



OAKVILLE SOCCER CLUB

STRATEGIC PLAN

2023-2025

OSC PATHWAYS



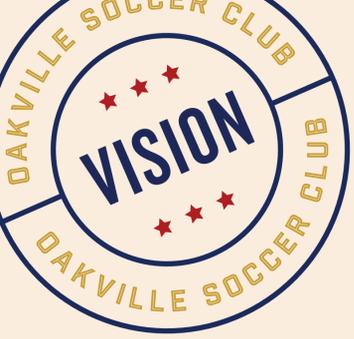
REFERENCE
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OFFERED YEAR ROUND
 *APPLICATION AND/OR CERTIFICATION REQUIRED

INVITATION REQUIRED FOR REGISTRATION

U2 **L1L OSCARS** U4





TO LEAD OUR

COMMUNITY

WITHIN THE CANADIAN SOCCER LANDSCAPE

BY PROVIDING MEANINGFUL OPPORTUNITIES

TO DEVELOP & GROW



OSSC

ENGAGES WITH *OUR*

COMMUNITY

— TO CREATE AN —

INCLUSIVE & POSITIVE

SOCCER EXPERIENCE



STRATEGICALLY GROW MEMBERSHIP BASE & INCREASE PARTICIPATION RATE

ACROSS ALL CLUB OFFERINGS



- CREATE AND PROMOTE A PROGRAM AWARENESS MATRIX FOR VARIOUS AGE GROUPS AND DEMOGRAPHICS

- DEVELOP OPPORTUNITIES FOR MEMBERS TO ENGAGE IN EDUCATION

- EXPAND ACCESSIBLE AND INCLUSIVE PROGRAM OFFERINGS AND VISIBILITY WITHIN THE COMMUNITY



SUSTAIN

FINANCIAL STABILITY

- DEVELOP AND MAINTAIN FORECASTING MODELS THAT SUPPORT THE GOALS OF THE STRATEGIC PLAN
- STRENGTHEN PARTNERSHIP PROGRAM TO PROVIDE MORE VERSATILE AND MEANINGFUL INVESTMENT OPPORTUNITIES FOR CORPORATIONS AND ONBOARD NEW PARTNERS THAT PROVIDE DIVERSIFIED REVENUE STREAMS AS WELL AS ENGAGEMENT OPPORTUNITIES AND MEMBER BENEFITS



INCREASE AWARENESS

← OF THE OVERALL →

VALUE PROPOSITION OF OSC'S OFFERINGS & BENEFITS

- CREATE COMMUNICATIONS CAMPAIGN THAT TELLS THE STORY OF OSC'S IMPACT AT ALL LEVELS
- DEVELOP A CLEAR IDENTITY AND CULTURE WITHIN THE CLUB



REDEVELOP

TECHNICAL PROGRAMS

TO DRIVE DEVELOPMENT

AND RETENTION

- DEFINE PROGRAM RETENTION GOALS AND DESIRED PLAYER DEVELOPMENT OUTCOMES ACROSS ALL PROGRAM OFFERINGS
- IMPLEMENT A NEW COACH RECRUITMENT, DEVELOPMENT AND EVALUATION MODEL FOR BOTH RECREATIONAL AND COMPETITIVE STREAMS
- UPDATE AND IMPLEMENT THE MATCH OFFICIAL DEVELOPMENT, MENTOR AND RETENTION MODEL





OPTIMIZE

COMMUNICATION

**-TO-
OUR**

STAKEHOLDER

GROUPS

- LAUNCH COORDINATED EDUCATION SERIES GEARED TO VARIOUS AUDIENCES THAT SPEAK TO THE HOW AND WHY OF OSC'S PROGRAMS AND PRACTICES
- DEVELOP CLEARLY DEFINED COMMUNICATION PIECES REGARDING PROGRAM DELIVERABLES AND VALUE FOR INVESTMENT
- IMPLEMENT MEANINGFUL FEEDBACK MECHANISMS AND ACTION PLANS





STRENGTHEN OSC'S CONNECTION

— TO THE —

COMMUNITY

- CREATE OPPORTUNITIES FOR MEMBER AND NON-MEMBER ENGAGEMENT WITH OSC FACILITIES AND PROGRAMS
- PROVIDE ENGAGEMENT AND PARTNERSHIP OPPORTUNITIES FOR COMMUNITY ORGANIZATIONS
- HOST FLAGSHIP EVENTS THAT INCLUDE THE COMMUNITY AT LARGE AND BECOME A STAPLE IN OAKVILLE'S ANNUAL CALENDAR



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OAKVILLE
SOCCER CLUB



OSC