

## **OREGON CHAPTER, US LACROSSE**

### ***STRATEGIC DIRECTIONS***

***2005-07***

**Our 2-Year Strategic Vision:** *“The Oregon Chapter promotes positive growth of lacrosse in Oregon by supporting development of quality coaches, referees and needed field spaces and by sponsoring select community building events, including excellent sportsmanship & leadership training.”*

#### **ENDORISING EXCELLENCE IN SPORTSMANSHIP:**

- Clarify & distribute OR Chapter & USLA expectations;
- Support/promote sportsmanship training through rules & statistics training yearly;
- Conduct sportsmanship behavior training with “lacrosse 101” for coaches, others.

#### **PROMOTING STATE-WIDE RESOURCES:**

- Notify members of available USLA & local resources to support start up and developing teams (start-up equipment, grants, scholarships, coaching, umpire & player clinics, All-American awards, Hall of Fame, and other programs sponsored by OR Chapter affiliates, etc.);
- Promote cooperation & communication between USLA member coaches, officials, and lacrosse supporters throughout Oregon by maintaining representatives for each region and for each segment;
- Post communications & calendar of events (on website);
- Reinforce that OR Chapter is voice of/ access to US Lacrosse resources.

#### **SECURING FUNDS:**

- Establish website marketing program;
- Secure key funding sources, sponsors for chapter programs/initiatives;
- *See Membership promotion below.*

#### **SUPPORTING YOUTH:**

- Support effective organization of youth leagues, rules, and formats;
- *See promotion of state-wide & national resources above.*

#### **PROMOTING COMMUNITY WITH FUN EVENTS:**

- Support promotion of 2005 Oregon Hall of Fame 2005 selections & awards banquet;
- Identify, promote & support of key year-round community building opportunities;
- Evaluate management of OR State Games – for HS & youth lacrosse;
- Promote other lax community building events with access to national resources.

**DEVELOPING COACHES& REFS:**

- Provide coach training/community building event in late January – combine 101 HS boys & girls coaching clinics with more advanced clinics and “Sportsmanship” training – combined in one venue.
- Coordinate quality training & development clinics;
- Support quality referee recruitment & development.

**SECURING FIELDS:**

- Support coordination of needed field space with public and private agencies;
- Pursue development or secure lacrosse designated playing areas in key locations.

**EXPANDING MEMBERSHIP:**

- Promote membership of all lacrosse players, coaches and fans to USLA;
- Encourage participation in community building events.
- Seek support of Chapter’s strategic directions through financial contributions from OR Boys’ & Girls HS organizations;
- Explore promotion of OR Chapter membership independent of USLA.

*August, 2005*