



SUNDOGS

STRATEGIC GAME PLAN

2018-21

VISION

*Committed to
inspire academic
and athletic growth*
through dedication,
leadership and
teamwork with a
strong connection
to the college
and surrounding
communities.

MISSION

Prepare student-athletes to achieve their academic, athletic and professional potential.

Executive Summary

SUNDOGS ATHLETICS AND RECREATION IS ESSENTIAL TO GREAT PLAINS COLLEGE'S BROAD OBJECTIVES TO INCREASE STUDENT EXTRA-CURRICULAR ACTIVITIES AND TO CULTIVATE NEW CONTRIBUTORS WHILE STEWARDING CURRENT DONORS.

Beginning with the foundational principles, SunDogs Athletics and Recreation commits to quality and sustainability in everything we do. With commitment to these foundational principles, SunDogs Athletics and Recreation is able to positively support the vision and mission of Great Plains College.

The SunDogs Athletics and Recreation department's foundational principles come to life through four priority pillars:

- PILLAR ① Optimize the student-athlete experience**
- PILLAR ② Excel in the delivery of varsity athletic programs**
- PILLAR ③ Value athletics staff**
- PILLAR ④ Build and enhance athletics partnerships**

The interconnectivity of the four pillars allows SunDogs Athletics and Recreation to promote its dual commitment to enhance academic and athletic experiences. The strategic plan is written at a conceptual level to establish the foundation for direct and immediate transition to operational/work plans which will service the pillars and realize the plan's vision. Indeed, work is already beginning to operationalize the strategic imperatives and to identify the necessary action plans to meet the stated objectives.

As SunDogs Athletics and Recreation finds success with the strategies enclosed in this plan, Great Plains College will ultimately show itself to have a distinctive approach to varsity athletics and campus recreation. This translates into a mix of experiences that are unique to Great Plains College. SunDogs Athletics and Recreation will effectively contribute to student recruitment and our student-athletes will be defined by academic success in the classroom and competitive success in their sport.

Along the way, SunDogs Athletics and Recreation will make Great Plains College stronger and unite all of those connected to the college in a common expression of Great Plains College pride.

SunDogs Pride

FOUNDED IN 2006, THE GREAT PLAINS COLLEGE SUNDOGS VARSITY TEAMS HAVE REMAINED A COMPETITIVE ENTITY FOR THE PAST 13 YEARS WITHIN THE COMMUNITY AND THE PRAIRIE ATHLETIC CONFERENCE. THEY HAVE ESTABLISHED A TRADITION OF SUCCESS, INCLUDING:

- Four-time provincial champions
- Ten league and provincial awards
- Six Coach of the Year awards
- Ten-time Battle of the Southwest champions
- Twenty provincial All-star Athlete awards

In the 2016-17 Entrance Survey, 18 per cent of university students chose to attend Great Plains College over other post-secondary institutions in order to play on a SunDogs Athletics team(s), while approximately 25 per cent of university students that responded to the 60-90 Day Follow-up Survey participated in the SunDogs Athletics program while attending Great Plains College. Of these students, 67 per cent said that the ability to participate influenced their decision to attend Great Plains College. Since 2012, the SunDogs Athletics program has fundraised approximately \$84,225 for the college. From 2015-18, \$18,750 in athletic scholarships was awarded to 19 student-athletes.

The SunDogs also maintain an important partnership with the Jr. SunDogs Volleyball Club—an organization that directly affects approximately 180 athletes (ages 8-18) and 120 families in the community. Over the past five years, about 50 per cent of the college's student-athletes have been directly recruited from the Club.



Numerous student-athletes who have played for the Great Plains College SunDogs and/or the Jr. SunDogs Volleyball Club have been recruited to play for post-secondary institutions, such as the University of Saskatchewan, University of Regina and Minot State University.

Methodology

On January 22, 2018, a strategic planning session was facilitated at Great Plains College with college executive (President, Vice President Academic, Director of Communications & Development), two student-athletes, the Prairie Athletic Conference president, a Jr. SunDogs Volleyball Club executive member, the SunDogs head coach, the Athletics and Recreation Coordinator and an administrative assistant. The goals of the session were to draft a SunDogs Athletics and Recreation vision and mission and initial steps to move toward building a three-year plan for SunDogs Athletics and Recreation.

An additional session was held on March 6, 2018, to finalize the vision and mission and outline a high-level, three-year plan for SunDogs Athletics and Recreation.

The sessions proved to be valuable and successful. The resulting "SunDogs Strategic Game Plan" has been developed combining all efforts, feedback, shared knowledge and perspectives.

The Strategic Game Plan

The college's vision and mission provide the direction for the college and as such, each operational unit should function within those guiding principles. The SunDogs Athletics and Recreation department's efforts align with the college's chosen direction, which in turn follows the provincial government's strategy for economic growth and prosperity.

SunDogs Athletics and Recreation Vision:

Inspire academic and athletic growth through dedication, leadership and teamwork with a strong connection to the college and surrounding communities.

SunDogs Athletics and Recreation Mission:

Prepare student-athletes to achieve their academic, athletic and professional potential.

Great Plains College's SunDogs Athletics and Recreation department is most effective and successful when we act in concert with, and in service to, the strategic objectives of the college as a whole. SunDogs Athletics and Recreation, through its varsity teams and potential programs and services, is positioned to be a vital contributor to Great Plains College's objectives to increase student extra-curricular activities. This will enhance the academic experience at the college and cultivate new contributors while stewarding current donors, which will ultimately grow and sustain the athletics program. Objectives relating to the enrichment of student learning experiences, improving potential pathways to further education and student recruitment may also be augmented.

Foundational Principles

At the very core, SunDogs Athletics and Recreation emphasizes the need for quality and sustainability to exist in everything we do. These are the foundational principles that must show themselves in all of our programs and services.

**QUALITY &
SUSTAINABILITY**

I am a SunDog

THE SUNDOGS ATHLETICS AND RECREATION PROGRAM MAKES GREAT PLAINS COLLEGE STRONGER AND UNITES THE STUDENTS, STAFF AND THE MANY SUPPORTERS OF GREAT PLAINS COLLEGE.

The program has the potential to fuel passion in our students, staff and alumni and it allows us to express pride in our college. With students as our starting point, and through the execution of this Strategic Game Plan, we will embrace the opportunity to enhance the academic experience at the college and to not only maintain, but also grow, the only competitive athletics program in Saskatchewan's regional college system.



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As a Great Plains College Third and Fourth Class Power Engineering Alum (2012) and someone who played for the SunDogs, I can honestly say that the varsity program was one of the key reasons why I stayed at the college.

I met my wife there, who also played for the SunDogs, I got to play competitively, I finished my education and I got a job at the end of it all. Now I've come back and am coaching the SunDogs as well. I want to make sure these students have a great experience, just like I did.

”

– Tyler Byers

Strategic Pillars

The foundational principles of SunDogs Athletics and Recreation are highlighted and manifested through the creation of four strategic pillars.

1

**Optimize
the student-
athlete
experience**

2

**Excel in the
delivery
of varsity
athletic
programs**

3

**Value
athletics
staff**

4

**Build and
enhance
athletics
partnerships**

STRATEGIC IMPERATIVES*

For each pillar, strategic imperatives and corresponding objectives provide the impetus for our operational plans and performance benchmarks. With diligent execution of these plans, our benchmarks will be realized.

OBJECTIVES AND KEEPING SCORE*

For each pillar, it is important that the strategic imperatives attach to measurable objectives. These represent the scoreboard by which the successes of athletics and recreation will be measured. Once established and adopted, the strategic imperatives and objectives of athletics and recreation will be reviewed annually and adjusted based on the efforts and successes of the department.

****Please refer to "SunDogs Strategic Game Plan" on Pages 10-17.***

SunDogs Strategic Game Plan

PILLAR ①

OPTIMIZE THE STUDENT-ATHLETE EXPERIENCE

Strategic imperative – Serve as a key contributor to Great Plains College’s academic mission and vision

- Objective:** Work cooperatively with programs, faculty and students to identify and articulate the links between healthy living and academic performance
- Objective:** Review and/or develop policies pertinent to athletics and academic performance
- Objective:** Identify and activate opportunities to directly link academic programs to SunDogs Athletics and Recreation programming

Strategic imperative - Enhance learning experiences and student life through an engaging, inclusive and successful varsity athletics program

- Objective:** Through research and data collection, obtain feedback on current athletics program and explore potential for growth of athletics program
- Objective:** Develop an accomplished list of sports
- Objective:** Establish a medical support team for student-athletes

KEEPING SCORE YEAR 1 (2018-19)

- Programs and Athletics departments meet to discuss scheduling and opportunities to work together
- Policies pertinent to athletics and academic performance are reviewed and/or developed

- A survey is developed and implemented to obtain feedback on current athletics program and explore potential for growth
- An accomplished list of sports is developed and approved for a three-year period
- A medical support team is established for student-athletes

KEEPING SCORE YEAR 2 (2019-20)

- Programs and Athletics departments meet to discuss scheduling and opportunities to work together
- Policies pertinent to athletics and academic performance are reviewed and/or developed

- Implementation of accomplished list of sports
- A medical support team is maintained for student-athletes

KEEPING SCORE YEAR 3 (2020-21)

- Programs and Athletics departments meet to discuss scheduling and opportunities to work together
- Policies pertinent to athletics and academic performance are reviewed and/or developed

- Maintenance of accomplished list of sports
- A medical support team is maintained for student-athletes

Strategic imperative – Excel at student-athlete recruitment and retention

- Objective:** Build and execute an accelerated recruitment plan
- Objective:** Provide scholarships based on set criteria
- Objective:** Engage SunDogs alumni
- Objective:** Field teams and coaches as per list of accomplished sports

Strategic imperative – Commitment to excellence in coaching

- Objective:** Formalize coaches' job descriptions and responsibilities so as to maximize the opportunity for success by our coaches
- Objective:** Increase the investment in coaching

Strategic imperative – Maximize the optimal use and benefit of our physical recreation facilities

- Objective:** Work with Facilities department to clarify needs, finalize priorities and to implement plans and scheduling for the gym
- Objective:** Explore opportunities for partnerships and/or reciprocal arrangements with organizations (clubs) to optimize the use, benefit and potential upgrade of the gym

Strategic imperative – Review of the varsity athletics program

- Objective:** Obtain approval of three-year strategic plan
- Objective:** Create work plans based on the three-year strategic plan

KEEPING SCORE YEAR 1 (2018-19)

- Accelerated recruitment plan built and executed, based on identification of accomplished list of sports—a known athlete list is developed for one year in advance
- Scholarship award levels and criteria are established and distributed
- Alumni engagement plan is built - year one is executed

- Coaches' job descriptions and work plans are established
- Salary and/or payment is determined

- Gym priorities, plans and schedules are clarified and set and are executed by SunDogs Athletics & Recreation Coordinator in collaboration with Facilities department
- Partnerships and/or reciprocal arrangements with organizations are identified and in place

- Three-year strategic plan is approved
- Work plans are created and executed—review semi-annually to ensure success and make adjustments as required

KEEPING SCORE YEAR 2 (2019-20)

- Year two of accelerated recruitment plan is executed: teams and coaches are recruited—a known athlete list is developed for two years in advance
- Scholarships are distributed based on established criteria
- Year two of alumni engagement plan is executed

- Coaches' work plans are established and executed

- Gym priorities, plans and schedules are executed by SunDogs Athletics & Recreation Coordinator in collaboration with Facilities department
- Partnerships and/or reciprocal arrangements with organizations are identified and in place

- Strategic plan is reviewed and adjusted as required
- Work plans are created and executed—review semi-annually to ensure success and make adjustments as required

KEEPING SCORE YEAR 3 (2020-21)

- Year three of accelerated recruitment plan is executed: teams and coaches are recruited—a known athlete list is developed for three years in advance
- Scholarships are distributed based on established criteria
- Year three of alumni engagement plan is executed

- Coaches' work plans are established and executed

- Gym priorities, plans and schedules are executed by SunDogs Athletics & Recreation Coordinator in collaboration with Facilities department
- Partnerships and/or reciprocal arrangements with organizations are identified and in place

- Strategic plan is reviewed and adjusted as required
- Work plans are created and executed—review semi-annually to ensure success and make adjustments as required

PILLAR ③

VALUE ATHLETICS STAFF

Strategic imperative – Conduct seasonal performance evaluations

Objective: Create structured coaching performance grid, utilize college's performance evaluation guidelines and adjust as required

Strategic imperative – Seek opportunities for professional development

Objective: Coaching staff and SunDogs Athletic & Recreation Coordinator to take advantage of relevant training to enhance skill set

Strategic imperative – Review roles/duties of SunDogs Athletics & Recreation Coordinator

Objective: Determine accurate reflection of requirements of the position

KEEPING SCORE YEAR 1 (2018-19)

- Coaching performance grid is developed and utilized in conjunction with college's performance evaluation guidelines

- Professional development opportunities are identified and fulfilled

- Athletics & Recreation Coordinator's job description/position requirements is updated

KEEPING SCORE YEAR 2 (2019-20)

- Coaching performance grid is utilized in conjunction with college's performance evaluation guidelines

- Professional development opportunities are identified and fulfilled

- Athletics & Recreation Coordinator's job description/position requirements is reviewed and reclassified if necessary

KEEPING SCORE YEAR 3 (2020-21)

- Coaching performance grid is utilized in conjunction with college's performance evaluation guidelines

- Professional development opportunities are identified and fulfilled

Strategic imperative – Improve and build relationships with stakeholders

Objective: Develop and execute robust marketing and communications plans to engage internal and external stakeholders such as staff, students, potential students and alumni

Strategic imperative – Build and maintain partnerships with respect to accomplished list of sports

Objective: Identify club partnerships as related to accomplished list of sports

Objective: Support Jr. SunDogs as a current partner

Objective: Promote Prairie Athletic Conference and maintain agreements with current media partners

Strategic imperative – Entrench sustainable funding model

Objective: Develop sponsorship and capital campaigns

Objective: Identify, activate and steward donors

Objective: Organize an annual fundraising event

KEEPING SCORE YEAR 1 (2018-19)

- A three-year marketing and communications plan is developed and executed (includes social media, news releases, campaigns, merchandise, signage, etc.)

- Club partnerships as related to the accomplished list of sports are identified
- Agreements are in place with Jr. SunDogs, the college is part of the executive and they are supported
- PAC is promoted (part of marketing and communications plan) and agreements are maintained with media partners

- Three-year sponsorship and capital campaign plan is developed - year one is executed and fundraising goals are met
- Donors are identified, activated and stewarded
- Annual fundraising event is identified and held successfully

KEEPING SCORE YEAR 2 (2019-20)

- Marketing and communications plan is executed (includes social media, news releases, campaigns, merchandise, signage, etc.)

- Club partnerships as related to the accomplished list of sports are identified and agreements are in place re. support, etc.
- Agreements are in place with Jr. SunDogs, the college is part of the executive and they are supported
- PAC is promoted (part of marketing and communications plan) and agreements are maintained with media partners

- Year two of sponsorship and capital campaign plan is executed and fundraising goals are met
- Donors are identified, activated and stewarded—ongoing
- Annual fundraising event is held successfully

KEEPING SCORE YEAR 3 (2020-21)

- Marketing and communications plan is executed (includes social media, news releases, campaigns, merchandise, signage, etc.)

- Club partnerships as related to the accomplished list of sports are identified and agreements are in place re. support, etc.
- Agreements are in place with Jr. SunDogs, the college is part of the executive and they are supported
- PAC is promoted (part of marketing and communications plan) and agreements are maintained with media partners

- Year three of sponsorship and capital campaign plan is executed and fundraising goals are met
- Donors are identified, activated and stewarded—ongoing
- Annual fundraising event is held successfully

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GREAT PLAINS COLLEGE

SUNDOGS