

NNSC STRATEGIC PRIORITIES 2017-2020

Strong Organization and Governance

Continue to strengthen Board knowledge and expertise in diverse areas
Form new task groups / project groups to tackle new priorities
Ensure Board & operational policies are complete and up to date
Upgrade annual budget planning process
Staff recognition

Addressing Climate Change and Environment

Summer maintenance of trail system to improve ski conditions
Improve relationship with local beaver population/water management
Improve energy efficiency: LED lighting, building retrofits
Assess feasibility of new moveable / energy-efficient club house
Research long-term relocation plan to a site with better snow security

Growing Membership & Community Presence

Increase membership by five percent by 2018
Attract more students and young families
Improve club branding: logo / photo imagery / club jackets etc.
Strengthen partnerships with local businesses
Continue incentives for early registration and promote online registration

Programming for all Ages, Interests and Abilities

Build on existing successful events and pilot new ones
Test viability of maintaining a permanent coach position
Add skate ski option for Jack Rabbits
Add more adult and masters clinics/camps/series
Support training for adult instructors and volunteer parent coaches
Increase focus on racing development

Targeted Fundraising

Establish fundraising / grant writing task groups
Fundraising objectives for 2017-18:
Summer maintenance of trail system
LED lighting retrofit for night-skiing loop
Engagement of para skiers, young adults, students, low income families
Set aside funds each year for capitol projects