



2025 - 2030



STRATEGIC PLAN

www.baseballpei.com



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Charlottetown



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A Message from the President

As we look back on the life of our last Strategic Plan, it's clear that Baseball PEI has written an incredible success story. We've seen remarkable growth in player and team participation, the exciting rise of our Girls' program now competing at three levels of Atlantic and National championships, and a revitalized umpire development system built on mentorship and strong retention. Our provincial teams continue to raise the bar — earning multiple medals at Atlantics, strong showings at Nationals, and an historic 4th place finish at the Canada Games in 2025. Beyond the wins and medals, we've seen a deeper commitment from our players and coaches — from off-season training to expanded coaching and player clinics that focus on both skill and fun. These efforts have strengthened the very foundation of baseball across PEI.

This new Strategic Plan builds on that momentum. It represents the shared vision of our Board and the many passionate people who believe in the future of this game. Together, we're committed to expanding baseball's reach into every PEI community — ensuring that our sport continues to grow, inspire, and unite players of all ages for years to come.



**President of Baseball PEI -
Walter MacEwen**



Our Purpose

Baseball PEI exists to lead, grow, and champion the game of baseball across Prince Edward Island.

We are the official governing body for the sport—dedicated to providing safe, inclusive, and high-quality baseball opportunities for all Islanders, from grassroots to high performance.

Respect & Integrity

Inclusivity & Fairness

Teamwork & Collaboration

Innovation & Creativity

Fun & Safety



BASEBALL IN PEI IS

- 3,000** ATHLETES ENJOYING THE GAME
- 500** COACHES CREATING A POSITIVE EXPERIENCE ON AND OFF THE FIELD OF PLAYER
- 150** UMPIRES ENSURING THE INTEGRITY OF THE RULES OF BASEBALL
- 13** PROVINCIAL CHAMPIONSHIPS
- 11** ASSOCIATIONS MAKING BASEBALL ACCESSIBLE IN PEI
- 7** PROVINCIAL TEAMS COMPETING AT NATIONAL CHAMPIONSHIPS



Mission & Vision

MISSION

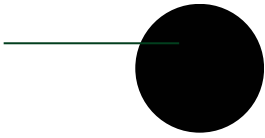
To develop and deliver inclusive, quality, and impactful recreational and competitive programs that grow baseball on PEI, and empower our members and associations through skill development, leadership, and pathways for advancement



VISION

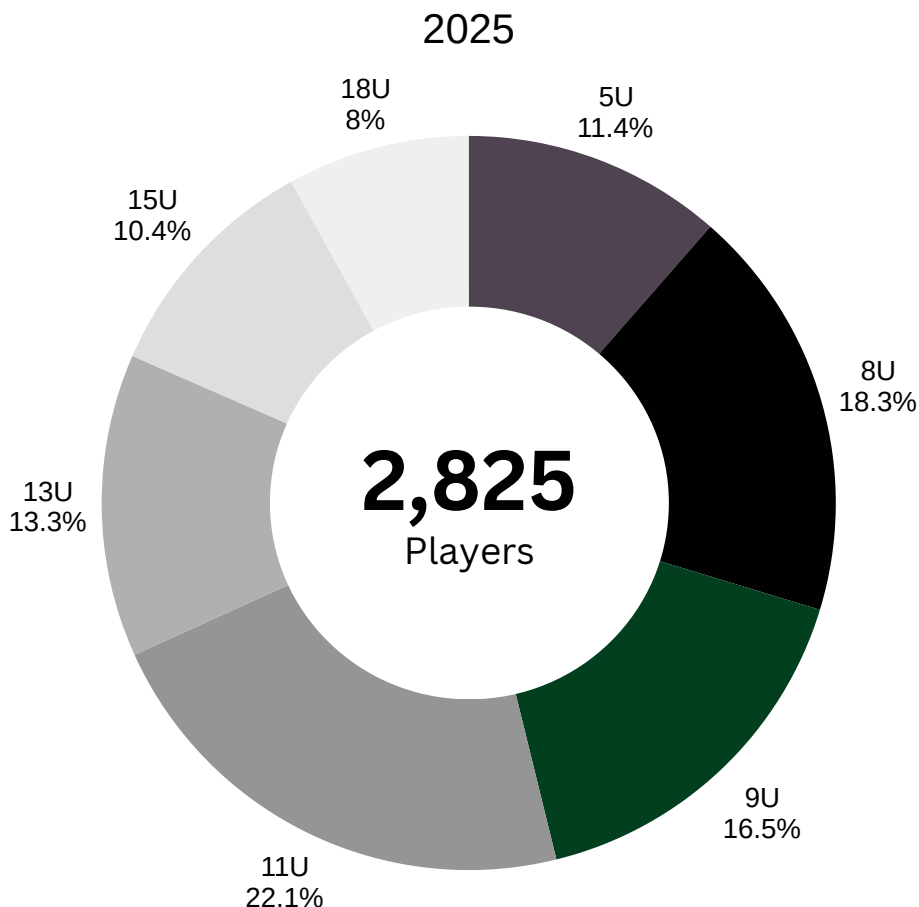
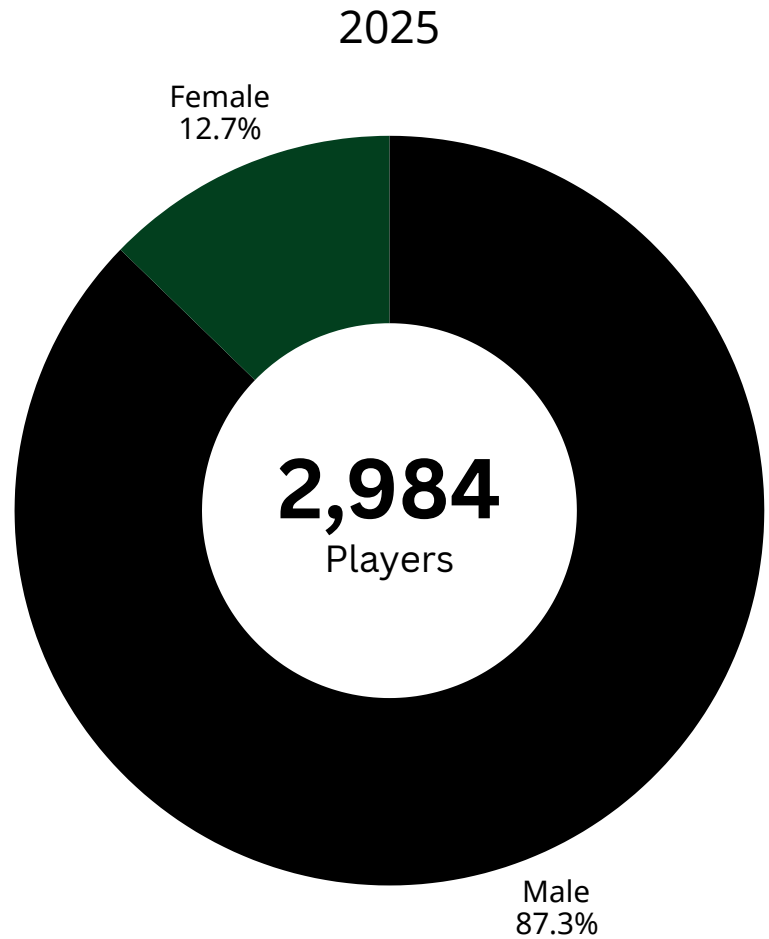
To lead the growth and pursuit of excellence in baseball on Prince Edward Island, inspiring and empowering individuals and communities.





Athletes by the Numbers

Of the 2,984 registered players, 12.7% are female and 87.3% are male. While female participation continues to grow, increasing opportunities and pathways for girls and women remains a key priority to support inclusive growth in baseball.

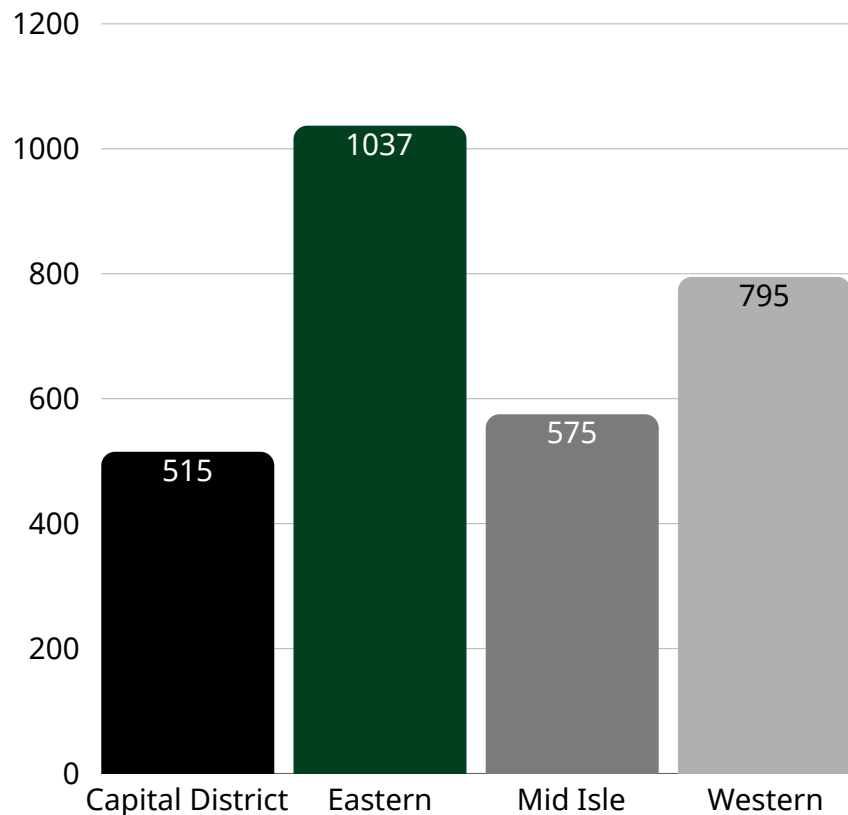


Baseball participation is strongest in the younger age divisions, with the largest number of players registered in the Active Start, **FUN**damental, and Learn to Train stages of development (1). As athletes move into the older age groups, registration numbers gradually decline. This trend highlights the importance of maintaining engagement and supporting player development to encourage continued participation through the 18U level and be Active for Life (1).

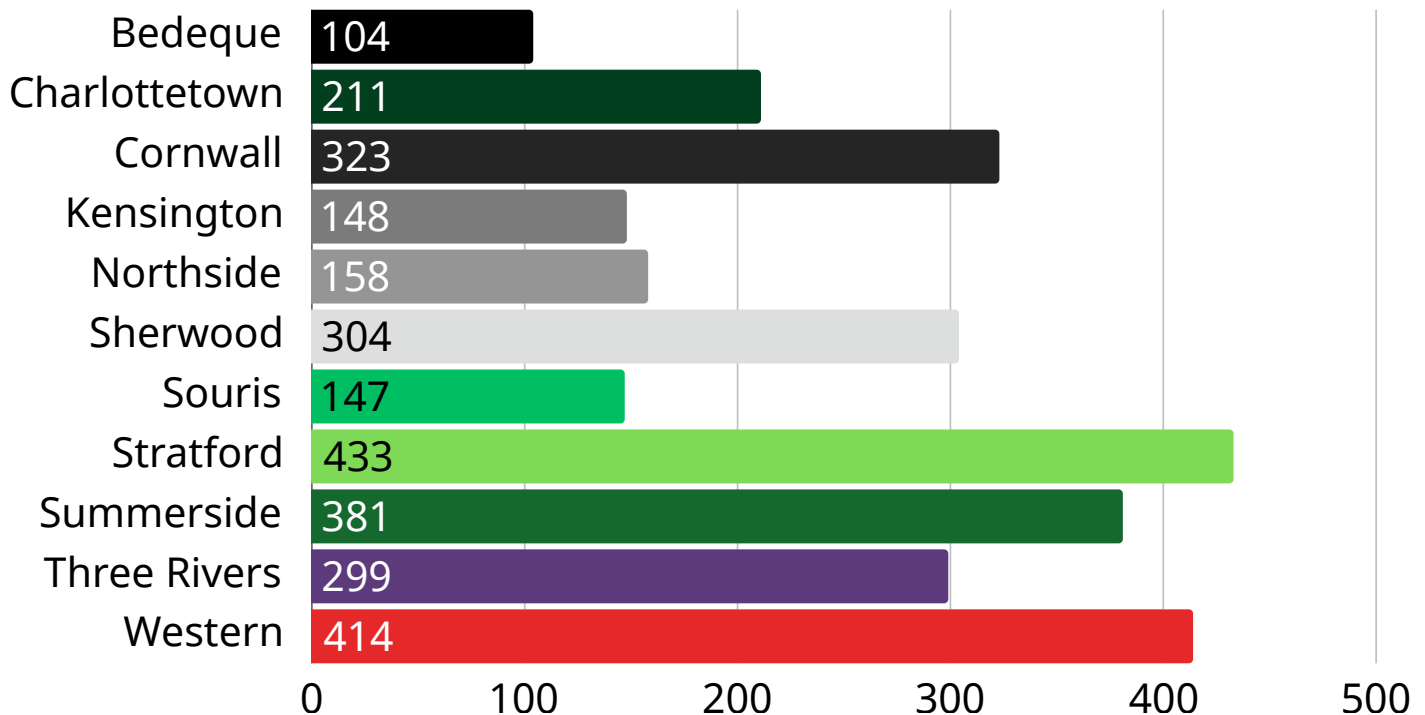
Athletes By the Numbers

Registration is well distributed across the province, with the Eastern Zone leading overall participation, followed by the Western, Mid Isle, and Capital District zones. While strong engagement is evident in all regions, the distribution highlights opportunities to continue supporting growth in areas with smaller player bases to ensure balanced development and accessibility across the province.

Registration Numbers by Zone 2025

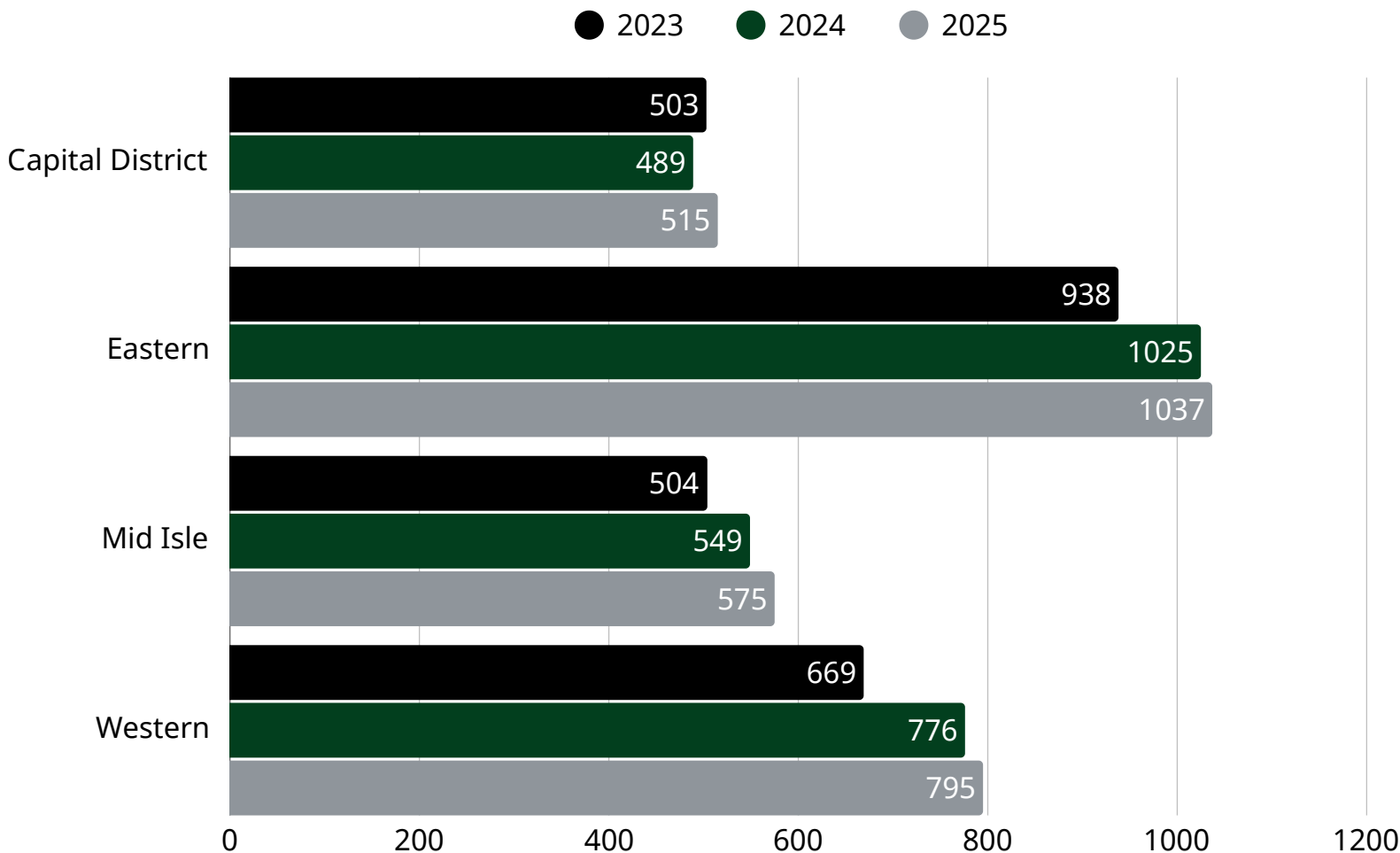
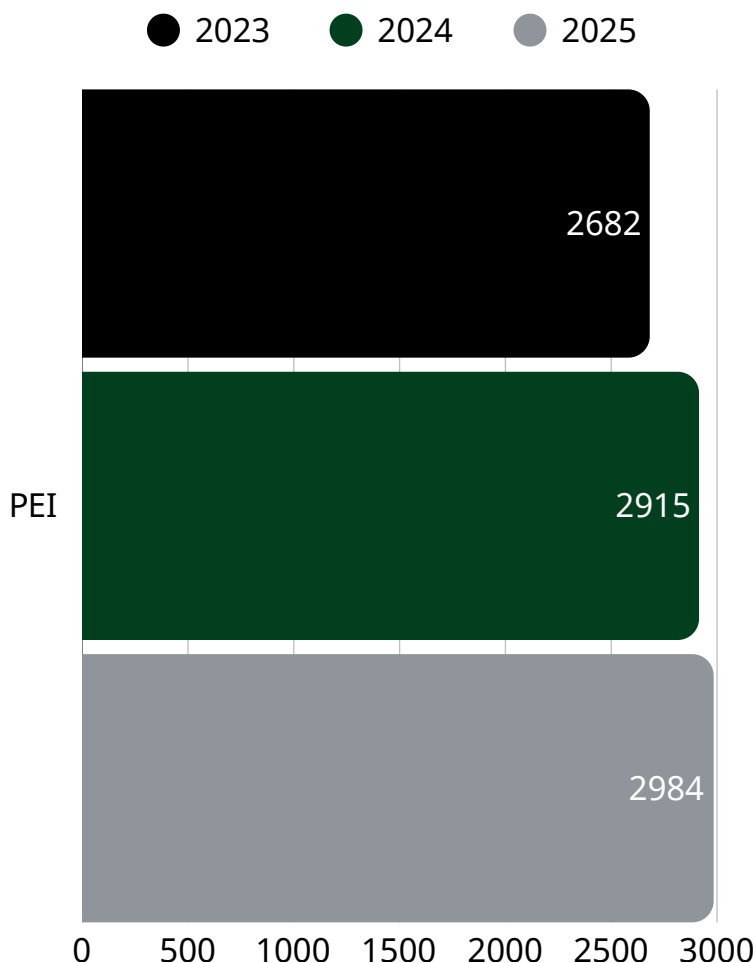


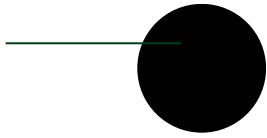
Registration Numbers by Association 2025



Athletes By the Numbers

Baseball registration in PEI has shown consistent growth over the past three years, increasing from 2,614 players in 2023 to 2,922 in 2025. This upward trend reflects the sport's expanding reach and the success of ongoing efforts to promote participation and development at all levels across the province.

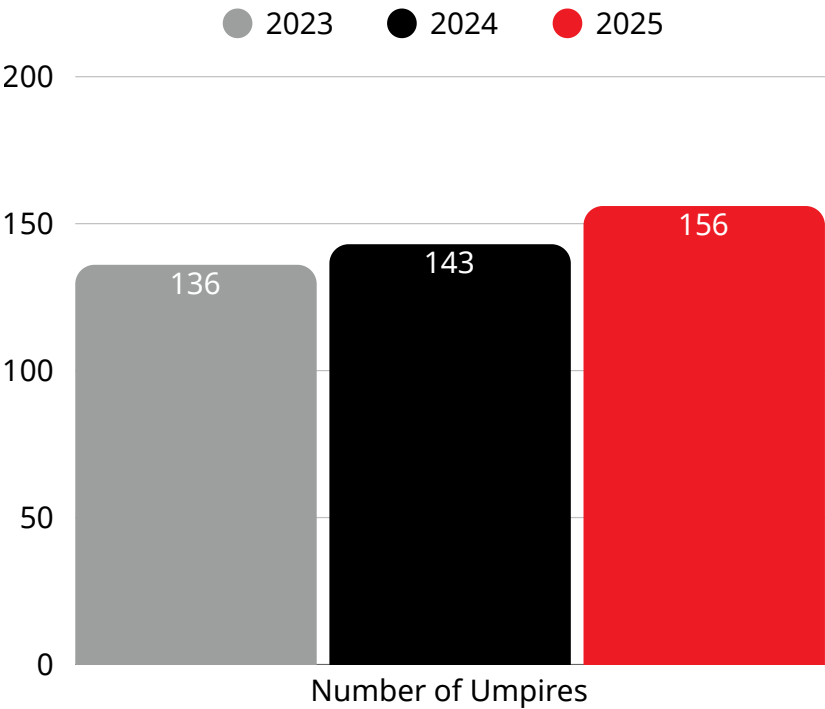




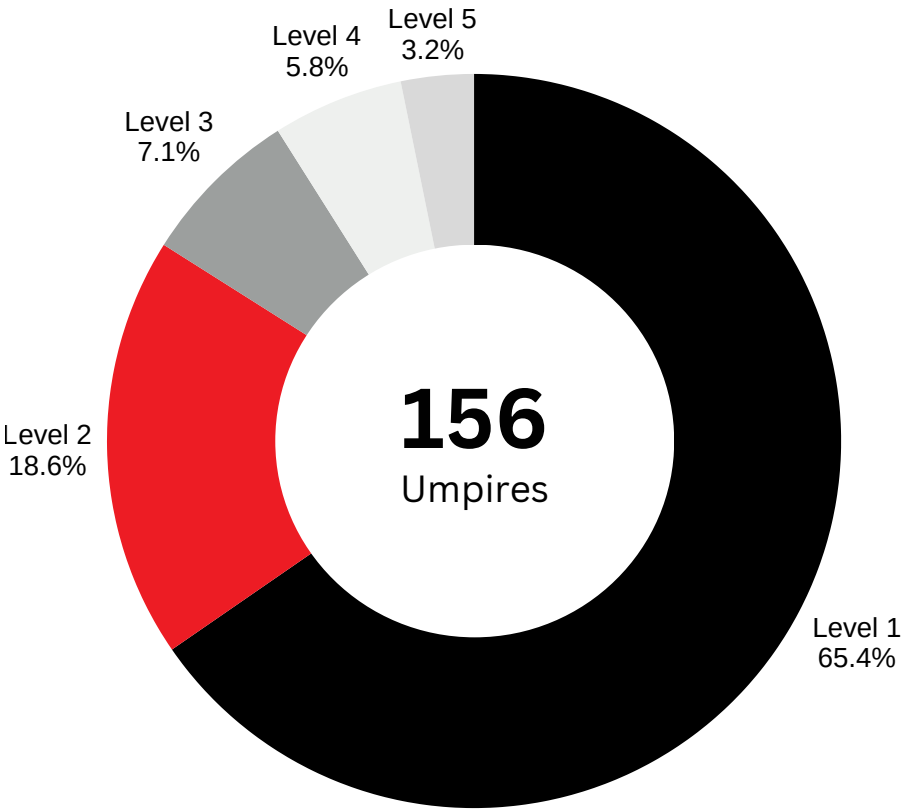
Umpires by the Numbers

Umpire registration has grown from 136 in 2023 to 156 in 2025, showing steady progress in building a strong and committed officiating community. This growth highlights the success of efforts to recruit, train, mentor, and retain umpires, helping ensure the quality and integrity of the game at every level.

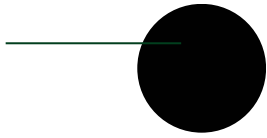
Umpire Registration



2025 Umpire Levels Breakdown

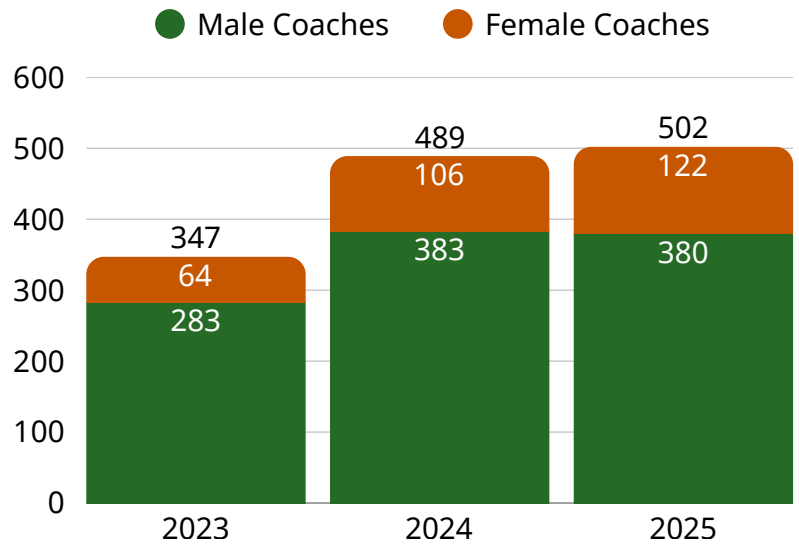


The majority of umpires in PEI are Level 1 officials, representing the foundation of the officiating system and highlighting strong entry-level participation. As the levels progress, the number of advancing officials decreases, reflecting the natural pathway of development and promotion within the program. This distribution emphasizes the importance of continued development and mentorship to support growth and advancement through the higher certification levels.



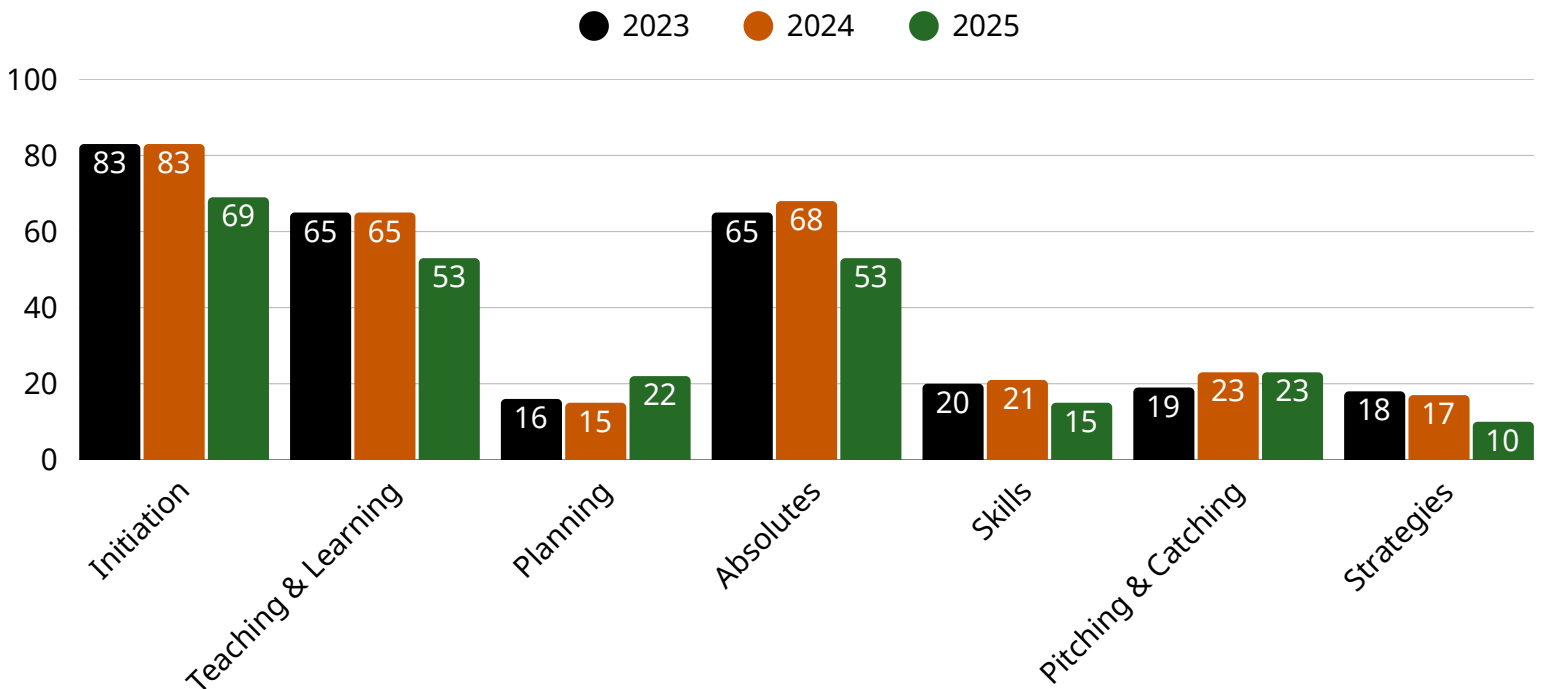
Coaches by the Numbers

NCCP clinic attendance decreased in 2025 compared to 2024, reflecting higher retention of coaches who already hold the required certifications. Coach registration has grown from 347 in 2023 to 502 in 2025. While male coach numbers have remained steady, female participation has increased significantly—from 64 in 2023 to 122 in 2025—highlighting our emphasis on engaging more women in coaching roles and improving gender representation in the game.



**National
Coaching
Certification
Program**

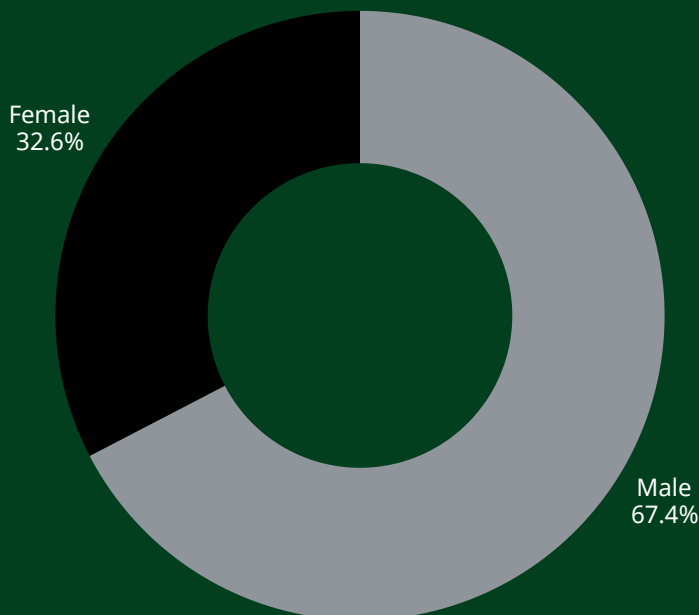
NCCP Clinic Attendance





Summer Clinics Program

Launched in 2012, the Baseball PEI Summer Clinics Program has grown from just four clinics in its first year to 102 clinics offered in 2025. Each summer, 2–5 trained clinicians travel across the province delivering high-quality instruction in key skill areas such as throwing, hitting, pitching, fielding and catching. Designed primarily for players aged 9U to 13U — but open to all ages — the program continues to play a vital role in growing the game and supporting grassroots player development across Prince Edward Island.



In 2025, Baseball PEI's Summer Clinics Program reached 892 young athletes across the province through 93 completed clinics. Of these participants, 601 were boys and 291 were girls — representing approximately 67% male and 33% female participation. This strong turnout highlights both the continued growth of the program and the increasing engagement of female athletes in grassroots baseball on Prince Edward Island.



CORE VALUES



Respect & Integrity

We lead with honesty, accountability, and respect for all participants, demonstrating kindness both on and off the field.



Inclusivity & Fairness

We champion diversity, equity, and fair play, ensuring everyone has a place in the game.



Teamwork & Collaboration

We build a strong and supportive culture through shared goals and celebrating collective success.



Innovation & creativity

We embrace forward-thinking ideas that enhance development, engagement, and growth.



Fun & safety

We prioritize a positive, safe, and enjoyable experience for every participant.

Our Commitment in Action

How we will inspire the future of baseball on Prince Edward Island

Administration

We will lead with integrity, strengthen communication, and work collaboratively with our partners to build an efficient, transparent organization that drives the growth of baseball across PEI.

Coach Development

We will empower and support coaches through innovative training, mentorship, and resources that inspire excellence and grow leadership and inclusivity at all levels of baseball.

Athlete Development

We will provide structured, inclusive, high performance, and recreational athlete pathways that foster skill development, the spirit of competition, and promote fun and personal growth at every level.

Officials Development

We will recruit, educate, and mentor officials to foster growth, confidence, and expertise, and we will uphold their right to a safe, respectful, and abuse-free environment.

Administration Goals & Strategies

1.1

STRENGTHEN ORGANIZATIONAL POLICY & GOVERNANCE

- Maintain a schedule for regular policy review and updates.
- Ensure all administrative procedures are documented and standardized.
- Provide professional development opportunities for staff and Board members to enhance governance and strategic decision-making.

1.2

ENHANCE FINANCIAL STABILITY & PARTNERSHIPS

- Secure multi-year sponsorships and funding agreements.
- Increase revenue streams through grants, donations, and fundraising initiatives.
- Maintain transparent financial reporting and monitoring systems.



Administration Goals & Strategies

1.3

IMPROVE MEMBER COMMUNICATION & ENGAGEMENT

- Use regular newsletters, social media, and website updates to keep members informed.
- Develop clear communication protocols for office staff.
- Gather feedback from members to guide operational movements.
- Provide policy and governance support to all LSO members.

1.4

EXPAND ACCESS TO FACILITIES AND PLAYING SURFACES

- Work with communities and municipalities to increase the inventory of playing and training surfaces on PEI.
- Advocate for upgrades or shared-use agreements to optimize field availability.
- Emphasize facility development in areas with growing participation demand.



Coach Development Goals & Strategies

2.1

DEVELOP COACHES THROUGH MENTORSHIP AND TRAINING

- Utilization of experienced/master coaches and clinicians to support emerging coaches for in-season mentorship.
- Provide ongoing training sessions, workshops, and certification opportunities for coaches in addition to NCCP offerings

2.2

PROMOTE FEMALE COACH DEVELOPMENT

- Prioritize grants and funding for female coach participation.
- Offer female-only training sessions, clinics, and mentorship programs.
- Highlight female coach role models to encourage participation and retention.



Athlete Development Goals & Strategies

3.1

EXPAND GRASSROOTS PARTICIPATION

- Continue and expand summer clinics with more open age group options.
- Promote scheduled regional summer clinic development.
- Increase outreach to schools and community programs to grow participation.

3.2

ENHANCE HIGH-PERFORMANCE ATHLETE DEVELOPMENT

- Utilize senior high-performance athletes in winter training programs as mentors/coaches.
- Provide advanced skill camps and specialized training sessions for advanced/elite athletes.
- Track athlete progression and support pathways to higher-level competition.

3.3

PROMOTE FEMALE ATHLETE DEVELOPMENT

- Offer open winter camps and skill sessions specifically designed to encourage female participation.
- Promote baseball in school targeting female students and highlight female athlete accomplishments.
- Pursue grants and funding opportunities to support underrepresented athletes, including female players.



Official Development Goals & Strategies

4.1

INCREASE THE NUMBER AND QUALITY OF OFFICIALS

- Support the LSOs in recruiting new officials through media, outreach programs and community engagement.
- Support structured certifications, advancement, and mentorship programs to retain officials.

4.2

ENSURE SAFE AND RESPECTFUL ENVIRONMENTS FOR OFFICIALS

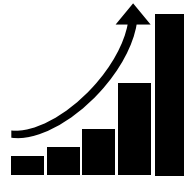
- Maintain strong policies on non-confrontation and anti-abuse.
- Enforce zero-tolerance consequences for abuse of officials.
- Pursue grants and funding opportunities to support training, development, and mentorship programming for officials.



How will we Measure our Success?



Team Growth



We're growing our roster - more players, coaches, and officials.

Smooth Operations

Like a well-trained team, our operations will run with precision and consistency.



Inclusive & Supportive Culture



When everyone feels supported and valued, we've hit our homerun.



Our success will be reflected not only in measurable progress—such as more members, coaches, and officials—but also in the overall health, stability, and inclusivity of our organization. We will know we are on the right track when our members feel supported, our operations run smoothly, and opportunities for participation and growth are expanding across the province.

What does Success Look Like?

Administration

Indicators of Success will be:

- All core organizational policies are reviewed and updated on a three-year cycle.
- Staff and Board report greater confidence and clarity in governance and decision-making.
- Annual financial statements demonstrate transparency and stability through diverse, sustainable funding.
- At least one new funding or sponsorship agreement is secured each year.
- Member satisfaction and engagement increase, reflected in survey results and higher participation in meetings, events, and consultations.
- Partnerships with municipalities result in new or upgraded facilities within the plan's timeframe.

Qualitative Indicators:

- Members feel better informed and more connected.
- Staff and Board demonstrate improved collaboration and role clarity.
- Communities show increased willingness to partner on field and facility development.



What does Success Look Like?

Coach Development

Indicators of Success will be:

- The number of trained and certified coaches increases by 5-7% annually.
- A structured mentorship program is evident in each association partnering new and experienced coaches.
- Female participation in coach development programs increase 3-5% each year.
- Female-focused coaching initiatives (clinic, mentorship group, or funding support) are offered for our members annually.

Qualitative Indicators:

- Coaches report feeling supported and connected to a development pathway.
- Female coaches feel welcomed, valued, and visible as leaders within the sport.
- Increased collaboration among LSOs and master coaches to share best practices.



What does Success Look Like?

Athlete Development

Indicators of Success will be:

- Grassroots participation numbers increase by 3-8% per year.
- New or expanded summer clinics are offered in all associations of PEI.
- High-performance athletes progress through clear development pathways, with annual tracking and recognition of those moving to provincial or national levels.
- Participation in female athlete programs increases annually.



Qualitative Indicators:

- Athletes and parents report satisfaction with the quality and accessibility of programs.
- Female athletes express greater confidence and visibility within the sport community.
- Schools and community partners actively support and promote baseball participation opportunities.



What does Success Look Like?

Officials Development

Indicators of Success will be:

- The number of certified officials increases by 8-10% annually.
- Retention rates of officials improve year-over-year.
- Structured mentorship programs are in place in all LSOs.
- Negligible incidents of abuse or harassment toward officials occur within the reporting period.



Qualitative Indicators:

- Officials report feeling respected, supported, and valued in their roles.
- Coaches, players, and parents demonstrate appreciation and understanding of the officials' role in maintaining a positive game environment.
- A culture of respect and fair play is consistently demonstrated across all levels of play.



