



Vancouver Ultimate League Society Five Year Strategic Plan 2012 – 2016

2016 Overview

Core Values

Spirited

We are guided by Spirit of the Game in everything we do.

Gender-Balanced

We encourage the full participation of men and women in our league and in the sport.

Sustainable

We act in a sustainable manner with respect to our environmental footprint, our operations and governance, and the culture of our sport and its community.

Inclusive

We make ultimate accessible to anyone who wants to take part.

Mission Statement

The Vancouver Ultimate League Society exists to promote, organize and support good, spirited Ultimate and to assist in any way possible the development of the sport of Ultimate and Ultimate players in the Vancouver Ultimate League.

Five-Year Goal

By 2016, 8,000 people are playing spirited and satisfying ultimate in Metro Vancouver.

Critical Success Factors

To achieve our Five-Year Goal, the following must be true:

Member Services

VULS offers programs and services that encourage long-term participation in ultimate and membership in the Society.

Promotion

VULS actively promotes ultimate and the services of the VUL in order to attract new and returning players.

Spirit

VULS fosters a culture of respect, fairness, and joy of play for everyone involved in ultimate.

Capacity

VULS proactively supports the development of ultimate leagues throughout Metro Vancouver.

2016 Metrics

CSF	Metrics	2011	2012	2013	2014	2015	2016
1	Number of registered VULS members	3590	3897	4446	4859	5003	5367
1	% members returning from previous year <i>(5-10% more return from earlier years)</i>	60%	62%	58%	60%	59%	61%
2	New members	1151	1300	1783	1881	1786	1740
2	# of website visitors (monthly average)	N/A	est 4500	est 7200	8500	8800	9500
3	# of summer games where team received low spirit score (< 3.0)	28	14	42 (1.7%)	29 (1.1%)	12 (0.5%)	23 (0.8%)
3	Average spirit score across all leagues - before/after change in Sept 2011 - with new website (summer only)	9.9/11.5 ~	11.4 ~	~ 7.5	7.4	7.5	7.7
4	Number of Metro Vancouver players - adults (estimated) - high school (estimated) - elementary (rough estimate)	est 6,000	est 6230	est 6450	est 7070 4990 2080 n/a	est 7215 4890 2325 n/a	est 10000 5235 2774 2000*
4	Number of other Metro Van leagues with at least 4 teams (or equivalent)	2	2	2	2	2	2

* Using an estimate of 100 schools and 20 kids per school.

