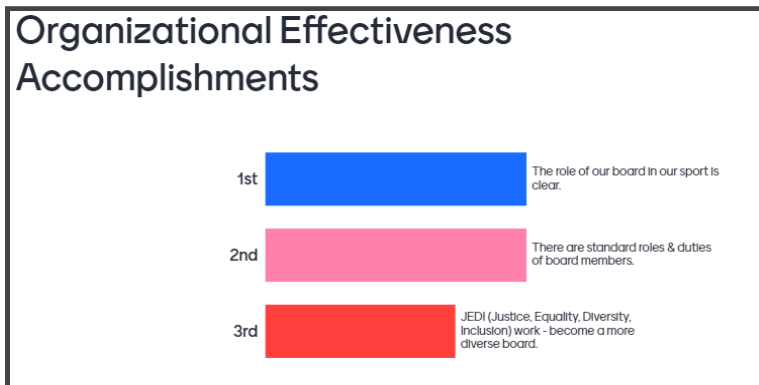




Technical Leadership: CCSAM supports the development of certified coaches, instructors, officials, and volunteers to foster excellence in sport leadership.



Organizational Effectiveness: CCSAM demonstrates clear direction and leadership. CCSAM acts strategically to support participation, excellence, community involvement and accessibility to the sport as well as the ability to govern effectively.



#### Pre-Session SWOT Analysis

[Consolidated Notes](#)

[Collated Summary](#)

#### Session Jamboard

[Link to Jamboard](#)

#### Session Recordings

[June 15](#)

[June 17](#)

[June 22](#)

\*Please note that recordings will be available until July 31, 2021