

Baseball Canada's Women & Girls Committee Strategic Plan (2025-2028)

Following a review of [Baseball Canada's Strategic Plan](#), the Committee extracted all commitments and desired outcomes related to girls and women's baseball. These priorities are taken directly from the Strategic Plan; the Committee's role in this document is not to establish new objectives, but to further define how existing commitments can be advanced through actionable initiatives and measurable steps. **It is also important to include how the Committee and Baseball Canada has already worked to achieve some of them.**

1.2 Coaches

Commitment: BCan is recognized as a leader in diverse and inclusive coaching development, with a focus on women and girls

Desired outcome: Sustained growth and retention rate,

- **The Women in Coaching Program is in its third year, winning a CAC Impact Award in 2024.**
- **As part of our resource hub, we are providing a section on coaching that includes practice plans by WNT players, resources on recruiting and retaining athletes, and so much more.**
- **As part of the Women in Coaching Program, we want to create a bi-annual (every two years) female-only Comp-Dev clinic in Canada.**
- **We will search for grants, with this initiative proposed, support from the CAC should also be investigated.**

Desired Outcome: Improved conversion rate from trained to certified.

- **We want to develop a Loom video that walks through the pathway to do this and simplify the steps. For example: what is the portfolio, and it is normal to fail the first time. We would like to provide NCCP points for watching/completing this.**
- **Kristyn Coley, Chair of the W&G Committee, will attend the first session of the Women in Coaching Program to break this out further and answer any questions**

1.3 Officials

Commitment: BCan is recognized as a leader in officials' development in both Men and Women and EDIA targeted groups

Desired outcome: National alignment on umpire levels 1-5

- **Baseball Canada's Annual Female Umpire Development Camp**
- **Additionally, the toolkit provides a section on umpire career development, a document outlining the officiating pathway, as well as opportunities for umpiring in each province.**
- **Built a personality test (a pamphlet style to send to provinces to distribute at any events) and an online quiz housed on our resource page. This is a personality quiz**

that ties back to common traits of LFs, coaches, scorers, admins, etc. For example, if your favourite subject in school was math, you should be a scorer, followed up by information on how to get involved.

1.4 Competitions System and International Hosting

Commitment: BCan has developed and deployed an improved meaningful (LTD age and stage appropriate) BCan Competitions system (Competitions system review or CSR). Subject to the CSR, examples of improvements and desired outcomes are as follows:

Desired outcome: Increased profile of 16U and Canada Cup

- When provinces are doing media for national events, they are encouraged to collaborate with BCan on Instagram.
- If we want to make these events seem prestigious, we need to encourage the promotion of them. We will promote this on a greater scale through the selling and promotion of Her Turn at Bat merchandise at all National Championships.

2.1 Women's National Team

Commitment: Achieve Top 3 Ranking with sustained success on World Baseball stage

Desired outcome: Develop a HP WNT strategy

- Objectives > strategy
 - o A plan for scouting has been developed by the WNT manager
 - o Development opportunities are being offered (WNT Development Camp in Cary, North Carolina)
 - o Baseball Canada has hired a sponsor and partnership consultant
 - o A graphic was created that outlines the traditional pathway from grassroots to high-performance
 - o A next gen camp/team is to be developed in 2027, as there are already two National team events in 2026.
 - o Support our WNT athletes as they are drafted and playing in the Women's Professional Baseball League

Desired outcome: Align the WNT program with BCan Women and girls' baseball strategy

- Girls Baseball introduced in the Canada Games for the first time in 2025
- Her Turn at Bat brand was created to increase visibility in all areas of girls baseball, with all profits going back to Baseball Canada's girls programs such as the Comp-Dev clinic mentioned in 1.2, provincial events, and so much more. Several WNT players are also "brand ambassadors".

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- National Girls in Baseball Week was created to bring visibility to both grassroots and high-performance girls baseball.
- A staff member who works in both girls baseball development and directly with and for the Women's National Team.
- Members of the WNT are guest speakers and participants in the Women in Coaching Program, as well as the Women in Admin series.
- The 21U age category was changed to 19U as a way to better align the development of girls baseball and close the gap within the high-performance pathway.
- We would like to add a mandate that WNT players must attend one grassroots initiative / involvement within provincial girls in baseball.

2.3 High-Performance (HP) Coaching and Integrated Support Team (IST)

Commitment: BCan offers enhanced employment, volunteering and contractual conditions for HP coaches and IST thus attracting and retaining the best HP leaders

Desired outcome: Develop a Women HP coaching pathway, aligned with the BCan Women and girls' strategy

- Relates to 1.2 around coaching, and 2.1 around Women & Girls strategy. We will continue to work on alignment.