

SASKATCHEWAN TRAILS ASSOCIATION STRATEGIC PLAN 2019-2024



WITH FUNDING SUPPORT FROM:



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2019-2024 STRATEGIC PLAN



Our strategic plan supports the Saskatchewan Trails Association (STA) in focusing our efforts to fulfill our mission and achieve our vision.

Our strategic plan encourages and promotes a pro-active, results-oriented approach to assist in the development and promotion of trails in our province.

Our strategic plan enhances STA's capacity to generate new ideas and practices, to encourage a collaborative approach to resource development, and provides a systematic approach to decision-making, accountability and evaluation.

OUR VISION



Sector Vision

Our sector reflects the preferred state for trails in Saskatchewan. The vision inspires people, stakeholders and members to work collectively towards achieving that future and creating outcomes that members and others can support.

We envision a sustainable, coordinated network of rural and urban trails throughout Saskatchewan which are designed and maintained to standards that meet a diversity of user needs and enhance the health, tourism and economic prosperity of Saskatchewan communities.

Organizational Vision

The Saskatchewan Trails Association will play a key role in the development of this sector vision. Our organizational vision defines this role.

We envision the Saskatchewan Trails Association as being the key resource in the province for trail information in the areas of best practice, standards, funding and usage.

OUR MISSION

Our mission defines the organization's purpose and primary objective. The mission informs the key measures of our long-term objectives and the ends that we are working towards.

The mission of the Saskatchewan Trails Association is to assist local trail groups to develop and market their trails, to promote trails in the province, and to advocate to key stakeholders on the importance of trail maintenance and development.



STRATEGIC PRIORITIES

Our strategic priorities are at the heart of the strategic plan for the STA.



These priorities are:

1. Continue to be an effective and well-governed board.
2. To be a resource for accurate trail location and operational information accessible to the public and the membership.
3. To move into greater alignment with the National Recreation Framework and the priorities of the recreation section of the Saskatchewan Lotteries Trust Fund.
4. To effectively support and grow the membership.



STRATEGIC PRIORITY: Continue to be an effective and well-governed board.

Goal: To develop a board with defined roles and responsibilities leading to less duplication and a more efficient operation.

Strategies to achieve this goal:

1. Develop a new board committee to refine the governance model.
2. Review and revise existing bylaws and policies.
3. Develop and define responsibilities for each board member position.
4. Develop committee structure to improve board governance structure.

STRATEGIC PRIORITY: To be a resource for accurate trail location and operational information accessible to the public and the membership.

Strategies to achieve this goal:

1. To solicit trail information from users and members through our communications tools.
2. To collaborate with trail stakeholder organizations on information sharing and resources.
3. To maintain and enhance our on-line trail inventory.





STRATEGIC PRIORITY: To move into greater alignment with the National Recreation Framework and the priorities of the recreation section of the Saskatchewan Lotteries Trust Fund.

Strategies to achieve this goal:

1. Review and analyze existing STA programs and services to determine how they currently align.
2. Identify member and sector needs for programming and services and develop solutions to meet these needs.
3. Identify Indigenous champion to create greater engagement with the Indigenous community.

STRATEGIC PRIORITY: To effectively support and grow the membership.

Strategies to achieve this goal:

- 1. Create a membership committee to lead membership engagement process.
- 2. Define and improve membership benefits.
- 3. Create and implement membership benefits campaign.

