



**Strategic Plan
2023-2025**

**Vancouver
Ultimate League**



The VUL 2023-2025 strategic plan comprises an updated and clarified mission and vision, a refreshed description of our core values, and strategic goals for our organization over the next several years. The VUL thanks our staff, volunteers, and community members for their input and feedback throughout the development of this plan. We acknowledge with gratitude that we live, work, play and thrive on the traditional, ancestral, and unceded territories of the kʷikʷəłəm (Kwkwetlem), xʷməθkʷəyəm (Musqueam), Sḵw̱x̱wú7mesh (Squamish), and Səlilwətał (Tsleil-Waututh) Nations.

Values

Spirited

We are guided by the Spirit of the Game in everything we do. In our activities both on and off the field, we are knowledgeable, respectful, fair-minded, careful, and passionate.

Welcoming


We aim to help everyone in our diverse community access a range of opportunities to participate, regardless of their gender, age, race, culture, religion, sexual orientation, or ability.

Responsible

We act responsibly as an organization and encourage the same from all our members. We take a considerate approach toward our community, our relationships, our facilities, and our environment.

Safe

We create, maintain, and promote a sport culture and environment that is physically safe, empowering, inclusive, and equitable for all participants, free from abuse, harassment, and discrimination.



"I play to be a part of the community. It's a really great community of people that are like minded and really chill but also very active, and it's a lot of fun... I can't see myself not playing."

-Barry

Vision

Ultimate is a leading choice for a recreational or competitive sports experience in Metro Vancouver.

Mission

We organize, promote, teach, and support spirited Ultimate in a safe and inclusive environment for all.

"I'm at the point where I've played Ultimate for half my life... Ultimate has become a really big part of my life, and I love all the people I meet through it."

-Jessica

"I play Ultimate because I always found it was a great community of people and it's been a really inclusive place."

-Morgan

"I really like the Spirit of the Game - it's not the same atmosphere as other sports... I plan to play in my 60s, 70s... Ultimate is the best sport ever."

-Yohann



Strategic Focus Areas and Objectives

Our strategic goals broadly serve several focus areas of our organization. All objectives are planned and executed in service of our mission, and with an eye toward our vision. While all of our activities are conducted in accordance with our values, we aim to directly promote certain values in each of our objectives as highlighted below.

Focus area: Organizational

Value(s) directly promoted

Objective: Conduct an overhaul of our website to maintain functionality, improve ease of use, and ensure alignment with our organizational and community needs

Welcoming, Responsible

Objective: Implement a robust talent retention program to support the recruitment, training, and retention of staff, coaches, instructors, and volunteers (e.g. captains, mentors, committee members)

Responsible, Spirited

Focus area: Programming

Value(s) directly promoted

Objective: Promote a shared understanding of Spirit of The Game across all programs and at all levels

Spirited

Objective: Ensure continued access to high-quality fields that align with a diverse set of program needs (e.g. touring and club teams, camps and clinics, regional offerings)

Responsible, Welcoming

Focus area: Playing Experience

Value(s) directly promoted

Objective: Develop a plan for increasing retention among new players (i.e. those having just completed their first program)

Welcoming, Spirited

Objective: Assess how we can engage with different members of our community to improve the experience of playing (e.g. women-matching player retention, men-matching player safety education)

Welcoming, Safe

Focus area: Safety

Value(s) directly promoted

Objective: Encourage and educate around member awareness and consideration of physical safety both for themselves and for others

Safe, Spirited

Objective: Identify, develop, and deliver initiatives supporting the VUL's commitment to offering an inclusive environment

Safe, Welcoming

