

NLB 2022 Annual Plan

Strategic priorities	Three-year goals (2021-2023)	2022 deliverables
Professionalize lacrosse clubs	Get board members in place and focus on problem solving 2021 -2023	<ul style="list-style-type: none"> • Hire 2 Federal Board Positions: Secretaris and Head of Strategic Partnerships. • Hire 6 Executive Committee: Head of finance, Chief Medical Officer, director of operations, journalist, sTNL liaison • Create a new committee: sTNL player committee • Develop a central tracking system for board appointments and ensure all club leadership positions are filled • Deploy WBTR for both the NLB and all clubs • Update our insurance policies and complete our internal audit • Define criteria for new club membership and club categories • Anti-doping requirement roll-out to TNL • Develop LeagueMasters within World Lacrosse • Roll-out a new diversity and inclusion policy • Navigate COVID-19 and ensure player safety is followed • Critically analyse our financial expenditures and develop a more robust financial plan • Change our season planning in order to align with the June ALV
Form partnerships	Define our message and connect with universities 2021 -2023	<ul style="list-style-type: none"> • NOC/NSF expansion, focus on TopSport status • Gym teacher/youth lacrosse trainings with pop-lacrosse • Financially complete Grassroots • Be a key strategic partner for the Germany Lacrosse Convention • Connect with other NL sports federations • Form partnership opportunities with equipment suppliers • Continue to actively participate in European and World Lacrosse activities
Grow the game	Highlight lacrosse and its similarities to other sports 2021 -2023	<ul style="list-style-type: none"> • Execute our marketing strategy, as defined with Behind-the-Arc • Continue to share and focus on best practices from clubs • Explore Sixes opportunities with tournaments, such as the DLC • Keep growing Summer League and using it as a pre-season preparation tool • Box Lacrosse integration with NLB operations and scheduling • Emphasize social media marketing, grow followers, and move to TikTok
Improve the level of play	Have a coach at all clubs and divisions 2021 -2023	<ul style="list-style-type: none"> • Continue to push the Coaches Portal • Support our player development positions and their needs • Help national teams and ensure they compete successfully at their tournaments • Roll-out Officials portal for men’s, women’s, and youth training courses • Start a “train the trainers” program, precursor to coaching certification program

