

2023 Strategy

| 2023 Strategic Objectives | Focus areas |
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| Professionalize lacrosse clubs and The NLB | |
| Get board members in place and focus on problem solving | <ul style="list-style-type: none"> • Modernize systems, websites, and management of the league and Associations • Professionalize volunteers and project delivery • Carry out a reorganization of The NLB and TNL • In person ALVs and more social gatherings • Host workshops to deep dive on important topics |
| Form partnerships | |
| Define our message and connect with key organizations | <ul style="list-style-type: none"> • Focus on municipalities and regional lacrosse opportunities • Create a 2030 marketing plan with yearly deliverables • Collaborate more with the NOC/NSF |
| Grow the game | |
| Highlight lacrosse and its similarities to other sports | <ul style="list-style-type: none"> • Social Media and outreach will be our primary focus • Create a Sixes league/competition • Olympic development plan |
| Improve the level of play | |
| Coach all clubs and levels | <ul style="list-style-type: none"> • Launch clinics and development practices • Revisit the Coaches Portal and develop coaching certification • Create a new age specific youth program |

