



# USOPC Athletes' Advisory Committee

## 2021-2024 STRATEGIC PLAN

Approved March 21, 2021

### PURPOSE & PRINCIPLES

#### MISSION

To ensure communication between the USOPC and athletes who are actively engaged in amateur athletic competition or who have represented the United States in international competition within the preceding ten (10) years.

#### VISION

Represent the athlete voice and empower Team USA to inspire and drive positive change.

#### CORE VALUES

The USOPC Athletes' Advisory Council (AAC) will advance its mission, vision and strategic priorities through commitment to the following values:

##### We will:

- **Embrace** a diversity of perspectives, backgrounds and experiences
- **Be accessible and value** the inherent dignity of all
- **Actively engage** with ourselves and others to foster a culture of teamwork and excellence
- **Seek to strengthen and sustain** our sports



- **Listen to understand** the needs of athletes
- **Be bold** in amplifying athlete voice and representation
- **Act with honesty & transparency**
- **Promote** athlete health, safety and well-being
- **Actively advance rights** to fair, clean competition and just, equitable treatment of all

## PRIORITIES

The following pillars and strategies represent the 2021-2024 priorities for the USOPC AAC to focus time, energy and effort to advance its purpose and principles and achieve future success.



### **Organizational Excellence & Sustainability**

- Member Engagement & Cultural Transformation
- AAC Resources & Support



### **Team USA Athlete Success**

- Athlete Voice Amplification
- Athlete Financial Health
- Athlete Representation & Good Governance
- Transition Support



### **Awareness & Brand Promotion**

- Telling Our Story
- Digital/Media Presence



### **Stakeholder Relations**

- Athlete Community
- NGB Internal AACs
- NGBs
- USOPC
- USOPA
- Anti-doping Advocates



## ORGANIZATIONAL EXCELLENCE & SUSTAINABILITY

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Improve the USOPC AAC's internal capabilities to be effective leaders and good stewards of the interests and rights of Team USA – now and in the future.

### Key Strategies

- 1) **Member Engagement & Cultural Transformation.** Foster a culture that encourages bold leadership; active and sustained engagement; inclusion and equity, especially for Para; and advocacy for positive, productive change. Create and reinforce expectations and opportunities for members to contribute to mission advancement and strategic priority achievement.
- 2) **AAC Resources & Support.** Expand the AAC's funding model to grow and sustain its operational effectiveness in serving athletes. Explore creative, legally feasible options to increase or complement USOPC support, e.g., fundraising and sponsorships.



## TEAM USA ATHLETE SUCCESS

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Galvanize the sport community to enhance the athlete experience and enable Team USA to succeed competitively and positively influence the world of sport.

### Key Strategies

- 1) **Athlete Voice Amplification.** Raise awareness of athlete issues and prioritize response activities, including athlete wellness, preserving sport pipelines, promoting human rights, preventing retaliation and ensuring fair and clean competition.
- 2) **Athlete Financial Health.** Seek ways to increase funding, decrease costs and expand resources to enable athletes to pursue competitive careers.
- 3) **Athlete Representation & Good Governance.** Strengthen athlete representation on boards and committees within the Olympic & Paralympic family. Aid NGBs, USOPC and Congress to embrace and value increased athlete participation in governance. Expand education and training to grow athletes' leadership skills and abilities to serve in governance positions.
- 4) **Transition Support.** Partner with USOPC's Athlete & Career Services (ACE), NGB resources, etc. to improve athletes' successful preparation for - and actual transition to - post-competitive careers.



## AWARENESS & BRAND PROMOTION

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Drive familiarity, understanding and excitement among the athlete community for the AAC and its role as the voice for athletes and an advocate for their needs and interests.

### Key Strategies

- 1) **Telling Our Story.** Inspire and inform through compelling content creation and narratives to heighten recognition and appreciation of the AAC. Create opportunities to celebrate accomplishments.
- 2) **Digital/Media Presence.** Improve and expand reach to the athlete community and distribution of our story through targeted, innovative social and digital channels and other media formats.



## STAKEHOLDER RELATIONS

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Establish the AAC as a trusted and valued partner in advancing the power of sport and the health of the Movement.

### Key Strategies

- 1) **Athlete Community Engagement.** Galvanize support for USOPC AAC initiatives through regular and consistent engagement with the broader athlete community, incorporating their input and involvement into the design and implementation of programs and processes.
- 2) **NGB Internal AAC Success.** Create connections with NGB AACs to elevate effectiveness with their respective sports and athlete communities and be strong partners with the USOPC AAC in athlete advocacy.
- 3) **NGB Partnership.** Establish improved communication channels between the NGBs, the AAC collectively and AAC members individually. Seek opportunities to partner on behalf of athletes to create safer and healthier training and competitive environments.
- 4) **USOPC Collaboration.** Improve regular exchange of information and insights. Engage in shared opportunities to effect positive change for athletes and the broader Olympic and Paralympic Movements. Increase trust and credibility by exceeding expectations and delivering value.
- 5) **USOPA and 10+-Year Athlete Representation.** Work with USOPA to better define retired athlete governance roles generally, identify and elect 10+-Year Athlete representatives specifically, and engage around Olympic and Paralympic athlete alumni issues.
- 6) **Anti-Doping Advocates.** Work with USADA, ONDCP, and other anti-doping stakeholders for the advancement of clean sport.