

*SASKATCHEWAN
SQUARE & ROUND
DANCE
FEDERATION INC.*

**Mission, Vision, Values
and
Strategic Plan**

Approved November 3, 2019

Policy Title: MISSION, VISION & VALUES

Approval Date: November 3, 2019

Vision:

Promote fun, enjoyment, physical & mental activity and fellowship in the Saskatchewan square dancing, round dancing, clogging, line dancing, country dancing, western dancing and contra dancing community.

Mission:

Saskatchewan Square & Round Dance Federation Inc. promotes the advancement of Square & Round dancing and Clogging in Saskatchewan communities. We work with provincial dance clubs to provide equal opportunity to people of all ages and in all walks of life to enjoy this recreational activity, thereby enhancing the health and wellbeing of all participants physical and mentally.

Values:

These are the values that bring people into the organization:

- People
- Friendship (socializing)
- Activity
- Health
- Fun
- Affordable
- Accessible
- Inclusive (singles and couples)

Policy Title: STRATEGIC PLAN

Approval Date: November 3, 2019

1. OBJECTIVE : CLUB CAPACITY BUILDING

Area: Increase Member Club Capacity

1.1 Strategic Outcome:

To increase membership.

Activities/Tasks:

- Funding for beginner lessons
- Beginner CDs
- Access to callers
- Sharing clubs' best practices (done at AGM)
- Advertising
- Information meetings

Indicators/Measurements:

- Number of members

Responsibility:

- SSRDF helps with the funding through the SK Lottery Trust Fund Grant
- Clubs advertise in local newspapers, posters, word of mouth, websites and social media, etc. of lessons offered
- Members recruit new dancers

1.2 Strategic Outcome:

To increase knowledge among volunteers within the clubs

Activities/Tasks:

- Mentorship (between individuals and clubs)
- Information sharing (grant opportunities)
- Directory
- Special Events/Workshops

Indicators/Measurements:

- Number of club events

Responsibility:

- Club executives and all members
- SSRDF Inc. share information at Annual General Meeting

1.3 Strategic Outcome:

To increase access to the Federation.

Activities/Tasks:

- Funding for special Workshops
- Funding for Beginner workshops
- Directory
- Website
- Advertising

Indicators/Measurements:

- Number of grants
- Number of Directories
- Number of web hits

Responsibility:

- All clubs have representation on their zone association
- Each zone has two couples to represent their zone on the Board of Directors.

2.0 OBJECTIVE: LEADERSHIP

Area: Increase Leadership Opportunities

2.1 Strategic Outcome:

To increase the number of instructors

Activities/Tasks:

- Funding initiatives
- Awareness of opportunities
- Database of current instructors
- Information sharing between clubs

Indicators/Measurements:

- Number of grants
- Number of opportunities
- Number of instructors

Responsibility:

- Federation – Instructors list in Directory
- Clubs – provide opportunity for people to try instructing.
- Members participate and encourage.

2.2 Strategic Outcome:

To increase the quality of instructors

Activities/Tasks:

- Exchange program, (mentorship)
- Caller/cuer/instructor meeting
- Information

Indicators/Measurements:

- Participant enjoyment
- Caller/cuer/instructor demand

Responsibility:

- Clubs give opportunities to new instructors to gain experience
- Members encourage

2.3 Strategic Outcome:

To increase workshop opportunities.

Activities/Tasks:

- Access to information
- Funding initiatives
- Mentorship

Indicators/Measurements:

- Number of workshops
- Number of participants in the workshops

Responsibility:

- Federation – help with funds for instructional schools

3. OBJECTIVE COMMUNICATION

Area: Increase Communication Opportunities

3.1 Strategic Outcome

To increase members' awareness of event opportunities.

Activities:

- Website
- Directory
- AGM
- Zone newsletter exchange
- Posters
- Relative announcements

Indicators:

- Number of participants at events

Responsibility:

- Board of Directors are responsible for the web site, directory and Annual General Meeting
- Zones exchange their newsletters
- Clubs/Zones distribute posters, registration forms, etc. to inform of upcoming events
- Clubs announce at their dances upcoming events

3.2 Strategic Outcome:

To increase public awareness of Square, Round Dancing and Clogging.

Activities/Tasks:

- Website
- Directory
- Club functions
- Posters

Indicators/Measurements:

- Number of new members in the local clubs
- Number of new demands on existing programs
- Number of new inquiries

Responsibility:

- Board of Directors are responsible for the web site, directory and Annual General Meeting
- Zones exchange their newsletters
- Clubs/Zones distribute posters, registration forms, etc. to inform of upcoming events
- Clubs announce at their dances upcoming events
- Clubs demo and provide entertainment at malls, schools, senior centers, etc.
- Demo at the SPRA convention

3.3 Strategic Outcome:

To increase awareness of National programs

Activities/Tasks:

- Website
- Information
- Dissemination (e-mails, newsletters, word of mouth, etc.)

Indicators/Measurements:

- Number of provincial participants in National programs

Responsibility:

- Zone reps on the Board of directors take the information back to their zones and clubs
- Zone newsletters