



Media Release

BCSSA Board Adopts 2016 – 2020 Strategic Plan

For Immediate Release
February 2nd, 2016

Vancouver, BC – The Board of the British Columbia Summer Swimming Association (BCSSA) adopted the 2016 – 2020 Strategic Plan at its regular Board meeting of January 30, 2016.

The role of the Strategic Plan is to guide all planning processes for the association as a whole based on three fundamental elements: our vision, our mission and our core values. Built on input from its membership, the Plan is a living document that will guide BCSSA over the next five years. “The Strategic Plan is a mechanism to proactively address opportunities and challenges as they arise in order to achieve our vision and mission and provide opportunities for training, competition and activities in communities throughout BC and surrounding areas”, said Danny Schild, President of BCSSA. The Strategic Plan will continue to evolve as tactics are achieved and the needs of the association change.

President Schild said that “a performance measure matrix will be developed to track the progress in the Priority areas identified in the Strategic Plan will define our success over the next five years and anchor our accountability to our competitors, members, clubs, regions, and the Board.”

The Strategic Priorities will frame and drive the annual budget and work plans.

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