



STRATEGIC VISION 2025-2028

TRANSFORMING LIVES THROUGH SCHOOL SPORT: BCSS STRATEGIC VISION 2025-2028


School sport has the power to change lives. At BC School Sports, we are not just hosting events; we're shaping tomorrow's leaders; this vision guides our path forward.

Together with our member schools, we are committed to creating exceptional educational-athletic experiences that build character, foster community, and inspire personal growth. We're reimagining school sports to be farther-reaching, and more impactful, so that more students can access its transformative benefits.

We aim to leverage technology to streamline administrative tasks, allowing Athletic Directors and coaches to focus on what truly matters—the student-athletes. Our goal is to foster a strong sense of community within and across schools.

Through data-driven storytelling, we will showcase the critical role school sports play in academic success, social growth, and community building. By elevating student voices and engaging parents, educators, and policymakers as partners, we're building a more connected and collaborative school sports ecosystem.





Our vision extends beyond the field of play. We're dedicated to supporting Athletic Directors, coaches, and countless volunteers through enhanced training, recognition, and advocacy, ensuring they have the resources to succeed.

We're building a sustainable future by diversifying funding sources and modernizing infrastructure to ensure school sport thrives for decades. Stronger relationships with government and key partners will help secure this vision.

This is more than a strategic plan—it's a promise to the next generation. We envision a future where every student has the opportunity to experience the life-changing power of school sport. Together, we're not just coordinating events; we're building character, leadership, and resilient, cohesive communities.

CORE BELIEFS

WE BELIEVE:

- School sport enriches the educational experience and aligns with BC's core competencies: Communication, Thinking, and Personal/Social.
- School sport encourages active, healthy lifestyles.
- School sport fosters the inclusion of diverse populations.
- Participation in school sport is a privilege.
- School sport cultivates leadership skills
- School sport builds a positive and engaged school community.
- Competition contributes to the development of important life skills.
- School sport instills teamwork, respect, commitment, and accountability.
- School sport should be a fun, enjoyable experience.
- BCSS Member Schools have a responsibility to create access to school sport for as many students as possible.
- School sport should be a safe environment for athletes, coaches and officials.



AFFIRMATION

We respectfully acknowledge that the BC School Sports office located in the City of Burnaby rests on the traditional, ancestral, and unceded territories of the xwmaOkwayam (Musqueam), Skwxwú7mesh (Squamish), salilwatat (Isleil-Waututh), and kwikwaXam (Kwkwetlem) Peoples, including the Tseil-Waututh, Sto:lo, Qayqayt, Musqueam, Kwkwetlem, and Stz'uminus Nations.

We recognize and honour the diverse Indigenous territories across British Columbia where student-athletes train, compete, and grow.

This Strategic Plan is guided by a commitment to building and sustaining meaningful relationships with Indigenous organizations and communities. Through the unifying power of school sport, we aim to contribute to reconciliation, foster mutual respect, and create opportunities for connection and understanding.



STRATEGIC OBJECTIVE #1

PHILOSOPHICAL & OPERATIONAL ALIGNMENT

We are committed to defining and aligning our philosophies, core beliefs and operations, ensuring that the role and impact of school sports are clear and meaningful. By reaffirming our foundational beliefs and refining competitive structures, we aim to enhance the student-athlete experience and solidify our purpose in the educational landscape.

1.1 COMPLETE A REVIEW TO AFFIRM UNDERSTANDING AND CLARITY ON KEY PHILOSOPHICAL PILLARS

- ANSWER THE BIG QUESTIONS:
 - WHAT IS THE ROLE OF SCHOOL SPORTS?
 - WHY DO WE EXIST?
 - HOW DO WE FIT INTO THE EDUCATION SYSTEM?

1.2 REVIEW THE COMPETITIVE STRUCTURES OF BCSS TO ALIGN WITH PHILOSOPHY AND ENHANCE STUDENT-ATHLETE EXPERIENCE

- EXPLORE VARIOUS THINGS SUCH AS:
 - SIZE & ACCESS TO CHAMPIONSHIPS
 - # OF CLASSIFICATIONS OF EACH SPORT
 - SCHOOL OR SPORT-BASED CLASSIFICATIONS



STRATEGIC OBJECTIVE #2

SUSTAINABILITY THROUGH PEOPLE, RESOURCES AND INFRASTRUCTURE

Our sustainability relies on cultivating a strong, dedicated team and creating robust support systems for staff, volunteers, and school-based leadership roles. Through strategic investments and resource management, we are future-proofing our organization to meet the evolving demands of school sports, fostering growth and resilience.

2.1 DEVELOP BCSS PROCESSES TO ENSURE THE ABILITY TO RECRUIT, DEVELOP, AND RETAIN EXCEPTIONAL STAFF

- ENSURE BCSS IS WIDELY ACKNOWLEDGED AS ONE OF THE BEST PLACES TO WORK IN THE SPORT SECTOR
- DEVELOP A STAFFING MODEL TO MEET GROWING AND CHANGING DEMANDS OF SCHOOL SPORT
- ENHANCE RECRUITMENT, DEVELOPMENT, AND RETENTION STRATEGIES

2.2 ENHANCE SYSTEM FOR RECRUITING, DEVELOPING, AND RETAINING CRITICAL IN-SCHOOL ROLES (ATHLETIC DIRECTOR/COACH/VOLUNTEER)

- PROVIDE SUPPORT, RESOURCES, AND BEST-PRACTICES TO SCHOOLS AND DISTRICTS
- PROVIDE LEARNING OPPORTUNITIES FOR ATHLETIC DIRECTORS AND COACHES THROUGH WORKSHOPS, CONFERENCES, ETC.
- INTEGRATE COACHES AND OTHER PARTNERS INTO SYSTEMS MORE COMPREHENSIVELY
- ADVOCATE THE SIGNIFICANCE OF THE ROLES



STRATEGIC OBJECTIVE #2

SUSTAINABILITY THROUGH PEOPLE, RESOURCES AND INFRASTRUCTURE

2.3 FUTURE-PROOF OUR ORGANIZATION THROUGH CRITICAL FORWARD LOOKING INVESTMENTS TO DRIVE SUSTAINABILITY AND GROWTH

- CONTINUE GOOD, FISCAL MANAGEMENT WITH INCREASINGLY DIVERSE REVENUE SOURCES
- EXPLORE NOT FOR PROFIT, BEST PRACTICES, INCLUDING AN OPERATIONAL EMERGENCY FUND AND A LONG-TERM INVESTMENT ENDOWMENT
- EXPLORE LONG TERM OFFICE SOLUTIONS



STRATEGIC OBJECTIVE #3

PARTNER ENGAGEMENT

Engaging our partners is essential to our mission, as we strive to celebrate the value of school sports and strengthen connections with students, parents, educators, and community leaders. By sharing impactful stories and fostering collaborative relationships, we aim to build a broad, unified community that supports and elevates school sports across BC.

3.1 CELEBRATE THE IMPACT OF SCHOOL SPORT BY SHARING DATA AND NARRATIVES

- QUANTIFY THE SIZE, SCOPE AND POSITIVE IMPACTS OF SCHOOL SPORTS AND OF SCHOOLS, COMMUNITIES, AND STUDENT-ATHLETES
- ENHANCE AND EXPAND THE USE OF A VARIETY OF MEDIA CHANNELS TO EXPAND THE AUDIENCE

3.2 BUILD STRONGER RELATIONSHIPS WITH PARTNER GROUPS

- SIGNIFICANTLY INCREASE STUDENT-ATHLETE AND PARENT ENGAGEMENT SO THEY ARE INCLUDED IN THE SYSTEM
- CLOSER WORKING RELATIONSHIPS WITH SUPERINTENDENTS, TRUSTEES, ADMINISTRATORS AND OTHER KEY GROUPS

3.3 DEVELOP A STRONG RELATIONSHIP WITH GOVERNMENT AND COMMUNITY LEADERS

- STRENGTHEN VOTING RELATIONSHIP WITH ELECTED LEADERS AND CIVIL SERVANTS IN MINISTRY OF EDUCATION
- ENSURE MAYOR/COUNCIL OF MUNICIPALITIES ARE INCLUDED IN CHAMPIONSHIP EVENTS
- ENGAGE DESTINATION MARKETING ORGANIZATIONS (DMO'S) AND MUNICIPALITIES TO BUILD FAMILIARITY AND SUPPORT



ACKNOWLEDGMENT

BCSS would like to thank Kim Senecal at DACATA Performance Group for his leadership in bringing this plan together. Additionally, we thank Chris Kennedy, Superintendent of Schools/ CEO at West Vancouver Schools, for his feedback and constant support of school sport. We also extend our gratitude to Dr. Tsnomot Brad Baker, Superintendent of Indigenous Education, for his guidance and contributions to this important work.
