

USA-NKF Strategic Plan

September 14, 2024

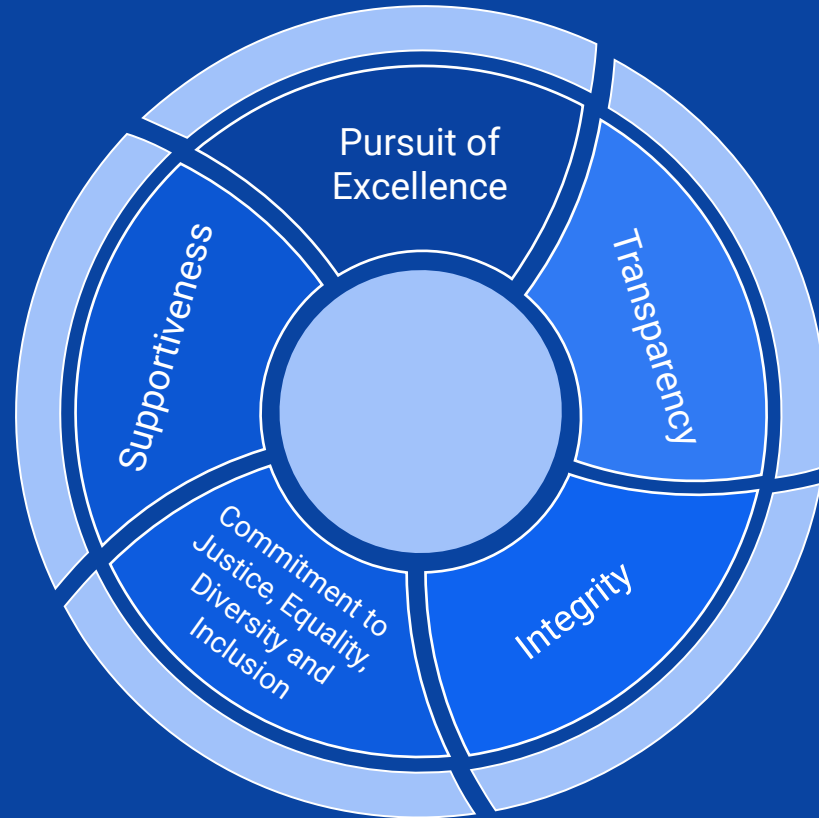


Our Mission

To enable US athletes to achieve sustained competitive excellence and to promote and grow the sport of karate in the US while maintaining the well-being of our members.



Our Core Values



What does Success look like in 2028?

- Improved Organizational Structure - an effective system to improve efficiency
- More participation in USA Karate
- Increased visibility in the USA
- Improved International results - Senior & Youth medals, Youth & Para Development

Governance and Structure

Objectives/Outcomes

Stronger structure - value and equity for all members

Strategy

Strategy #1: We adopt a clear and effective governing system with the necessary roles to ensure transparency, fairness and efficiency.

Strategy #2: We build upon and improve an operating system that is held accountable by key performance indicators.

Tactics

- We analyze, improve and adopt best practices for governing structures.
- Full compliance with By-laws
- Good standing NGB with USOPC
- We hire an efficient staff to support the operations of USA Karate.
- We have clear roles and responsibilities for every seat in the organization.
- We develop meaningful relationships with our parent organizations: USOPC and WKF
- We develop meaningful relationships with other partners, including ASOs, Affiliates, Public and Private sectors.

Participation

Objectives/Outcomes

More participation in USA
Karate

Strategy

Strategy #3: We recruit new individual and club members through added value and support to elite competitors, non-elite practitioners and clubs.

Strategy #4: We drive more participation from domestic and international athletes to our Signature Events.

Strategy #5: We incentivize and support Coaching and Referee development in the US.

Tactics

- We partner with other American karate organizations to invite members to our National Championships.
- We create added value and incentive for clubs to become member clubs.
- We provide a Grass Roots program to educate, prepare and encourage youth to participate in more karate competitions.
- We develop a Coaching pipeline for equitable development and advancement.
- We develop a Referee pipeline for equitable development and advancement.
- We work with other NFs through partnerships and MOUs to bring more participation to Signature Events.

Visibility and Awareness

Objectives/Outcomes

Increased visibility in the USA

Strategy

Strategy #6: We develop and implement a new brand and marketing strategy to increase awareness, viewership and engagement within and around our sport.

Tactics

- We implement the Communication plan to optimize internal and external communications.
- Develop partnerships that help boost the visibility of Karate in the USA.
- Host top tier international events that draw the best athletes in the world to our country.
- Promote Live Ticket Sales and Online Streaming for all Signature Events
- Provide a merit-based scholarship for members ages 14-21. Encourage corporate sponsorship through this program.



Athletic Excellence

Objectives/Outcomes

Improved International results

Strategy #7: We build and implement a senior high-performance plan to rise to the top 10 countries in the World.

Strategy #8: We build and implement a junior development program to bring results, and to support healthy development and retention among our elite athletes age 10-20.

Strategy #9: We increase visibility of our Para Karate program.

Strategy

Tactics

- Training and development plans for every age category, beginning with U12 through Seniors.
- Set performance and medal goals for senior and junior teams.
- Recruit and develop athletes to ensure the top spot is constantly challenged for optimal performance as an organization.
- Lay out the progression and competition pathway for athletes of all age categories, beginning with U14.
- Partner with USOPC athlete services to provide support for athletes
- Provide support for Junior athletes transitioning into Senior categories.
- Collaborate with international coaches and teams by attending and hosting international training camps.
- Develop a Para Karate department responsible for growing and supporting the USA Para Karate Program.



Measures of Success

- Increased revenue generation
- Increased Individual & Club membership count
- Increased member retention
- Member satisfaction through NPS (net promoter score)
- Increased visibility in the marketplace
- Senior and Junior international medals
- # of staff through organization structure (coaches, referees, admin, etc)