

# ABTA 2024-2027 Strategic Plan

## Overview

The following document outlines the Alberta Baton Twirling Association's (ABTA) strategic plan from 2024-2026. The document was developed in the spring of 2024.

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## Mission and Vision

### Vision

We aim to elevate baton twirling to be a sport of choice in Alberta.

### Mission

Alberta Baton Twirling envisions a future where every twirler is supported in their journey to reach their full potential, fostering confidence, creativity, leadership, and lifelong friendships.

## Values

The values that will guide ABTA's actions include:

<b>Teamwork</b>	Efficiently and effectively working together as a team to achieve a result
<b>Transparency</b>	Open, visible, transparent communications with all members.
<b>Integrity</b>	Acting ethically and transparently in all business dealings, prioritizing doing the right thing for our members over personal or organizational gain.
<b>Respect</b>	Respect involves recognizing the inherent worth and dignity of all stakeholders involved in or dealing with ABTA.

## Key Success Factors

### *DEFINITION*

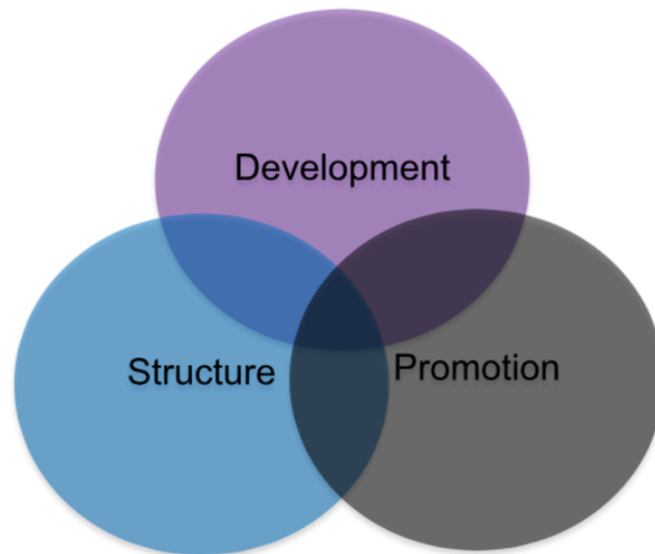
- **Membership.** Membership is crucial to our success as it drives the growth and thriving of our sport within the province. We depend not only on our twirlers but also on our coaches, judges, and volunteers. Therefore, expanding our membership across all participant categories is essential for our continued success.
- **Outreach.** Outreach is crucial for raising awareness about baton twirling as a distinctive sport. It's essential to promote and expose it adequately to integrate it into the mainstream, encouraging children and families to choose it as their preferred sport.
- **Retention and progression.** While many athletes initially join us through recreation programs, only a small subset continues long enough to become competitive and elite athletes. There is an opportunity for us to enhance athlete retention by emphasizing engagement, enjoyment, and camaraderie. This approach will enable more athletes to progress within the sport, advancing from recreational levels to competitive stages, and potentially into roles such as coaching, judging, or volunteering.

### How WILL WE KNOW WE ARE SUCCESSFUL?

Metric	2024	Goal in 2026
Increase in membership		
Increase in # of placements nationally and internationally		
Increase in retention and progression from recreation through to competitive		
Increase in athletes progressing into coaching, judging and volunteer roles		
People coming back to the sport or staying in the sport		

## Overall

The strategy for ABTA will be based on the following 3 pillars:



## By Area

### **DEVELOPMENT**

#### **DESCRIPTION**

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Developing judges, coaches, and athletes at all levels is crucial for the growth and sustainability of baton twirling. This involves providing structured support and resources to enhance their skills and knowledge.

Our athlete base can be divided into 4 categories - elite, competitive, pre-event, and recreational:

#### **ATHLETES - ELITE**

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Elite athletes are those who have achieved Level A status, indicating the highest level of development and skill in baton twirling.

- **Objectives**
  - Continue to support as we do today
- **Initiatives**
  - Nothing specific to elite athletes at this time
  - Mentors and role models – Social media promotion – Athletes rep

#### **ATHLETES - COMPETITIVE**

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Competitive athletes are defined as those athletes that are level C up to BA.

- **Objectives**
  - Ensure proper development and progression of athletes through the athlete development program
  - Keep athletes engaged and committed to baton twirling
  - Improve athlete mental health
- **Initiatives**
  - **Provide Mentorship.** Pair newer athletes with more experienced mentors who can offer guidance, support, and encouragement.
  - **Survey athletes.** Conduct an athlete and former athlete survey

#### **ATHLETES - PREEVENTS**

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These are the introductory events that focus on the fundamentals of baton twirling.

- **Objectives**
  - Encourage skill development program (i.e. badge testing)
- **Initiatives**
  - Develop and host a pre-event parents' course
  - Recognition
    - Have an opportunity to celebrate the accomplishments of pre-event athletes
    - Post-event recognition event with the club to share accomplishments of the day

## ATHLETES - RECREATIONAL

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Recreational athletes of all ages who want to twirl but not compete

- **Objective**
  - Find ways to engage them and keep them in baton beyond the basics
  - Provide opportunities to perform in a non-competitive setting
  - Encourage skill development program (i.e. badge testing)
  - Find non-competition driven avenues to engage and keep athletes
- **Initiatives**
  - Establish a recreation working group to identify opportunities
    - Create a list of recreation best practices
    - Baton Store where baton bucks are given out throughout the year to be spent.

## COACHES

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A strong coaching foundation is critical to the success and growth of the sport of baton in Alberta both at a competitive and recreational level. The ABTA wants to ensure a close working relationship between our coaches and the ABTA.

- **Objectives**
  - Identify and train more coaches in order to increase number of regions represented in Alberta and grow the size and number of clubs
  - Provide coaches with adequate training opportunities
  - Financially support coach development
- **Initiatives**
  - **Develop a mentorship program**
    - Provide mentorship roles to new coaches
    - Given new coaches opportunities to take on more
    - Take new coaches to have more responsibilities
  - **Coaching overview program**
    - Develop a program to better explain to future coaches what the options are
    - What are the options for 13-18 yr coaches?
    - Provided materials to new coaches to provide confidence and guidance

## JUDGES

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A strong coaching foundation is critical to the success and growth of the sport of baton in Alberta both at a competitive and recreational level. The ABTA wants to ensure a close working relationship between our judges and ABTA.

- **Objectives**
  - Identify and train more judges
  - Provide judges with adequate training opportunities
  - Financially support judge development
  - Identify ways to ease barriers to recertification

- **Initiatives**
  - **Funding**
    - Fund judges to help them obtain and maintain certification
  - **Awareness**
    - Judging outreach program to build relationships with judges
    - Judging awareness program that explains judging to athletes, coaches, and families
    - Develop a cheat sheet to highlight steps judges need to take to maintain status/level of commitment required
    - Find ways to garner interest in becoming a judge through mentoring, and support

## ***STRUCTURE***

### **DESCRIPTION**

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Developing structures, tools, processes, and information to support and sustain regions, clubs, and volunteers is essential for organizational effectiveness and efficiency. This is a confusing sport. Can we help people to better understand it? You forget what it is like to be that "new" parent.

- **Objectives**
  - Increase documented tools and resources to support members' understanding of the sport of baton and make it easier to run activities
- **Initiatives**
  - **Competitions**
    - Establish competition director's forum
    - Develop Competition Handbook



## ***PROMOTION***

### **DESCRIPTION**

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Promoting baton twirling across the province aims to increase awareness and attract new participants beyond the current ABTA (Alberta Baton Twirling Association) community.

- **Objectives**
  - Increase awareness of and access to baton in the province
- **Initiatives**
  - **Develop customizable ABTA marketing materials to support promoting baton**
  - **Group or individual/pair performance in the community**
    - Sub-committee to seek out performance opportunities
  - **Develop marketing & social media strategy**
    - Develop a social media strategy strategy
    - Marketing strategy
    - Develop a website strategy and consider monetizing the website