

USA Wrestling Long Range Plan

VISION 2016

**Building Success
for the Future**

USA Wrestling

Long Range Plan

Planning Intent

- 1. Create a Long Range Plan that will provide a strategic direction for USA Wrestling.**
- 2. Outline the vision, mission, values, organizational strengths, weaknesses, opportunities, threats, strategic goals, objectives, initiatives, and tasks that will enable USA Wrestling to serve as a highly valued National Governing Body in the Olympic Community for the future.**
- 3. Provide the basic framework to guide USA Wrestling toward success in meeting the continuing needs athletes, coaches, families, and volunteers in the organization.**

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Agenda - Content

- 1. Revise, validate and make desired changes to the content, i.e. mission, vision, values, SWOT, goals, objectives, initiatives, tasks, etc.**
- 2. Understand the plan and what it will take to accomplish it.**
- 3. Plan should be SMART (Specific, Measurable, Attainable, Realistic, and Timely), and include measures and milestones.**

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Agenda - Process

- 1. Design process to gain understanding, acceptance and approval by different groups within USA Wrestling, and ultimately the board.**
- 2. Determine the best approach to communicating the final plan to the organization at large.**

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Proposed Mission Statement

USA Wrestling, guided by the
Olympic Spirit,
provides quality opportunities for
its members to achieve their full
human
and athletic potential.

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Proposed Vision Statement

USA Wrestling will strive to be
the worlds best sports
organization.

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Values

Responsibility – Fulfilling all functions, tasks, duties and assignments with trust and credibility on behalf of USA Wrestling by honoring promises and pledges.

Integrity – Being true to self and the mission of USA Wrestling, while discerning right from wrong and acting on it.

Dedication – Dedication to carrying out the mission and goals of USA Wrestling with the highest degree of sacrifice and discipline.

Honesty – Being truthful and upright with people and issues in furthering the mission of USA Wrestling.

Accountability – Providing answers and reasons to others for actions and behaviors intended to support the mission of USA Wrestling.

Respect – Recognizing the absolute dignity in every human being, with a sense of compassion, caring and concern for the well-being of other people.

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Strengths:

Olympic Connections

Passion within sport

Financial Stability

Leadership/Management

Human Resources

Weaknesses:

Limited Public / Media
interest

Different High School /
NCAA Rules

Limited funding sources

Market Position

Lack of Clear Public
Image

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Opportunities:

International Events

Internet

Folk style Program

MMA/Grapppling

Urban Areas

Women's Programs

Threats:

Reduction of volunteerism

MMA / Grappling

Cheating / Drugs

Insurance

Loss of a Discipline

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Goal 1: Assure USA Wrestling's financial ability to carry out its mission, vision and goals.

- Objective 1.1: **Financial Management** – Develop plan to effectively manage finances
- Objective 1.2: **Fund Development** – Develop consistent process to increase revenue opportunities
- Objective 1.3: **Strategic Planning** – Develop plan and procedures to increase accountability and control
- Objective 1.4: **Leadership** – Develop consistent program to educate leaders within our sport (leaders to include professional staff, board of directors, states, athletes, etc)

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Goal 2: Strengthen public awareness of USA Wrestling Programs and accelerate membership growth

- Objective 2.1: **Internet** – Create new IT solutions that will attract additional awareness to sport and provide timely information for decision-making
- Objective 2.2: **Events** – Develop strategy to promote USAW events
- Objective 2.3: **Marketing / Public Relations**– Increase brand awareness to create revenue streams, public interest and growth
- Objective 2.4: **Membership** –Developing membership strategies.

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Goal 3: Maintain Flexible Organizational Structure, sensitive to the changing needs of our sport.

- Objective 3.1: **Governance**- Frequently evaluate current USAW policies and procedures
- Objective 3.2: **Volunteers/Officials** – Create new programs to encourage volunteerism with our ever-changing sport
- Objective 3.3: **Junior Olympic Programs** – Consistently evaluate grassroots structure to insure optimal growth and performance

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Goal 4: Build strategic alliances to raise the profile and strengthen USA Wrestling's international and domestic position.

- Objective 4.1: **External Relationships** – Develop and expand relationships with organizations and individuals with common interests to the benefit of USA Wrestling
- Objective 4.2: **International Events** – Work in collaboration with bid cities.
- Objective 4.3: **Folkstyle Development** – Foster relationships with folkstyle organizations and individuals, exposing them to USA Wrestling programs as well as the international styles
- Objective 4.4: **FILA** – Develop and establish stronger relationships between prominent USA Wrestling volunteers and staff with FILA and FILA members

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Goal 5: Be the dominant force in National Wrestling

- Objective 5.1: **Athletes** – Provide the support necessary for the United States to consistently be among the top performers in all three Olympic disciplines
- Objective 5.2: **Coaches** – Train and develop world-class coaches at all levels in the tactical, technical and strategic application of successful coaching
- Objective 5.3: **Officials** – Recruit, train and develop world-class officials.

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