



Strategic Plan

2024-2028

1. Mission

The mission of USA GOLF is to pursue competitive success in Olympic, Paralympic, or Pan-American competition and to contribute to the development of future elite golfers.

2. Core Values

Excellence – Perform at the highest possible standards.

Integrity – Protect the integrity of golf and our athletes and ensure their health, safety, and well-being.

Solidarity – Promote the strategic initiative and goals of our founding members.

Respect – Practice equality, inclusiveness, and sustainability on and off the field of play and at all levels in the organization.

3. Measuring our Performance

Excellence	<ul style="list-style-type: none">• Performance and success in international events measured by increase in number of medals/awards and finishing position• Explore opportunities to foster new talent
Integrity	<ul style="list-style-type: none">• Provide education and resources to athletes
Solidarity	<ul style="list-style-type: none">• Leverage the resources and knowledge of our founding members to support our mission• Meet with key stakeholders of founding members at least once annually to collaborate on strategic initiatives
Respect	<ul style="list-style-type: none">• Diversity amongst athletes, staff, and board members• Increase fan engagement by 7% before next Olympic Games