

GGHA Strategic Planning Study



Overview

The GGHA is collaborating with researchers from The University of Guelph, Lang School of Business to assist them in the strategic planning process. Central to the strategic planning process is engaging with GGHA stakeholders to understand their current experiences as well as inform decisions impacting the future direction of the association. The research team consists of Dr. Ann Pegoraro, Dr. Daniel Wigfield and Jaime Magoffin (member of Varsity Women's Hockey Team).

Summary

<p>Purpose of Study</p>	<ul style="list-style-type: none"> •The purpose of the project is to conduct an environmental scan using multiple research methods on behalf of the GGHA. It is from this environmental scan where organizational goals and key performance indicators will be established to guide both the current and future governance of the GGHA. By Undertaking a thorough assessment of its current operations to establish an improved course of direction for the organization, the GGHA are showing that it is committed to enhancing its professionalization which moves the organization closer being a model organization in Ontario sport.
<p>Research Steps: Data Collection</p>	<ul style="list-style-type: none"> •The research process involves three phases. •Interviews with current and former BOD members, coaches and other volunteers <ul style="list-style-type: none"> • Interviews will be 45-60 minutes. • Interviews will consist of a series of questions on the strengths, weaknesses, opportunities and threats of the GGHA. Additionally, it will include questions on the current GGHA culture and values displayed in the organization. •Athlete Survey for U15-U22+ members <ul style="list-style-type: none"> • Survey takes 5-10 minutes using multiple choice questions. • Survey components include an assessment on values that athletes hold important in their participation experiences as well as an assessment of their overall experience playing in the GGHA. •Stakeholder Survey for parents, coaches, volunteers <ul style="list-style-type: none"> • Surveys will take 15-20 minutes. • Surveys include components such as player development, values, coaching, team management, and GGHA evaluation.
<p>Research Steps: Analysis</p>	<p>Interviews will be thematically analyzed by the research team to determine key findings in two areas:</p> <ul style="list-style-type: none"> • Identifying the GGHA's success in its operations • Identifying weaknesses that need resources allocated or new strategies made for them <p>Both surveys will be statistically analyzed to contribute to the interviews and better detail the plans for areas like resource allocation, program development, recruitment of athletes and volunteers, and immediate future of the GGHA.</p> <p>Responses from athletes will be compared to those of other stakeholders (i.e., parents) to determine how the GGHA can deliver experiences that are positive and satisfactory for all members.</p>

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Supporting Resources

•For anyone interested in ongoing research and trends impacting youth sport please visiting the following websites:

- [MLSE Change the Game 2023](#)
- [Project Play - be advised this is operated by the American-based Aspen Institute](#)

•For anyone interested in ongoing and research concerning the state of hockey in Canada as well as North America please visit the following resources:

[*The Journal of Emerging Sport Studies*](#) - housed at Brock University, this open-access journal (no paywall) regularly publishes research regarding hockey at all levels of the sport.

[*The Conversation*](#) - an online outlet (no paywall) for both researchers, academics and journalists to offer their insights on the major issues including sport impacting Canadian life.

Before the Lights Go Out: A Season Inside the Game on the Brink by Sean Fitz-Gerald

Selling the Dream: How Hockey Parents and Their Kids are Paying the Price for Our National Obsession by Ken Campbell & Jim Parcels

Timeline

February	<ul style="list-style-type: none">•Data collection•Interviews•Athlete surveys
March	<ul style="list-style-type: none">•Stakeholder surveys (parents, coaches, volunteers)•Data analysis
April	<ul style="list-style-type: none">•Report writing•Presentation