

PACIFIC ASSOCIATION/USATF

Strategic Planning Session Agenda

Foster City, California

Tuesday, March 19, 2019 7:00 p.m. – 8:30 p.m.

1. Short Review of Strategic Planning Process and Status of 2017-2020 Strategic Plan (Mark Winitz) 7:00 p.m.
2. Overview of Strategic Planning Areas/Topics for Today (Irene Herman) 7:10 p.m.

Focus: Strategies for increasing PA/USATF membership and retaining current members

3. PA/USATF Membership Building 7:15 p.m.
 - a. Brief report on progress of current Strategic Plan goals and objectives related to membership building (Mark Winitz and Irene Herman)

Overall target goal in current version of Strategic Plan is:

Progressively increase PA/USATF membership during the 2017-2020 Olympiad.

Measures of success as stated in current version of Plan are:

Increase of PA/USATF membership by 2% in 2017, 3% in 2018, 3% in 2019, and 4% in 2020 over each previous year's membership during the 2017-2020 Olympiad.

- b. Small group breakout discussions (per five major strategic planning areas) to update/revise current strategic programs related to membership building.
4. Begin planning for new PA/USATF combined disciplines Annual Awards Banquet (scheduled for Feb 1, 2020 kickoff) 8:15 p.m.
5. Wrap-up 8:25 p.m.
6. Strategic Planning Session Adjourns / BOA Meeting Begins 8:30 p.m.