

Omaha Hockey Club Strategic Plan 2025

GOAL ACTION PLAN

ACTION ITEM DESCRIPTION	OWNER/RESPONSIBLE PARTIES	START DATE	END DATE	RESOURCES REQUIRED	Bylaw/Rule Change Necessary?
Omaha Hockey Club will improve the strength and culture of the organization by striving to achieve the following 4 goals:					
Goal #1: Omaha Hockey Club will improve player and coaching development.					
1. Continue to recruit non-parent coaches. 2. Take a strategic approach to summer development 3. Certify the Hockey Director as a USA Hockey Instructor 4. Establish development benchmarks for player development 5. Offer at least 2 coaching symposiums per year 6. Provide organizational checklists for coaches 7. Establish a parent education curriculum	HD HD, ED, OD HD, ED HD HD, ED ED, OD, AC HD, ED, OD	2025-26 2025-26 2025-26 2025-26 2025-26 2025-26 2025-26	Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing Ongoing	\$\$\$ Time \$ Time \$ Time Time	None None None None None None None
Goal #2: Omaha Hockey Club will improve operating processes, procedures, and board governance.					
1. Shift from volunteer run to a volunteer led organization. 2. Separate the operation of the club from the vision, mission, oversight of the club. 3. Establish a consistent timeline for club operations. 4. Restructure the Board of Directors - Executive Committee and Members at Large. 5. Establish better job descriptions / duties for positions. 6. Establish a budget for the organization and individual programs 7. Establish a finance committee to assist with financial/investment decision making.	ED, EC ED, OD, EC ED, OD ED, EC, ED, OD ED, OD, EC, Treas ED, EC	2025-2026 2025-2026 April 2025 April 2025 April 2025 May 2025 Summer 2025		\$ \$ Time by law change - attny Time Time Time	None YES None YES None None None
Goal #3: Omaha Hockey Club will improve communication.					
1. Host quarterly town hall meetings with the association. (Member education?) 2. Establish a social media position to manage social media communications 3. Utilize an email/texting service (Constant Contact? Alert Sense?) for newsletter and rapid response information 4. Branding of the organization? 5. Parent education at rinks. QR Codes? Topics for the week?	ED, HD, OD, EC ED, OD, SMD ED, OD, SEC ED, OD ED, OD, HD	2025-2026 February 2025 Summer 2025 April 2025 Fall 2025		Time \$ \$ \$ (graphic designer?) Time	None None None None None
Goal #4: Omaha Hockey Club will grow and retain members.					
1. Offer and communicate multiple pathways for players. 2. Grow ice availability and ice utilization 3. Expand the learn to skate/Build cooperative relationship 4. Increase visibility with Lancers and UNO programs. 5. Continue cooperative efforts with UNO, Lancers, Tipp 6. Encourage board meeting attendance and participation. 7. Parent mentors for new parents 6. Establish a financial development program (Hire Development Director?) 7. Lead - not defend ourselves - Get in front of membership with information.	ED, HD ED, OD ED, HD, OD ED, OD ED, HD, OD ED ED, AC ED, EC ED, EC	2025-2026 2025-2026 Time Time 2025-2026 2025-2026 2025-2026 May 2025 April 2025		Time \$ - addtnl ice? Time Time Time Time Time \$ though would make \$ Time	None None None None None None None None None

ED - Executive Director. HD - Hockey Director. OD - Operations Director. EC - Executive Committee. AC - Area Commissioners. SMD - Social Media Director. Treas - Treasurer