



# **NORTHERN MARIANAS BADMINTON ASSOCIATION**

# **STRATEGIC PLAN 2025-2028**

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## **MISSION**

To develop and promote badminton as a sport for all ages in the Northern Mariana Islands by providing inclusive opportunities for players, coaches, administrators, and officials to learn, compete, and excel at all levels.

## **VISION**

To establish badminton as a cornerstone of healthy living, youth empowerment, and sporting excellence in the Northern Mariana Islands, with strong community participation and global connections.

## **VALUES**

Passion and Excellence in Badminton  
Commitment to Youth Development  
Innovation in Programs and Training  
Advocacy for Health and Wellness  
Regional and Global Collaboration

## 1

## PARTICIPATION & PERFORMANCE

SHUTTLE TIME	INTERSCHOLASTIC BADMINTON LEAGUE	RECREATION	PLAYER & COACH DEVELOPMENT	TECHNICAL OFFICIALS
Deliver Shuttle Time to 90% of schools on Saipan, Tinian, and Rota by 2028.	Organize a yearly high school competition, participated by at least 9 schools, during the first quarter of the year.	Provide opportunities for members to play regularly in the mornings and evenings, seven days a week.	Develop and train the NMI National Team’s age group squads weekly.	Increase the pool of Pacific Accredited and Certificated Umpires. Provide opportunities to progress to Oceania Level.
Provide a free-of-charge venue for students ages 11-18 to play badminton from Monday to Saturday.	Organize a yearly middle school competition, participated by at least 12 schools, during the fourth quarter of the year.		Have a dedicated venue for regular trainings for the NMI National Team pool.	Increase the pool of Pacific Accredited and Certificated Line Judges. Have at least two BWF Line Judges.
Provide a badminton After School Program for students ages 6-12 from Monday to Friday.	Organize two yearly competitions for elementary schools, participated by at least 6 schools.		Increase the number of Foundation Coaches.	Increase the pool of line judges that will assist at international competitions.
Have at least 1,500 participants per year, with a gender ratio of 40% female and 60% male.			Develop current pool of BWF Level 1 Coaches to be certified as BWF Level 2 Coaches.	Provide opportunities for a Pacific Referee training pathway.

## 2 COMPETITION

NATIONAL CHAMPIONSHIPS	LOCAL TOURNAMENTS	INTERNATIONAL TOURNAMENTS	OCEANIA CHAMPIONSHIPS 2024-2027	PACIFIC GAMES 2027
Organize a yearly competition during the fourth quarter of the year for U15, U17, U18, Open, and Masters.	Organize two local tournaments for NMBA members per year.	Organize at least two BWF Grade 3 International Tournaments, working in partnership with BOC per year.	Participate in the Oceania Open and Junior Championships every year, and finish within the Top 5.	Participate in the Pacific Games 2027, and finish within the Top 5.

## 3 LEADERSHIP & GOVERNANCE

GOVERNANCE	MANAGEMENT	STAFF
Strengthen the current constitution, policies, and procedures to be in line with BWF.	Form working committees to focus on areas of player development, events, and building.	Hire full time staff or CEO to manage NMBA's daily operations.
Implement good governance practices.	Provide updates to the Board regularly through email and WhatsApp group messaging.	
	Implementation of Annual Player Fee or subscription.	
	Reactivate six existing member clubs.	

## 4

## PARTNERSHIPS

SCHOOLS	VENUES	BUSINESSES & SPONSORS	GOVERNMENT	NMSA, BOC, BWF
Maintain a good relationship by regular communication and development of the quality of play in the Interscholastic Badminton League.	Have access to an additional venue dedicated to badminton.	Create long-term relationships with private partners for the NMBA's signature Grade 3 International Tournaments.		
Include the Elementary School division in the Interscholastic Badminton League.	Continue the venue's designated free-of-charge "student time" to increase current student members.	Have additional partners for the Interscholastic Badminton League.	Form a partnership with the CNMI government to build a new 8/12 badminton facility on Saipan by 2027.	Maintain a good relationship with the Northern Marianas Sports Association, Badminton Oceania, and Badminton World Federation through regular communication and attendance at meetings.
Create coaching opportunities for teachers.				

## 5

## COMMUNICATION

NEWSPAPER & TV	SOCIAL MEDIA	WEBSITE
Maintain a good relationship with the local newspaper and media channels by providing regular updates and invitations to NMBA events.	Post daily updates during NMBA events, and weekly updates during non-competition seasons.	Post daily updates during NMBA events, and weekly updates during non-competition seasons.