

ALA Strategic Plan

2026 | 2028

Improve Governance and Operations

- Align bylaws with best governance practices
- Explore and implement new tools to improve efficiency and effectiveness of the organization
- Evaluate resource deployment for optimal outcomes

Generate Awareness of the Game

- Develop opportunities to expand and deploy Lacrosse Literacy
- Develop a marketing and advertising strategy
- Market opportunities for female and indigenous participation

Retain players by making lacrosse more fun

- Develop coach training outside of certification focused on maximizing player retention
- Develop a Sixes program that is fun and practical for players of all skill levels
- Create a guide for the development pathway aligned with the LTAD

Formalize the pathway to excellence

- Develop a brand identity for Prairie Cup
- Review Team Alberta model and optimize for both participant enjoyment and deliverability
- Create Alberta high performance development system to align coaches and players on pathway

