



BARNE- og UNGDOMSKOMITEEN

PARTICIPANT **LONG TERM DEVELOPMENT PLAN**

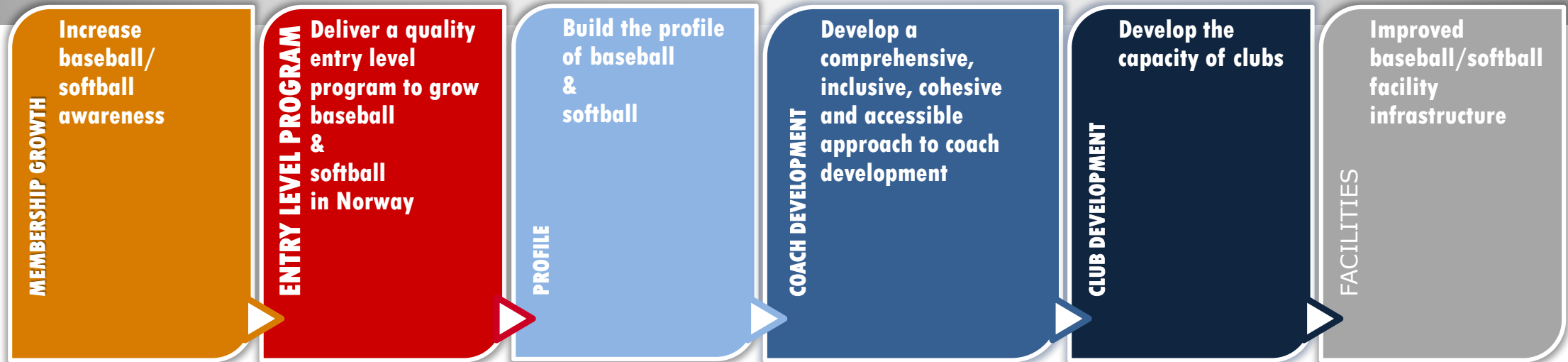
ADVANCING NORWEGIAN BASEBALL
2017 – 2020 | UPDATED OCTOBER 2016

SUMMARY PLAN | OCTOBER 2016



STRATEGIC PLAN FRAMEWORK

'Establish baseball & Softball as a good sporting and lifestyle choice for Norwegians.'



MEMBERSHIP GROWTH

*'Increase Baseball-Softball Awareness
In Norway.'*



- ❑ Promote Little League as best “community” based program in Norway.
- ❑ Maximize access to baseball and softball in schools.
- ❑ Grow female participation and opportunities in the sport.
- ❑ Build organizational capacity within club network
- ❑ Provide opportunities for all abilities, ages, cultures, languages (refugees) with extra focus on females and people with disabilities (Challenger Division)

BASEBALL/SOFTBALL EXPANSION PLAN (BEP)



- ❑ Market baseball/softball in new regions e.g. Sandefjord, Larvik, Tønsberg. These cities all have a population of 40.000-50.000 inhabitants.
- ❑ Contact municipalities, schools, and other local sports clubs.
- ❑ Organise “Come and try”-days (“Open Days”).
- ❑ An annual baseball/softball day, organized by all clubs at the same day marketed by NSBF

DELIVER A QUALITY ENTRY LEVEL PROGRAM



- ❑ Position "SlåBall 2.0" as the best "introductory" sporting program in Norway.
- ❑ Develop a national (primary) school program to be released in 2017.
- ❑ Educate teachers to become instructors.
- ❑ Get schools to compete against one another in an "inter school" tournament/competition.

PROFILE

BASEBALL/SOFTBALL

‘Increase the public profile of baseball and softball in Norway.’



- ❑ Develop and implement a simple and user friendly marketing plan to create a publicly recognized product/profile.
- ❑ Corporate softball tournaments.
- ❑ Design a media kit registration form.
- ❑ Social media campaigns.

SUSTAINABLE LITTLE LEAGUE

‘Develop the capacity of clubs.’



- ❑ **NBLL and NBL games operations are strategically and operationally aligned.**
- ❑ **NBLL should be financially less dependent.**
- ❑ **Promote the NBLL as a game, player and coach development tool**
- ❑ **Roll out one more regional league in the coming 3 years.**
- ❑ **Develop a comprehensive business development plan with responsible financial budgets and expectations**

COACH DEVELOPMENT

‘Coaching includes ensuring a positive experience for young people by providing a fun, stimulating and learning environment so that they build skills and a long term love of participating in baseball & softball’



- ❑ **Develop and implement clear pathways and training materials for current coaches, umpires and scorers within the clubs.**
- ❑ **Improve coaching standards, increase capacity to support growth.**
- ❑ **Internal accreditation capacity.**
- ❑ **Learning is an active process, Learning is developmental, Learning is multidimensional**
- ❑ **Ongoing coach development opportunities and resources available to members.**
- ❑ **Provide opportunities for all parents, older players and others to be introduced to coaching**

IMPROVED BASEBALL/SOFTBALL FACILITY INFRASTRUCTURE



- ❑ 1 x suitable National League venue per capital region/municipality.
- ❑ Generate greater influence at a commercial and political level.
- ❑ Develop and implement a National Facilities Masterplan.

PARTICIPATION OBJECTIVE

STRATEGIES

Deliver Slåball to schools and clubs.

Coach development.

Build baseball profile and awareness for both women/girls and men/boys.
Club development.

Volunteer development.

Work in collaboration with municipalities to construct a 3 year development plan to provide a strategic and aligned focus of delivery.

Further develop baseball and softball integration and delivery of programs for women's softball and baseball.

Provide development officers with training, strategic planning development seminars and daily support as required.

Identify culturally (new comers) populations to become involved in softball and baseball.

Develop new membership categories: Non-playing members
Develop a social league under Active Members (e.g. existing Pirate league).

An annual baseball and softball day

BASEBALL/SOFTBALL RETENTION

