



# VANCOUVER ULTIMATE LEAGUE

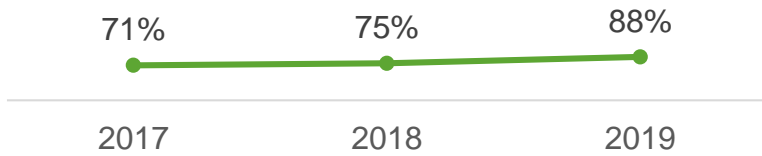
## 2019 Strategic Plan Report

2017-2021

### PILLAR: YOUTH

Do our part to ensure youth ultimate is taught and played with Spirit of the Game

Youth programs with **spirit as a key component** is approaching 100%



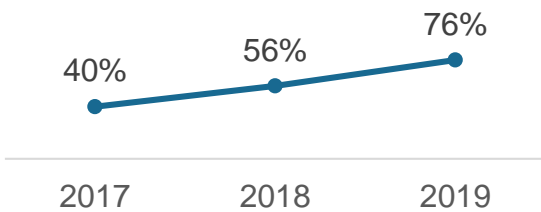
Sponsor spirit awards for school leagues



Emphasis on spirit scores at the Canadian Ultimate Championships

Support those working with youth to ensure players learn from qualified coaches

More youth coaches have **formal education or training**

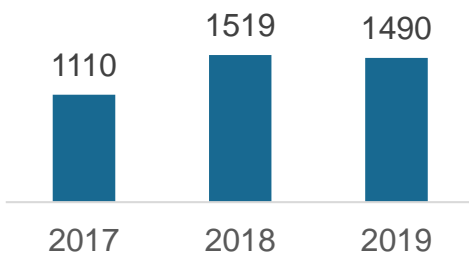


Almost all youth coaches have **relevant experience** (3+ years as ulți player or coach)

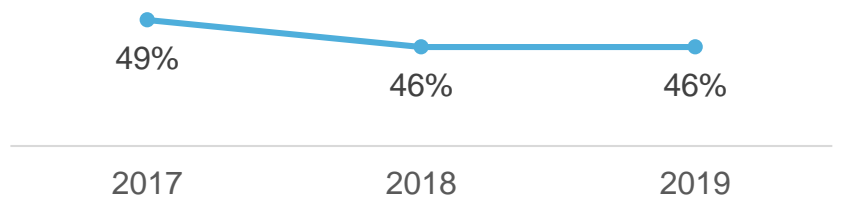


Promote the concept of a lifelong community through all VUL youth programs

Youth player numbers were stable in 2019



Almost half of youth coaches or instructors return the next year



Ensure generous resource allocation relative to youth membership numbers

Youth programs are **subsidized** by about **10%**



# VANCOUVER ULTIMATE LEAGUE

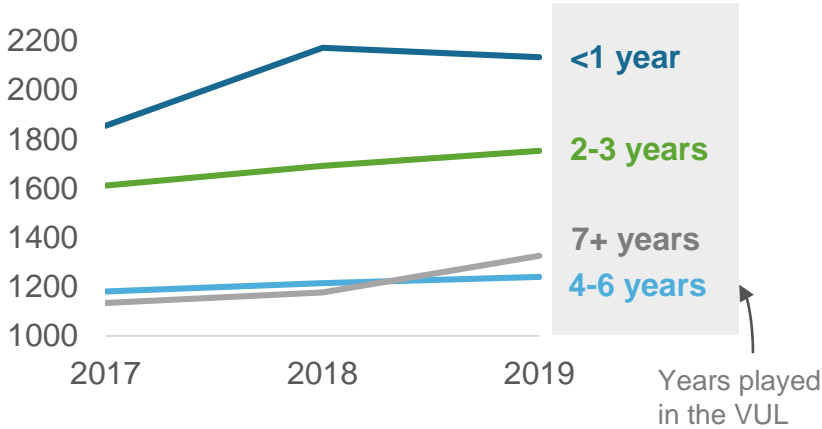
## 2019 Strategic Plan Report

2017-2021

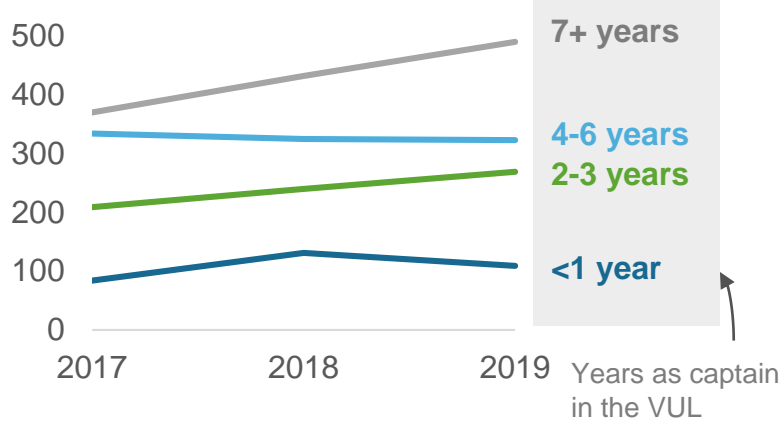
### PILLAR: ADULTS

#### Develop the VULS into a lifelong community

**Player numbers** are increasing or stable across all years of experience

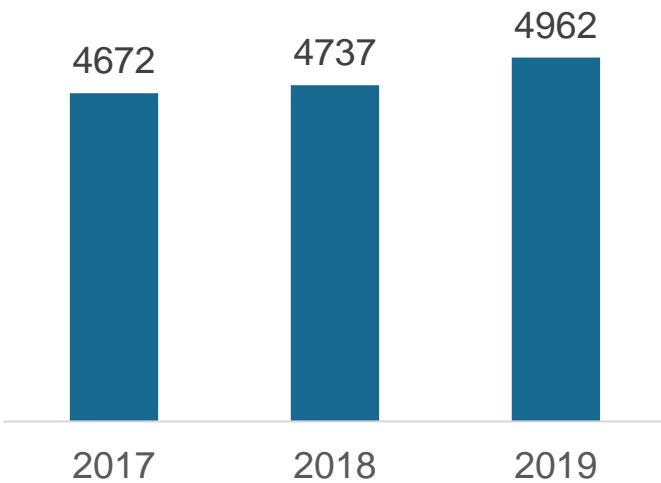


The majority of **captains** are involved with the VUL for >4 years



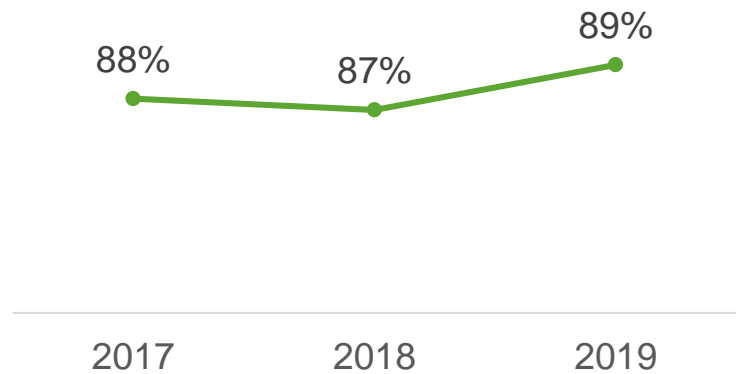
#### Maximize member satisfaction while maintaining or growing membership

**Adult player numbers** continue to rise



**Member satisfaction\* is stable**

Very high with opportunity to improve



\* Players who report 'excellent or good for their "overall experience"



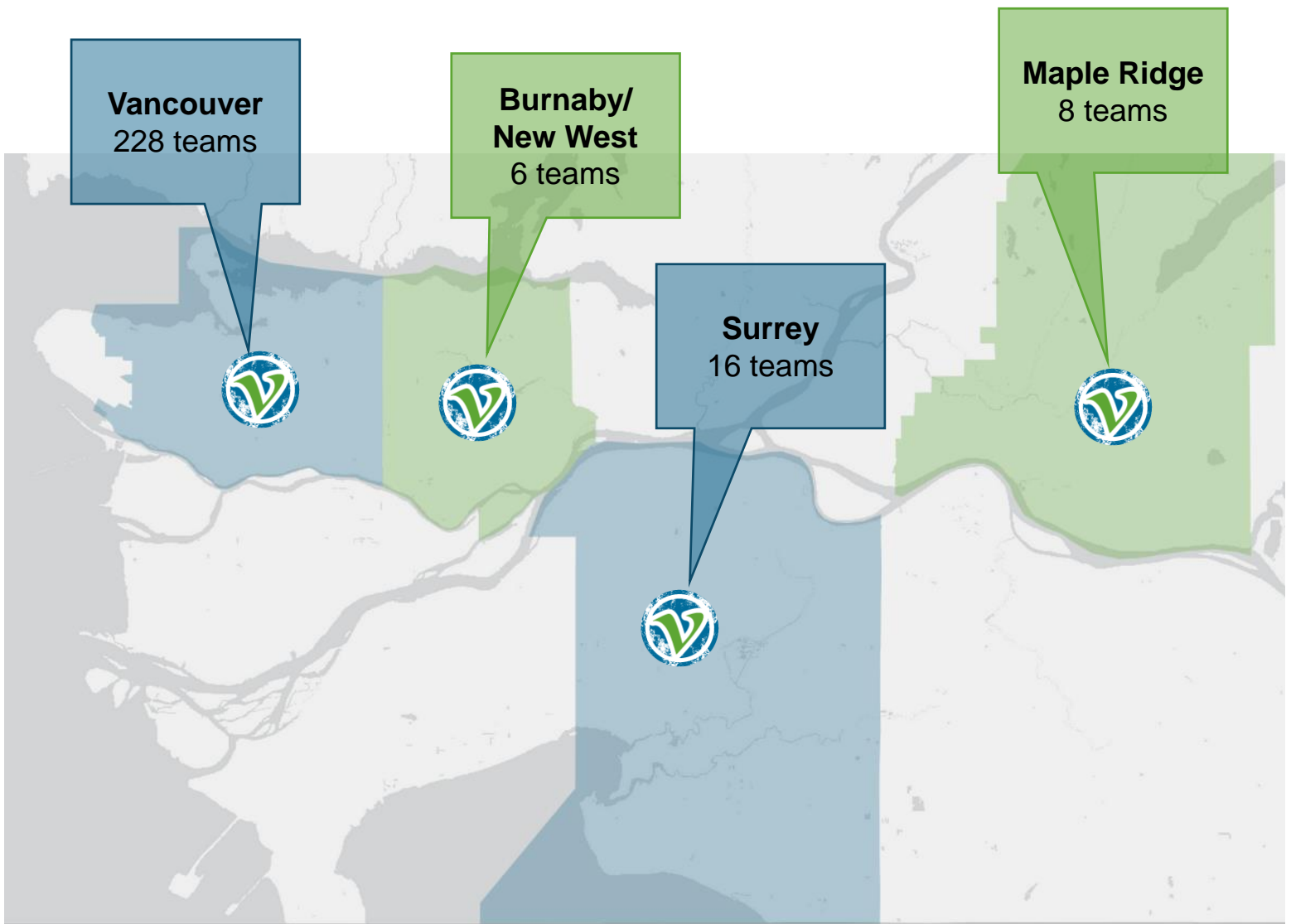
# VANCOUVER ULTIMATE LEAGUE

## 2019 Strategic Plan Report

2017-2021

### PILLAR: REGIONAL

Support the development of several viable and spirited leagues in Metro Vancouver



Target = 5 or more leagues



# VANCOUVER ULTIMATE LEAGUE

## 2019 Strategic Plan Report

2017-2021

### PILLAR: LEADERSHIP

Position ourselves as a leader in the ultimate community by demonstrating thought leadership, and by sharing knowledge and experience



presented at or organized **2** conferences



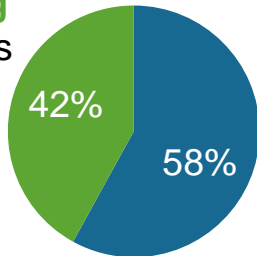
published **2** articles directed at external audiences (1,2)



Responded to **5** requests for advice or input from other organizations

### Promote and improve inclusivity and gender equity

The proportion of **man matching** and **woman matching** members remains consistent



**55%** of all players find the VUL to be very gender equitable ↑ 6% from 2018

and **52%** of **woman matching** players find the VUL to be very gender equitable ↑ 8% from 2018

### Execute initiatives that have a positive community, social, or environmental impact

#### New initiatives in 2019:



[Spirit standouts](#)



[Community spotlights](#)



[New game start times](#)