

# ***PACIFIC ASSOCIATION/USATF***

## **Strategic Planning Session Agenda**

Foster City, California

Tuesday, March 20, 2018 7:30 p.m. – 9:00 p.m.

1. Short Review of Strategic Planning Process and Status of 2017-2020 Strategic Plan (Mark Winitz) 7:30 p.m.
2. Overview of Strategic Planning Areas/Topics for Today (M. Winitz) 7:40 p.m.
  - a. Marketing and Promotions
    - Marketing PA/USATF to increase membership
  - b. Communications
    - PA/USATF website and social media
3. Marketing and Promotions 7:45 p.m.
  - a. Brief report on progress of Strategic Plan goals and objectives related to Marketing (Irene Herman)
  - b. Planning for PA/USATF marketing effort at NCAA DI Outdoor T&F Champs Prelims (Sacramento, May 24-26) (I. Herman)
4. Communications 8:20 p.m.
  - a. Brief report on progress of Strategic Plan goals and objectives related to communications, website, social media (Cynici Calvin)
  - b. Need for helpline and contact info on PA website (I. Herman)
  - c. Exclamation Services proposal for PA website and social media coverage of PA/USATF athletes and events (C. Calvin)
5. Wrap-up / Next Strategic Planning Session 8:55 p.m.
6. Strategic Planning Session Adjourns / BOA Meeting Begins 9:00 p.m.