

Orienteering New Brunswick Strategic Plan 2014-2018

Vision: "New Brunswickers of all ages and abilities are flocking outdoors year-round to enjoy orienteering throughout the province."

Mission: "To provide opportunities to have fun outdoors through orienteering by hosting events, developing people and skills, while leading growth of the sport in NB."

Programming and Partnerships	Marketing and Promotion	Mapping	Organization	Technology	Athlete and Leadership Development
<p>Goal 1: To develop an annual slate of events</p> <p>Objectives:</p> <ol style="list-style-type: none"> Determine events which will be offered on a permanent annual basis <p>Select fixed dates for core recurring events each year</p> <p>Goal 2: To develop and maintain permanent courses</p> <p>Objectives:</p> <ol style="list-style-type: none"> Develop a minimum of three permanent courses <p>Goal 3: To develop partnership opportunities with existing and new partners</p> <p>Objectives:</p> <ol style="list-style-type: none"> Further activities with Cross Country Ski NB, Cadets and Scouts, adventure racing/running, canoe/kayaking, snowshoers, Maritime Forest Ranger School. Discussions with universities to include orienteering as kinesiology option Pilot initiative for grade 4 within elementary schools Work with Department of Education to include orienteering in grade 4 curriculum Work with Parasport & Recreation NB to promote to persons with a disability Expand partnerships with 	<p>Goal 1 : Have an online presence</p> <p>Objectives :</p> <ol style="list-style-type: none"> Update and modernize the website Have a social media presence (Facebook, Twitter, YouTube) Explore the opportunity of a blog or forum and regular blog posts <p>Goal 2 : Develop an ONB Brand</p> <p>Objectives :</p> <ol style="list-style-type: none"> Review public image and enhance logo with a tag line Produce or acquire a promotional video to be used in schools, online, etc. Coordinate the purchase of new uniforms. <p>Goal 3: Hire a paid promotions officer for ONB</p> <p>Objectives:</p> <ol style="list-style-type: none"> To explore feasibility of sharing the resource person with Sport NB and/or other sports Determine roles, responsibilities and expectations Establish a new Board position: e.g. Publicity Director or VP of Promotions <p>Goal 4: Grow public awareness of orienteering</p> <p>Objectives:</p> <ol style="list-style-type: none"> Explore linkages with city 	<p>Goal 1: To improve map management and quality</p> <p>Objectives:</p> <ol style="list-style-type: none"> To inventory current maps and create an updated archive. To assess quality of maps, update if necessary To develop a procedure for review of maps to keep current To populate the ONB website like GVOC's website <p>Goal 2: To determine future and ongoing mapping needs</p> <p>Objectives:</p> <ol style="list-style-type: none"> Appoint a functional mapping committee Review existing maps each year to prioritise updates (including georeferencing); trained ONB members to make updates. Review needs for potential new maps each year Review the ONB map supply /sale policy <p>Goal 3: To develop in-province mapper(s)</p> <p>Objectives</p> <ol style="list-style-type: none"> Determine qualifications and/or training needs for mappers Meet mapping needs as determined annually Hold a mapping workshop in NB annually. <p>Goal 4: Offer professional development opportunities for</p>	<p>Goal 1: To ensure that key ONB documents and web pages are available in both English and French.</p> <p>Objectives</p> <ol style="list-style-type: none"> Determine translation needs make use of Sport NB translation service. <p>Goal 2: Develop a structured approach for volunteer recruitment, orientation and support .</p> <p>Objectives</p> <ol style="list-style-type: none"> Develop a handbook for new members. Develop a handbook for executive members. Stage an annual social event incorporating recognition for volunteers. Nominate outstanding volunteers for Sport NB recognition awards. Produce a formal written ONB expenses policy. <p>Goal 3: Explore alternative revenue streams</p> <p>Objectives</p> <ol style="list-style-type: none"> Selling permanent course maps; partnerships with cities Explore opportunities with sightseeing tours Explore fundraising opportunities like hosting the Banff Mountain Film Festival tour. Offer SportIdent as a rental item to partner organisations. Host Orienteering Nationals every 5-8 years. 	<p>Goal 1: To offer online registration for events</p> <p>Objectives:</p> <ol style="list-style-type: none"> Online registration available for events <p>Goal 2: Promote more post-race discussion and analysis.</p> <p>Objectives:</p> <ol style="list-style-type: none"> Use RouteGadget and/or DOMA for major events. Have results of events posted on line within 24 hours of the event <p>Goal 3: Maximize the use of SportIdent at events</p> <p>Objectives:</p> <ol style="list-style-type: none"> Provide SI training to meet officials annually in each centre (Moncton, Fredericton, Saint John) 	<p>Goal 1: Offer professional development opportunities for officials</p> <p>Objectives</p> <ol style="list-style-type: none"> Adopt and implement national guidelines for training of officials. Establish the position of Training Coordinator. Schedule training courses annually or as required. <p>Goal 2: Offer professional development opportunities for coaches</p> <p>Objectives</p> <ol style="list-style-type: none"> Adopt and implement national guidelines for coaches training. <p>Goal 3: Engage and attract new coaches and officials.</p>

<p>Nova Scotia and PEI.</p> <p>1. Goal 4: Attract and retain more young athletes.</p> <p>Objectives</p> <p>1. Reinstate the junior athlete development program.</p>	<p>websites and schools for promotional opportunities</p> <p>2. Develop relationships with local newspapers to have feature articles</p> <p>3. Target partner groups to sponsor events</p> <p>4. Post all planned events for the year to the ONB calendar before Jan 31 each year.</p>	<p>existing mappers</p> <p>Objectives</p> <p>1. Adopt and implement international standards for mappers' training.</p>			
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