

**2024 Chippewa Valley Pickleball Club
Strategic Plan Development–Condensed**

In May 2024, the CVPC Board embarked on the creation of a long-range strategic plan. Board members have spent approximately 12 hours at the following meetings:

- Thursday, May 9
- Wednesday, June 12
- Thursday, July 11

At these strategic planning sessions, the Board has embarked on a journey of better understanding the Club and looking ahead to what the Board believes the organization is to become. To accomplish this, the Board reviewed the Mission Statement and generally agreed with its wording. The following **Mission Statement** continues to be the Mission of the Chippewa Valley Pickleball Club:

To promote the game of pickleball and its many benefits by providing inclusive, respectful, and welcoming pickleball for all ages and skill levels throughout the Chippewa Valley.

The second activity of the Board was creation of an inspiring Vision Statement painting the future state of what the organization wishes to become in 5-10 years. A visioning activity created the following **Vision Statement** and was officially approved by the members of the Board at the June 12 session:

Chippewa Valley Pickleball Club will be the leader of year-round pickleball play through public and private partnerships.

As a means of better understanding the current situation of the Club, the Board performed a Strengths, Weaknesses, Opportunities, and Threats, or SWOT. This was an interesting and fun activity that generated a great deal of understanding of the club. All 112 ideas were organized into groupings or themes as shown below:

Open Play is Foundation of Club	Membership is Growing & PB is Popular	Chippewa Valley Has Lots of Outdoor Courts	Newsletter is Timely & Relevant	CVPC is Friendly & Supportive	Private Courts May Develop	Fund Raising Sources Needed
CV Lacks Indoor Courts	Potential Exists for CVPC to Split	Members Know Club Relevance	Provide Ongoing Tournament Play	Recognize Need of All Demographics	Partner MOUs Improve Communication	Fair Rating System Is Important
Play Opportunities Are Evolving	CVPC Lacks Long Range Plan	CVPC Historical Documents Need To Be Available	Board Communication is Challenging	Volunteerism Is Necessary	Club Needs Liaisons for Public/Private Relationships	Provide Learning Opportunities For All Levels

Once the current Club was understood, the Board Members brainstormed action items that would move the Club toward our Vision. The following themes were generated from these many action items brainstormed:

Use Member Volunteers Effectively	Develop Better Board Communications	New Players Welcomed [Improve Membership Communication]	Open Play is Defined
All Level Play Development	Increased Indoor Capacity	Youth Development	

The Board analyzed the action item themes to determine drivers versus effects. The two highlighted themes above are the drivers and action items have been and will continue to be developed in these areas to move the Club toward our Vision. Specific action items have been generated under each initial goal supporting a theme. The full Strategic Plan detail lists all the current action items.

Theme:	Increase Year-Round Indoor Play Capacity (Daily and Tournament) with Community Partners
Goal:	Understand All Community Partner Plans

Theme:	Improve Membership Communication (rename of New Players Welcomed)
Goal:	Target Different Age Groups with Social and Promotional Activities

