

**Strategic Plan  
Colorado Springs Altitude Volleyball Club  
CSAVBC**

**Vision**

To inform, education, inspire and empower competitive girls' volleyball, to enrich their lives and those that they touch.

**Mission**

CSAVBC shall exist for the purpose of promoting girls' volleyball. CSAVBC will promote skill development, love for the game, friendship in a competitive environment, instilling self-confidence, development of athletes, and the belief that giving ones' self to the team, will advance the well-being of the team, the club, and USA Volleyball. CSAVBC consists of a Club Director who has sole responsibility for the day-to-day operations and a Board of Directors who approves policies and determines long term planning objectives.

**Values**

- To teach to sport of volleyball to girls ages 7-18.
- To build confidence and self-control
- To teach teamwork
- To instill positive attitudes
- To develop sportsmanship
- To encourage parent participation
- To assist athletes in attaining college scholarships
- To foster and conduct area, regional, state, and national competitions

<b>Products &amp; Services</b>	<b>Customers</b>
<ul style="list-style-type: none"><li>• Competitive club volleyball</li><li>• Skills camps</li><li>• Queen of the court</li><li>• Private lessons</li><li>• Developmental programs</li></ul>	<ul style="list-style-type: none"><li>• Club players (youth)</li><li>• Parents</li><li>• Sponsors</li><li>• Tournament participants</li><li>• Donors</li></ul>

## CSAVBC SWOT Analysis

Strengths	Weaknesses
<ul style="list-style-type: none"> <li>• Coaching – many with 10+ years of experience at club &amp; H.S.</li> <li>• Players – have participated many years and are now at the 17N &amp; 18N level teams.</li> <li>• Reputation – Integrity, Respect, Competitiveness, and strong comradery are key when speaking about CSAVBC.</li> <li>• Longevity – coaches &amp; players have “grown up” with and have multiple years with CSAVBC.</li> <li>• College Prep – Coaches of 16, 17 &amp; 18 age teams assist, encourage and advocate for the College challenges.</li> <li>• OTC – consistent, safe, prestigious practice facility.</li> <li>• Knowledge – CSAVBC employs volleyball experts with more than 100 years of combined knowledge.</li> <li>• Passion – competitive, mature culture driven by players, and coaches with parental support and engagement.</li> <li>• Culture/Values – teaching volleyball can build confidence and self-control. Positive culture will instill and naturally develop a competitive spirit.</li> <li>• Financial stability – utilizing fiscal responsibility/accountability.</li> <li>• Well organized – with communication and accountability</li> <li>• Consistency-Performance – utilizing mental and physical training with a winning expectation.</li> <li>• Flexibility – adaptable and willing to consider change.</li> </ul>	<ul style="list-style-type: none"> <li>• Facilities – legacy opportunity / challenge for us.</li> <li>• Coaches (recruiting and retaining) – increase in pay, build relationships and trust.</li> <li>• Top Players (recruiting and retaining) – through strong communication and coaching relationships.</li> <li>• Communication/Feedback – must grow and learn to be consistent in this area.</li> <li>• Consistency—Teams – Players maturing with club should stay and develop loyalty.</li> <li>• Values and Mission not widely known – consistent communication, utilizing social media.</li> <li>• Marketing – CSAVBC needs positive messaging that is impactful, resonating and consistent.</li> <li>• Fundraising – larger impact, broader range and easy to use/execute.</li> <li>• Equipment – must be updated and maintained.</li> <li>• Depth of program—Strength training, etc – coach’s education and skill set needs updating.</li> <li>• Developmental programs – needs update, refreshing and more impactful.</li> </ul>

Opportunities	Threats
<ul style="list-style-type: none"> <li>• Parent connections (i.e. Expo facility) – needed involvement consistently in leadership roles.</li> <li>• Sponsorship – financial stability, fiscal opportunity.</li> <li>• Social media – must do to be relevant.</li> <li>• Growth in Colorado – stay local and loyal.</li> <li>• Brand awareness/marketing – educate through messaging.</li> <li>• Grow Sport: Reach underprivileged – mission, values and responsibility.</li> <li>• Community Involvement – our brand should reflect and</li> <li>• Recruit Top Athletes – through trust and relationships, for a winning culture.</li> <li>• Partnerships – to strengthen our overall club.</li> <li>• Boys – opportunity to expand our reach and brand.</li> <li>• “Ask” – to grow, or gain more information and knowledge.</li> <li>• Education FAQ’s – all be available and have access to.</li> </ul>	<ul style="list-style-type: none"> <li>• Competing Clubs – learn from, compete with, respect and partner with if necessary.</li> <li>• Cost – appropriate and in line as the volleyball market dictates.</li> <li>• Time commitment – necessary and essential for training and building.</li> <li>• Loss of facilities – tragic but can create challenges or opportunities.</li> <li>• “Perception” reputation – must educate through communication and messaging.</li> <li>• Limited Leadership – opportunity to learn and grow leadership roles.</li> </ul>

Goals/Priorities
<ol style="list-style-type: none"> <li>1. To be the premier volleyball club in Colorado Springs through player and coach development</li> <li>2. To be recognized for their focus and commitment to developing the whole person/athlete, both on and off the court.</li> <li>3. To be a high performing non-profit organization.</li> </ol>