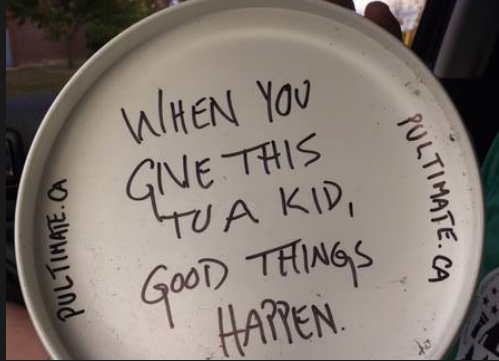


# Peterborough Ultimate League Strategic Plan



2019-2024



# Growth

## Goals

Better education for PUL Captains and players

Recruit and make use of more volunteers to take on running PUL and its various leagues

Continued exploration of the best ways to ensure Gender Equity and representation for PUL

Re-invigoration of Wednesday League

Exploration of opportunity for recreational tournament style

## Deliverables

Add additional more links to the website: Ultimate strategy, training and coaching.

Run additional focused clinics (monthly): play handling, throwing, (ultimate Rob), strategy

Double the amount of regular league volunteers; identify our “go-to” people and encourage them to find an apprentice.

Continue adding volunteers to Juniors as active parents grow out.

Continue to track Female/ Male ratios and aim to keep any differences within 3%

Track and expand our use of Wednesday night fields with Master/ Juniors.

Track and expand regular Wednesday night with aim to create a 7 on 7 league again.

Poll for support for another Hat tournament and volunteer to organize

Include questions related to Gender Parity on membership survey and as a standing item at AGMs





# Youth and Masters

## Goals

Creation of a U17/18 league

Creation of a pathway to guide youth players into adult league

Creation of a Masters League

## Deliverables

Create a bridging league to bring young players into a more uniform league of their own (same age range for equalization of players size and maturity) to prepare them for adult league play.

Track and record number of eligible players that graduate from Juniors to U17.

Track and record number of players that move from U17 to adult league

Find a way to help U17 players get known and picked up for adult league (wildcard games, having U17 play beside Masters or Wednesday league, hat tournaments?)

Track number of eligible masters players from PUL that play in Masters League

# Community

## Goals

Improve safety and Spirit of the Game

Improve league communication with membership

Improve communication and advertising towards new players

Increase opportunities for membership feedback

Increase attendance to mandatory captains' meetings

Increase internal membership involvement

Improve PUL community outreach within the city.



# and Communication

## Deliberables

Create a concussion strategy for adults and youths

Reaffirm Spirit of the Game and its place at the epicentre of all things ultimate

Track number of incidents and percentage based on number of players and teams

Create more inter-team events (bar socials, cups games etc.).

Research correlation on number of incident reports for the week before and after social events to look for reduction in unresolvable conflicts.

Update membership on mail-chimp mailing list.

Track percentage of open emails and acceptance.

Move forward with either an opt-out option upon sign-up or make opt-in mandatory as part of league membership

Use paper-based postering and social media adverts to attract new players to continue growth. Track number of new players and gender ratio of new players

Add opportunities for suggestions and comments year-round through email, surveys, open tables, etc.

Track number of replies to surveys.

Explore other options for membership opinion.

Create community events for PUL to give back: Park clean-ups, donations, etc

Peterborough Ultimate  
League

[www.pultimate.ca](http://www.pultimate.ca)

## PUL MISSION STATEMENT

To foster the sport of ultimate frisbee in Peterborough, providing a safe, friendly, and enjoyable experience at all levels of competition.