

# USA JUDO STRATEGIC PLAN



## **MISSION STATEMENT:**

As the National Governing Body (NGB) and member of the US Olympic & Paralympic Committee we enable all United States athletes to achieve sustained competitive excellence in domestic and international judo competition, and the promotion and growth of the sport of Judo in the United States.

## **VISION STATEMENT:**

USA Judo is a world leader providing maximum opportunities to all its members with programs from core development to Olympic and Paralympic gold.

## **STRATEGIC PLAN:**

As we strive to advance USA Judo, our unwavering commitment to the success of our organization, members, athletes, officials, and volunteers remains our top priority. This strategic plan emphasizes and concentrates on five key pillars, without undermining the significance of the daily operations of USA Judo.

The five pillars outlined in this plan are:

- Awareness and Revenue Growth
- Organizational Effectiveness
- Sports Growth
- High Performance
- International Relationship



## **AWARENESS AND REVENUE GROWTH:**

Increase recognition and revenue to support the athletes, programs and overall organization building financial stability.

- Brand Awareness: Communicating our brand identity to both current members and new markets, while clearly conveying our mission and vision
- Sport Awareness: Develop content for media and social platforms to enhance awareness of our sport.
- Revenue Building: Identify new revenue streams beyond membership and events.
- Sponsorship/Fundraising: Establish and nurture long-term relationships with donors/sponsors. Create and implement new fundraising strategies. Revitalize the Circle of 100 and Lifetime Membership programs.

## **Metrics:**

1. Increase membership to 15,000/clubs to 500
2. Onboard 3 contributing members
3. Increase social media followers by 50%
4. Increase sponsorship/donations by \$250,000
5. Increase special programs opportunities across the U.S.



**ORGANIZATIONAL EFFECTIVENESS:**

Develop and enhance capabilities while ensuring sustainable growth and a solid foundation.

- Organization: Encourage staff to actively participate in growth initiatives and take ownership of their contributions.
- Board of Directors: Utilize the board's expertise and define clear responsibilities for its members.
- Culture of Service: Providing quality customer service supports our culture of membership service.
- Technology: Develop, improve, and implement technology to support automation throughout the organization

**Metrics:**

1. Greater time and monetary commitment from the Board.
2. Each staff member to propose one actionable initiative.
3. Implement new S80 features for members, clubs, and event directors.
4. Provide 1 day response to membership.



## **SPORTS GROWTH:**

Increase participation and support ongoing athlete involvement in our sport.

- Growth: Expand Judo by offering opportunities, programs, and resources that include women, youth, and individuals from underprivileged backgrounds. Seek opportunities to host elite level competitions in the U.S.
- Partnerships: Enhance and sustain collaborations with Judo in Schools, P3, PlayLA, and other initiatives to promote judo within local communities.
- Social media: Increase social media engagements
- Volunteers: Establish a national volunteer network that includes retired athletes.

## **Metrics:**

1. Double the number of programs within PlayLA (recreation centers)
2. Increase social media engagements by 25%
3. Increase the junior-to-senior athlete transition by 30%.
4. Include Judo in 4 State Games
5. Grow membership by 10%
6. Increase USA Judo sanctioned events by 25%
7. Organize an IJF and/or PJC event within the United States.



## **HIGH PERFORMANCE:**

Enhance and optimize the high-performance development pathway for athletes and coaches at both junior and senior levels.

- **Resources:** Establish an international coaching mentorship program aimed at fostering the development of the next generation of coaches for both able-bodied and para-athletes.
- **Competition Opportunities:** Expand international competition and both long/short-term training opportunities for Olympic/Paralympic athletes and hopefuls.
- **Competition Structure:** Create fair and competitive Olympic team selection in compliance with IJF, USOPC and IBSA.
- **Competitive Excellence:** Enhance and fortify the development pipeline for senior, junior and para-athletes by allocating appropriate resources and funding.
- **Planning:** Partner with state and club organizations to develop comprehensive plans for the advancement of elite athletes at the local level.

## **Metrics:**

1. Organize four regional training camps in strategically chosen locations across the United States.
2. Create 2 long term international training opportunities for athletes
3. Increase IJF Academy participation by 50%
4. Increase Resident Training Athletes by 50%
5. Increase Top 7 finishes across Cadet, Junior, and Senior international events
6. Collaborate with a minimum of 10 state or club organizations to develop a comprehensive advancement plan for local-level elite athletes.



**INTERNATIONAL RELATIONS:**

Build and grow international relations with other national federations, PJC and the IJF.

- Engagement: Determine critical events to attend for fostering essential relationships.
- Referee Participation: Explore international opportunities for mat time and clinic participation

**Metrics:**

1. CEO and/or Board members to attend PJC and IJF Congresses
2. CEO and/or Board members to attend 3-4 international events
3. Increase referee participation in international events by 50%
4. The appointment of a representative from USA Judo to the committees of the Panamerican Judo Confederation (PJC) and/or the International Judo Federation (IJF).