



U.S. OLYMPIANS &  
PARALYMPIANS  
ASSOCIATION

*Effective January 1, 2024*

# USOPA STRATEGIC PLAN

**2024-2028**



# **MISSION** ★ ★ ★ ★ ★

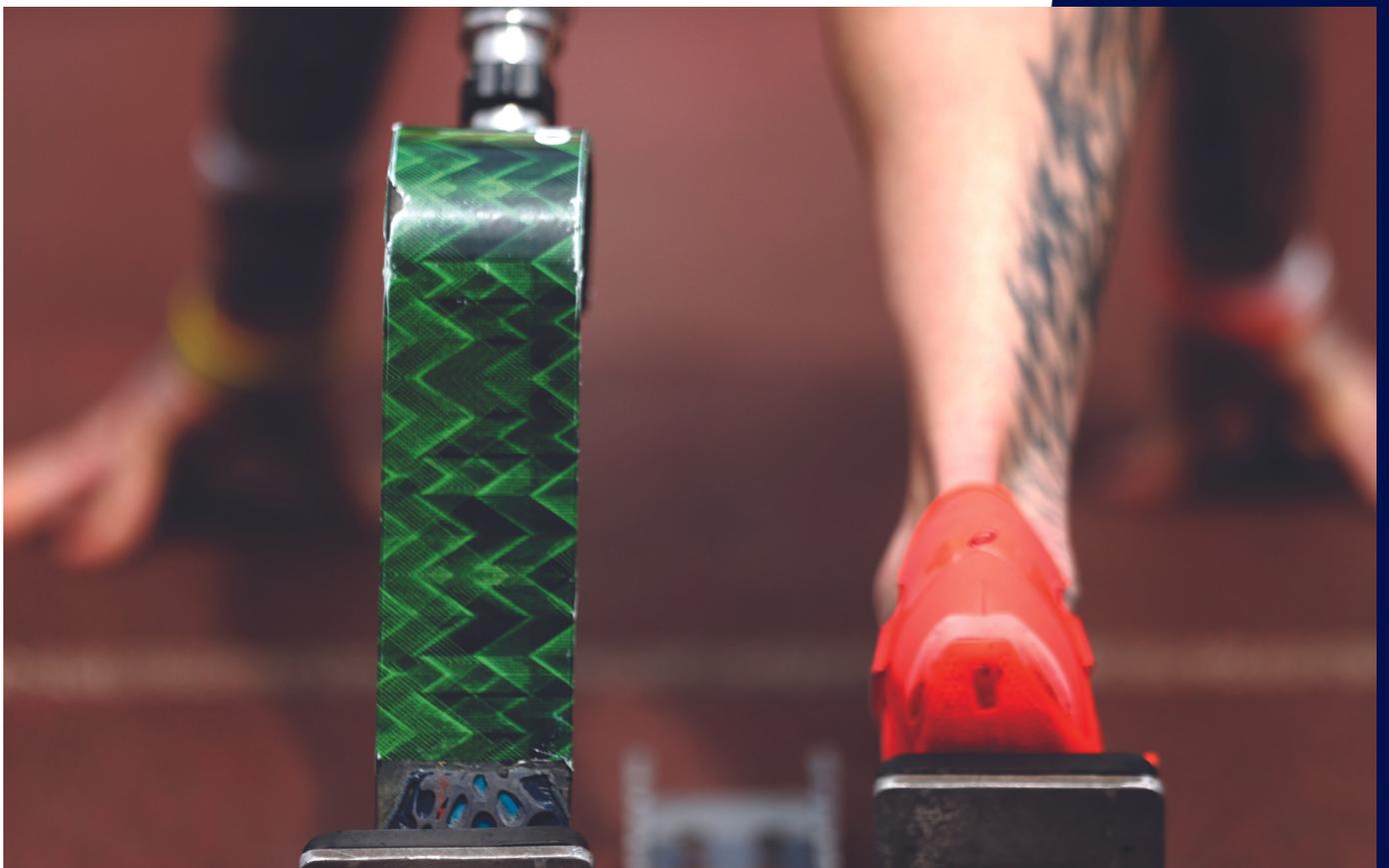
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Engage alumni and inspire all communities through the ideals of the Olympic & Paralympic movements.

# **VISION** ★ ★ ★ ★ ★

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All United States Olympians & Paralympians experience a lifelong connection to the movements.



# VALUES

## INSPIRATION

"Each of us has a fire in our hearts for something. It's our goal in life to find it and keep it lit."

~ Mary Lou Retton | Gymnastics

## SERVICE

"Determination, it applies to all of us and when you tap into that, you're able to fly as far as you can go."

~ Lex Gillette | Para Track & Field

## COMMUNITY

"You show up to the Olympics and you're no longer you; you're an American Olympian. You're part of this greater whole, and the individual doesn't matter."

~ Shaun White | Snowboarding



# **STRATEGIC PRIORITY 1:**

## **ENGAGE**



### **Chapter-Focused Goal:**

#### **Increase alumni engagement prioritizing volunteer opportunities**

##### Tactics

1. Evaluate chapter structure.
2. Set clear expectations for volunteer leaders.
3. Develop volunteer-led event management and logistics processes.
4. Align website with new procedures.

### **Data & Distribution-Focused Goal:**

#### **Accurate data collection & thoughtful communication distribution**

##### Tactics

1. Transfer current data set to USOPC Salesforce system - Olympia.
2. Develop an accurate data collection process including a specific focus on Paralympians.
3. Create useful toolkits for volunteer and community leaders.
4. Explore opportunities to collaborate with USOPM and USOPC Archives to distribute historical athlete information.

### **Connection-Focused Goal:**

#### **Build community**

##### Tactics

1. Build a focused communication strategy.
2. Develop predictable traditional experiences, like reunions, Olympic & Paralympic Day.
3. Bridge USOPC internal partner engagement opportunities with USOPA initiatives.
4. Explore regional community engagement opportunities.
5. Develop targeted community engagement around the Games.

# ***STRATEGIC PRIORITY 2:***

## ***SERVE***



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### ***Community-Focused Goal: Build connectivity to Team USA***

#### Tactics

1. Identify regional volunteers and community partners.
2. Develop an accurate data collection process.
3. Enhance visibility to local, regional, national, and international engagement opportunities.
4. Set clear expectations on how to advise Team USA athletes & support USOPC initiatives.

### ***Mentorship-Focused Goal: Utilize USOPA skills & experiences to help Team USA***

#### Tactics

1. Identify tool for mentorship facilitation.
2. Determine appropriate data to collect from alumni to best connect interested athletes.
3. Evaluate opportunities to collaborate with internal and external USOPC partners.
4. Locating and nominating 10+ year athletes to boards and committees.



# ***ACTION PLANS***

## **COMMUNICATION PLAN**

- Restructure website
- Targeted emails with dynamic scheduling
- Intentional storytelling

## **Data Campaign**

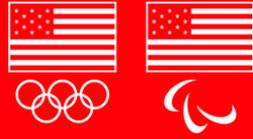
- Incentivize alumni data updates
- Collaborate with NGB alumni groups
- Align with USOPC partners

## **ALUMNI ENGAGEMENT**

- Team USA Marketplace
- Athlete Development & Engagement offerings
- Mentorship programs
- Networking events
- Annual calendar
- Alumni volunteer activation



# TIMELINE



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2024	2025	2026	2027
Data & Website Evaluation and Organization	Data Campaign Implementation	★ ★ ★	★ ★ ★
Communication Strategy Development & Implementation	Refine and Enhance Communications	★ ★ ★	★ ★ ★
New Engagement Tool Identification	Engagement Tool Implementation	Programs, Resources, and Tool Evaluation	★ ★ ★
Volunteer Identification and Chapter Evaluation	Program and Resource Identification / Implementation	Prepare for LA28 Games Engagement	Programs, Resources, and Tool Evaluation
Traditional Experiences and Regional Engagement Identification	Prepare for Milan Cortina Games Engagement	Milan Cortina Games Engagement	Prepare for LA28 Games Engagement

*\*\*This timeline is subject to change based upon organizational alignment needs*