

PA/USATF Long Range Strategic Plan - 2013-2016

Update Report

May 14, 2015

(submitted by Mark Winitz, PA/USATF Strategic Planning Task Force Chair)

An annual review and update session of the PA/USATF Long Range Strategic Plan for the 2013-2016 Olympiad was conducted on March 17, 2015 in conjunction with the PA/USATF Board of Athletics meeting. Updates and revisions were compiled and incorporated into the plan during the subsequent two months.

The updated Strategic Plan (May, '15) is available on the PA/USATF web site at <http://www.pausatf.org/about/> under "Additional Information and Resources."

Below is a short summary of key strategic accomplishments and strategic challenges (organized by strategic planning area) that are contained in the current version of the Plan.

Administration and Governance

Accomplishments

- PA/USATF Strategic Plan for the 2013-16 Olympiad has been reviewed and successfully updated annually
- During '13 and '14, new Chairs for Masters T&F, Officials, Athletes, and Paralympics were recruited, plus new RW Exec Comm, new Youth V.P. and Treasurer, and a new Coaches Collegiate/Open rep
- RW, & Youth Committees have updated Ops Procedures. Men's T&F, Women's T&F, Athletes, & Coaches Committees have created and posted Ops Procedures. LDR, Officials, Masters T&F procedures need updating.
- PA Second Vice President position established

Challenges

- Benchmarks for increasing the number of individuals willing and able to organize and administer regional and national events not achieved. Benchmark dates have been revised.

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Athlete Development and Competition

Accomplishments

- Keep indoor track & field alive regionally: University of Nevada, Reno has committed to build the E.L. Wiegand Fitness Center, which might include an indoor 200m track.
- Successful Championship bids:
 - 2015 U.S. Club Cross Country Championships (Golden Gate Park)
 - 2016 USA Junior Outdoor Track & Field Championships (Sacramento State U., Sac Sports Commission)
 - 2016 NCAA West Regional Cross Country Championships (Sacramento State U.)
 - 2018 NCAA West Regional T&F Championships (Sacramento State U.)
- PA supporting PA/USATF Foundation mission
- Increased assimilation of disabled athletes into PA/USATF general competition
- 2014 U.S. Paralympics Track and Field National Championships successfully hosted by PA
- Athletes with disabilities page set up on PA/USATF website

Challenges

- Lack of LOCs interested in establishing and publicizing a series of specialty meets. Keep searching for LOCs
- No success so far to create more competitive track & field opportunities/events for post-collegiate athletes that take place in May annually
- No progress made so far to identify and work with local athlete “heroes” to create exposure and publicity for them and the sport

Other

- New Goal: Host the 2018 USA Junior Olympic Cross Country Championships

Communications

Accomplishments

- New PA/USATF website was launched on Jan. 1. 2015
- Increase in media coverage of PA events and athletes (continue to work on goal)
- *California Track & Running News* Subcommittee (of PA Communications Committee) established. *CTRN* is now distributing print and digital issues to PA members

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Challenges

- .No volunteers found, as yet, to create and distribute PA/USATF e-mail newsletters. Continue to pursue.

Other

- Efforts underway to encourage USATF national office to distribute “time to renew membership” e-mail notices

Marketing and Promotions

Accomplishments

- PA membership increased from 6,910 in 2013 to 7,304 in 2014 (6% increase)
- Approximately \$30,000 in sponsorship/partnership income brought in to date for '15 USATF Cross Country Club Champs by Irene Herman
- Increased awareness of PA/USATF with the aim of increasing membership:
 - \$800 USATF Association grant received in 2014 from USATAAF national office as part of USATF's *Join America's Team Middle School Championships Program*. Subsequently, PA conducted outreach to increase awareness of youth club opportunities and USATF membership at both the Santa Cruz County Middle School Track & Field and Cross Country Championships and provided support to the championships through organization, timing, and officiating.
 - 4-day children's "RunJumpThrow" event hosted by Revolution Express TC (Feb., 2015 at Rocklin High School) in conjunction with USATF national RunJumpThrow program. 50-60 youth athletes attended. New member outreach conducted. USATF registered coaches conducted learning activities.
 - New strategic objective added to plan for PA to host a "RunJumpThrow" workshop/event annually
- "We Are The Champions: Join America's Team" collaboration with Santa Cruz Middle School Track & Field League (San Lorenzo Valley High School) successfully kick-started in 2014 as *Join America's Team Middle School Championships Program* with T&F and XC competitions conducted in Santa Cruz County. An \$800 Associations Grant was awarded to PA/USATF for this project. (Will we continue this collaboration?)

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Challenges

- No progress made on goal to increase PA/USATF advertising and promotions. Re-address goal when new PA Marketing Chair and a Marketing Contractor are on board.

Other

- New goals added to fill the currently vacant PAUSATF Marketing Committee Chair position and hire a marketing contractor to secure advertising on a commission basis.

Resources and Education/Training

Accomplishments

- Each LDR club has had the required minimum number of LDR officials in club's ranks every year since 2011 when requirement was introduced. Continuing challenge: Persuading these officials to actually volunteer for events.
- In March, 2015 a "hands-on" officials cert clinic was held in Rocklin in conjunction with a youth meet. Also, an officials cert clinic was held in Oakley drawing high school and youth-affiliated participants.
- The following objective was completed in 2014 (and not yet completed in 2015): Send an e-mail to the coaches server mailing list (pulled from the Clell Wade list for HS, JC, & 4-year colleges) explaining availability of USATF officiating resources (officials, clinics, and equipment), Send e-mail to coaches by January 1 annually and repeat quarterly in *CalCurrents* Coaches e-zine
- Since 2913, multiple "learn by doing" practicums and workshops about conducting safe, fair, efficient, and rules-compliant events have been held at Univ. of California-Berkeley and Univ. of California-Davis. In 2015 (to date) two practicums and workshops were successfully conducted and refinements for the future were noted.

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