



## Draft - GSC Strategic Plan Key Performance Indicators

- Proposed indicators for short-term and medium-term outcomes presented in the GSC logic model
- Will be part of a performance measurement strategy that will include data sources, data collection methods, frequency of collection, and responsibility for collection

Short-Term Outcomes	
<b>Members and other stakeholders have the information they need to participate in, sponsor or support GSC</b>	# and type of direct communications sent by GSC to members (e.g., emails and social media)
	# and type of indirect communications from GSC to members (e.g., website postings, bulletin boards)
	# and type of communications/inquiries received from members, including questions
	# and type of communications received from other stakeholders that support GSC
	# of parent information sessions
	Social media metrics – likes and reposts on various platforms used by GSC
	# and ratio of members attending AGM annually by program level
<b>GSC members volunteer for the club and/or the skating community</b>	# of member ambassadors by level
	Perceptions of members regarding the GSC brand
	# and type of volunteers (e.g., skaters, parents, others) per event or task (e.g., committees)
<b>Canskaters and Adult Skaters gain new skating skills and are comfortable on the ice</b>	Ratio of filled/unfilled volunteer positions for major club events
	Ratio and type of returning/new volunteers (e.g., community members, skaters, parents)
	# of registrations to CanSkate (different levels) per session (Fall, Winter, Spring, Summer)
	# of registrations to Adult/Rec per session (Fall, Winter, Spring, Summer)
	Average # of sessions (terms) to complete CanSkate program (children & adults)
	Ratio of returning CanSkaters and Adult Skaters per session

<b>STAR and competitive skaters have access to more ice time and innovative training opportunities</b>	Total ice time allocated to GSC
	# of skaters registered in STAR and comp programs by level
	Ratio of ice time: # of skaters per program/level - % of capacity
	Average and min/max # of skaters per session by program/level
	# and type of innovative/new training opportunities offered to STAR and competitive skaters
	# of new coaches by level
	# of GSC-hosted professional development opportunities for coaches
	Identification of trends in sports management, athlete development and skating (including equipment or tech)
<b>Board members ensure strong governance, fiscal oversight and risk management of GSC</b>	# and type of club policies and practices renewed or reviewed annually
	# of unfilled positions on Board
	# of new Board members per year
	# of issues or concerns raised regarding club policies and practices by stakeholders annually
	Balanced budget and favourable accounting audit
<b>Members, coaches and staff feel comfortable raising concerns or suggesting new ideas and know what mechanisms to share their views</b>	Perception of members, coaches and staff regarding opportunities to share their views with the club
	# and type of issues or concerns raised by stakeholders through official channels (e.g., emails to club/board liaison, suggestion box)
	Resolution rate of official issues or concerns raised by stakeholders
<b>Medium-Term Outcomes</b>	
<b>Skaters and alumni remain involved with the club and the sport in various ways (e.g., adult skating, officiating, coaching, board members, volunteering)</b>	Proportion of GSC skaters who are PAs on the CanSkate session
	# and level of GSC members who volunteer at club events
	# of current GSC members who train and contribute to Skate Ontario/Canada as officials
	Amount of donations received from Alumni

<p><b>CanSkaters transition to STAR program or move on to other ice sports</b></p>	<p>Level of CanSkaters at exit (i.e., two sessions with no registration)</p> <p>Conversion ratios (i.e., CanSkate to pre-star, pre-star to bronze, bronze to silver, etc.)</p> <p># of CanSkaters who move on to hockey, ringette or speed skating</p> <p># of Pre-Star who continue to bronze session</p> <p>Member satisfaction with their program</p>
<p><b>GSC skaters increase podium finishes nationally and internationally and reach personal/career goals</b></p>	<p># of GSC skaters with top half, top 8, podium finishes at Championships</p> <p># of GSC skaters on Next Gen, National teams</p> <p># of GSC skaters with international assignments</p> <p># of GSC skaters participating, qualified, and podium finishes at sectional and STAR series</p> <p># of STAR tests taken by GSC skaters by discipline and level</p> <p>% of STAR tests passed by GSC skaters by discipline and level</p> <p># of Gold tests passed by GSC skaters annually and in total</p>
<p><b>Stakeholders have confidence in the stability, credibility and management of GSC</b></p>	<p>Perception of stakeholders in the stability, credibility and management of GSC</p> <p># of sponsors per year</p> <p>Total revenue from sponsors per year</p>
<p><b>Members, coaches and staff contribute to ongoing improvement of GSC by putting forward new ideas and raising concerns</b></p>	<p># and type of new ideas or concerns raised by members, coaches and staff that are implemented/tried</p>