

Goal #1: Strengthen sport by creating better quality experiences for all players.		Success Measures: Increased participant registration. Increased participant retention. Participant feedback supporting goal.
Strategic Objective 1: Support development paths for coaches and officials that take them from where they are to where they want to be, regardless of level.	Strategic Objective 2: Undertake efforts to understand members needs so those needs can inform and help target efforts.	
Year 1 Action Steps (March 1 – September 1, 2023):		
WHAT	WHO	BY WHEN
Implementation plan for LTAD development pathways to be utilized at Club-level.	Technical Team	2023 September Planning Meeting
Create pathway for Official development for all.	Technical Team and ALRA	2023 September Planning Meeting
Explore opportunities for athlete development plan (conditioning).	Technical Team	April 30, 2023
Determine and develop mechanism to gather feedback from Members. Gather feedback from Members. Report to Board.	ALA Staff	Determine and develop mechanism by May 31, 2023. Gather feedback by July 31, 2023. Report to Board by August 31, 2023.
Year 2 Focus (Sept. 2023 – Sept. 2024):		
WHAT	WHO	BY WHEN
Gather feedback from field Members.	ALA Board	Gather feedback by August 31, 2023. Report to Board by September 30, 2023.
Pathways and resources are available online.	ALA Office	October 1, 2023
Communication and promotion of pathways and resources to Members. Follow-up on awareness.	ALA Office and LGB Presidents	Communication and promo of pathways and resources by February 29, 2023. Follow-up on awareness May 15, 2024
Collect findings by July 31, 2024. Report on findings by August 31, 2024.	ALA Office	Collect findings by July 31, 2024. Report on them by August 31, 2024.
Year 3 Focus (Sept. 2024 – Sept. 2025):		
WHAT	WHO	BY WHEN
Communication and promotion of pathways and resources. Follow-up on awareness.	ALA Office, LGB Presidents	February 28, 2025. Follow-up by May 15, 2025.
Report findings to Board.	ALA Board	2025 Annual Meeting
Critical Success Factors: Timely completion and implementation. Stakeholders buy-in.		
Required Support/Resources: ALA Board, ALRA, ALA staff, survey software, and RAMP.		

Goal #2: Encourage inclusivity within lacrosse.		Success Measures: Increased registration of under-served and minority communities.
Strategic Objective 1: Support Local Governing Bodies and Clubs to engage with representatives of under-served and minority communities to understand, identify, and implement approaches to best overcome cultural barriers.	Strategic Objective 2: Align with and learn from Member Associations, ALA partnerships, and others that are achieving these goals.	Strategic Objective 3: Utilize existing community outreach model to engage and communicate with all communities.
Year 1 Action Steps (March 1 – September 1, 2023):		
WHAT	WHO	BY WHEN
Determine outreach plan of key representatives.	ALA Board	April 30, 2023
Determine available resources to assist the ALA with outreach.	ALA Board and Office	April 30, 2023
Contact key representatives.	ALA Board and Executive Director	August 31, 2023
Ongoing reporting to Board on responses from key representatives and opportunities for partnerships.	ALA Board and Executive Director	Ongoing
Year 2 Focus (Sept. 2023 – Sept. 2024):		
WHAT	WHO	BY WHEN
Implementation of opportunities from year one.	ALA Board	2024 September Planning Meeting
Evaluation and revision of initiatives.	ALA Board	2024 Annual Meeting
Implementation of revised initiatives.	ALA Board and Executive Director	Ongoing
Year 3 Focus (Sept. 2024 – Sept. 2025):		
WHAT	WHO	BY WHEN
Implementation of revised initiatives.	ALA Board and Executive Director	Ongoing
Report findings to Board.	ALA President and Executive Director	2025 Annual Meeting
Critical Success Factors: Stakeholders buy-in. Government support and guidance.		
Required Support/Resources: Stakeholder relationships, funding, and RAMP.		

Goal #3: Use data and technology to increase target reach of the sport.		Success Measures: Measurement data that shows we've increased our target reach.
Strategic Objective 1: Identify meaningful data needed to support the ALA's three-year goals and the role the ALA can best play.	Strategic Objective 2: Create a baseline of data to reflect trends and identify key opportunities to improve reach and quality.	Strategic Objective 3: Gather and communicate data for partnerships and initiatives.
Year 1 Action Steps (March 1 – September 1, 2023):		
WHAT	WHO	BY WHEN
Determine the appropriate data collecting systems and how we get them.	ALA Executive and Executive Director	August 31, 2023
Collect data to create baseline.	ALA Executive Director	August 31, 2023
Year 2 Focus (Sept. 2023 – Sept. 2024):		
WHAT	WHO	BY WHEN
Identify what data is needed to support the ALA's goals. Collect data and evaluate.	ALA Executive and Executive Director	Identify data needed by 2023 September Planning Meeting. Collection and evaluation ongoing.
Ensure system can collect and report the data we want. Collect data and evaluate.	ALA Executive and Executive Director	Ensure it's correct system by September 30, 2023. Collection and evaluation ongoing.
Use data to initiate partnerships and initiatives.	ALA Board and Executive Director	January 30, 2024
Year 3 Focus (Sept. 2024 – Sept. 2025):		
WHAT	WHO	BY WHEN
Report findings to Board and make revisions. Version two of collecting data and evaluating.	ALA Board and Executive Director	Report and revise at 2024 September Planning Meeting. Version two collection and evaluation ongoing.
Report on initiatives and partnerships to Board.	ALA Executive and Executive Director	2024 September Planning Meeting
Critical Success Factors: Subject matter expert. Successful rollout of digital marketing campaign.		
Required Support/Resources: Website, RAMP, and survey software.		