Community Leagues Partnership & Activation Plan

Purpose: To strengthen partnerships with Community Leagues and enhance their role as accessible, vibrant hubs for community connection, engagement, and program delivery.

1. Strategic Vision

Vision Statement:
Community Leagues serve as thriving, inclusive hubs where residents connect, learn, and participate in social, cultural, and recreational life across Parkland County.

Guiding Principles:

- **Collaboration:** Build strong, respectful partnerships between the County and community leagues.

- **Empowerment:** Enable leagues to lead initiatives that respond to local priorities.

- **Accessibility:** Ensure programs and events are inclusive and geographically distributed.

- **Sustainability:** Develop long-term capacity for leagues to maintain engagement independently.

- **Community Voice:** Center decisions on input from residents and volunteers.

2. Strategic Goals and Objectives

Goal	Objectives
1. Strengthen collaboration between CSD and leagues	Establish formal partnership structures. Create consistent two-way communication channels. Build trust and shared understanding of roles.
2. Build league capacity to deliver and host programs	Provide training, toolkits, and resource sharing. Offer micro-grants and shared infrastructure funding. Support volunteer recruitment and retention.

Goal	Objectives
3. Expand local access to County and partner programs	Deliver programs in league facilities. Co-develop and co-brand-new community initiatives. Pilot hub models for service delivery.
4. Foster connected, resilient communities	Facilitate inclusive events and forums. Celebrate community leadership. Strengthen local networks of support.

3. Partnership Framework

3.1. Formal Partnership Agreements

- Develop **Memoranda of Understanding (MOUs)** with each participating league outlining:
    - Shared objectives.
    - Communication and coordination expectations.
    - Facility usage and County program hosting terms.
    - Reporting and accountability mechanisms.
- Agreements to be renewed or reviewed every **2 years**.

3.2. Community Liaison Program

- Assign each league a **Community Development Coordinator (CDC)** from CSD.
- Responsibilities:
    - Quarterly check-ins and needs assessments.
    - Facilitation of partnerships and information sharing.
    - Support for funding applications and event planning.
- CDCs act as the **single point of contact** between CSD and leagues.

3.3. Annual Collaboration Forum

- Host an **Annual League Partnership Summit**:
    - Review past year's activities.

- o Share best practices and success stories.

- o Identify emerging community needs.

- o Align program priorities and funding cycles

4. Capacity Building and Support

4.1. Training and Development Series

Offer quarterly workshops (delivered in-person or virtually):

- **Leadership & Governance:** Board development, roles, and succession planning.

- **Volunteer Engagement:** Recruitment, recognition, and retention.

- **Event Management:** Permits, logistics, safety, accessibility.

- **Funding & Grants:** How to apply for County and provincial programs.

- **Community Inclusion:** Building culturally safe and inclusive spaces.

4.2. Resource Toolkit

Develop and distribute a **Community League Toolkit** with:

- Event planning templates and checklists.

- Marketing and communications resources (sample posters, media release templates).

- Volunteer management guides.

- Contact lists for County departments, emergency services, and local partners.

- Grant directory (County, Alberta Recreation & Parks Association, Alberta Culture, etc.).

4.3. Funding Programs

1. **Community Grants**

   - o For pilot programs, workshops, or small community events.

2. **Capital and Operating Grants (cost-shared)**

   - o For capital or accessibility improvements.

3. **Regional and Provincial Grants**

o Joint funding for regional and provincial initiatives.

5. Program and Service Integration

5.1. Hub Model for Service Delivery

- Identify **"Community League Hubs"** geographically across the County.

- Deliver County programs through hubs:

    o Family & youth programming (e.g., recreation nights, leadership programs).

    o Seniors' activities and wellness programs.

    o Community safety, environmental, or sustainability workshops.

    o Cultural or heritage celebrations.

5.2. Co-Developed Programming

- Work with leagues to identify local priorities through *Community Input Sessions*.

- Co-design programs with County support for logistics, promotion, and facilitation.

5.3. Shared Calendar and Promotion

- Create a **County-League Online Events Portal** that lists:

    o League-hosted programs and events.

    o County and partner offerings in league facilities.

- Cross-promote through County newsletters, social media, and community bulletin boards.

6. Community Engagement and Communication

6.1. Communication Tools

- Launch a **Quarterly League E-Newsletter** with:

    o Funding opportunities.

    o Training schedules.

    o County updates.

    o League success stories.

- Develop a **shared communications policy** for branding and public messaging.

6.2. Community Forums

- Leagues host **semi-annual community forums or town halls** (supported by CSD):

    o Collect community feedback.

    o Discuss local priorities or County initiatives.

    o Strengthen transparency and dialogue between residents and government.

6.3. Recognition and Celebration

- Establish annual **Community Leadership Awards** recognition:

    o Innovative programming.

    o Volunteer excellence.

    o Collaboration in action.

- Publicize award winners on County channels and at Council meetings.

7. Monitoring, Evaluation, and Reporting

Metric Area	Performance Indicators	Data Sources
Partnership Engagement	# of active MOUs # of leagues attending quarterly meetings	CSD records
Capacity Building	# of training sessions # of participants	Workshop evaluations
Program Delivery	# of programs/events hosted at league hubs Total participation numbers	League & CSD reports
Community Impact	Resident satisfaction, Volunteer retention, Sense of belonging	Annual community survey
Communications	Newsletter open rates, Event portal traffic	Communications analytics

Annual Review Process:

- CSD compiles an **Annual Partnership Report** highlighting:

    o Quantitative data (attendance, programs, funding distributed).

    o Qualitative outcomes (stories of impact).

o Recommendations for future years.

8. Implementation Timeline

Phase	Timeline	Key Deliverables
Phase 1 – Planning & Engagement	Months 1–3	Identify leagues, assign liaisons, initiate consultations
Phase 2 – Framework Development	Months 3–6	Draft MOUs, finalize funding models, design toolkit
Phase 3 – Capacity Building Launch	Months 6–9	Deliver first training sessions, open micro-grant applications
Phase 4 – Program Implementation	Months 9–18	Pilot co-hosted programs, launch communications channels
Phase 5 – Evaluation & Growth	Year 2+	Conduct first Annual Review, expand partnerships, refine strategy

9. Potential Partners and Stakeholders

- **Internal:** Parkland County Departments

- **External:**

  o Community Leagues

  o Local schools and libraries

  o Indigenous community organizations

  o Alberta Health Services, RCMP, Government of Canada etc. (for education/safety programs)

  o Not for profits and service clubs (Lions, Rotary, etc.)

  o Local businesses (sponsorship and support)

10. Risk Management and Sustainability

Key Risks:

- Volunteer burnout or turnover.

- Uneven capacity among leagues.

- Limited funding or infrastructure.

- Duplication of efforts between County and leagues.

Mitigation Strategies:

- Offer ongoing training and support.

- Encourage collaboration between leagues (regional partnerships).

- Provide flexible funding and tiered participation models.

- Maintain clear communication and shared evaluation processes.