



USA Boxing

2018-2024 STRATEGIC PLAN

APPROVED - June 14, 2018

REVIEWED - May 24, 2023

USA Boxing Mission

To promote and grow Olympic-style amateur boxing in the United States and to inspire the tireless pursuit of Olympic gold and enable athletes and coaches to achieve sustained competitive excellence. Additionally, USA Boxing endeavors to teach all participants the character, confidence and focus they need to become resilient and diverse champions, both in and out of the ring. USA Boxing is *one team, one nation, going for gold!*

2018-2024 Strategic Priorities Overview

To successfully advance its mission, USA Boxing will focus its time, energy and effort in the following key areas:

1. **Competitive Excellence.** Invest in opportunities to identify, recruit and retain diverse competitive talent; and provide resources and support to maximize elite athletes' podium potential.
 - A. Podium Performance
 - B. Coaching & Officiating Quality & Quantity
 - C. Female Sport Development
 - D. Training Centers
 - E. Adaptive Boxing

Competitive Excellence Target Outcomes - 2023 Review Designated in Red

Olympic Games:

In Tokyo 2020 win 6 medals (2 gold)

USA Boxing won 3 silver/1 bronze

In Paris 2024 win 7 medals (3 gold)

Coach and Official Certification/Training:

By 2020 - the coaching education program is up and running

Green, Bronze, and Silver level courses are up and running.

By 2024 - meet the # goal of certified coaches that is determined in 2020

Currently USA Boxing has 485 Bronze certified coaches and 158 Silver certified coaches.

Female Boxing Development

By 2020 - continue to increase female membership

Female boxer membership increased from 4,319 in 2018 to 7,518 in 2020.

By 2024 - meet the # goal of female boxers that is determined in 2020

A specific goal was not set but female membership continued to increase to 8,066 in 2022.

Regional Training Centers:

By 2020 - locations for regional training centers are determined

2 locations identified: Chula Vista, California and Charlotte, North Carolina.

By 2024 - 2 regional training centers established

1 regional training center established - Chula Vista.

Adaptive Boxing:

By 2020 - hold 3 national events

Local event held in Texas 2018; Wounded Warrior training day held in 2022, no national events.

By 2024 - host an international event

This timeline won't be reached due to staffing and other priorities.

2. **Operational Excellence.** Pursue improved organizational relationship and capabilities, resource availability and adoption of business best practices.
- A. Local Boxing Committee (LBC) Support
 - B. Policies and Procedures
 - C. National Event Staff
 - D. Life Skills Development
 - E. Alumni Ambassador Network

Operational Excellence Target Outcomes · 2023 Review Designated in Red

LBC and Boxer Satisfaction

By 2020 – establish measurements for LBC and boxer membership satisfaction

In 2021, USA Boxing completed a membership customer satisfaction survey, which was distributed to staff and the board, and posted online.

By 2024 – increase the membership satisfaction as determined in the 2020 measurements

The USA Boxing Membership Director discussed the results of the satisfaction survey with membership staff to return calls/emails as quickly as possible.

National Event Operations

By 2020 – create training opportunities for event staff and volunteers

USA boxing trained events staff in tournament administration, Webpoint, Matchtracker, and Tournament Draw.

USA Boxing provided training and evaluation of officials including Referee/Judge seminars and Level III testing.

Since December 2017, there have been 397 officials who have attended the 3-4 hour pre-tournament seminar and were trained at USA Boxing National Events.

USA Boxing currently has 120 Level III Officials. The new Level III Exam is not as easy as it had been in the past. In 2022, the first year of the new Level III exam, approximately, 40 officials have passed the exam and 40 have failed. We anticipate the passing numbers will come up in 2023 as word has gotten out to just "know the rules".

In 2022, the USA Boxing Referee/Judge Committee created new Level I, II and III patches to show which officials were at what level.

By 2024 – increase the training opportunities for event staff and volunteers as determined in 2020

See above training, which may not have been done by 2020 but will be by the end of 2023.

3. **Marketing and Communication Modernization.** Invest in talent and technology to modernize marketing and communication competency and fluency to stay attractive, relevant and viable with participants, fans, sponsors and donors.
- A. People and Process
 - B. Platform
 - C. Customer Acquisition and New Markets

Customer Acquisition & Market Expansion Target Outcomes

2023 Review Designated in Red

Membership Increase

By 2020: 2020 Actual Figures: (Note: Impacted by Covid)

46,000 total members 33,264 total members

4,200 female boxers 2,753 female boxers

1,550 Female non-athletes 1,149 female non-athletes

500 Masters (over 35 in age) 318 Masters (over 35)

By 2024: 2022 Actual Membership Figures:

48,000 total members 50,935 total members

5,000 female boxers 4,194 female boxers

1,750 Female non-athletes 1,636 female non-athletes

500 Masters (over 35 in age) 291 Masters (over 35)

Social Media / Digital Following

By 2020 – increase following by 15%

2018-2020 Increase: Facebook: 11.78% increase; Twitter: 21.03%; Instagram: 37.25% increase; Increased Average: 23.35% increase.

By 2024 – increase following by 10% more

2021-2024 Increase from 2020 to 2022: Facebook: 85.15%; Twitter: 13.81%; Instagram: 41.86%; From 2020 to end of 2022; Increase Average: 46.94%.

Non-membership Revenue

By 2020 – establish process of measurement for non-member revenue

See non-membership revenue chart below comparing 2018 to 2022.

By 2024 - increase the non-member revenue as determined in 2020

Non-member revenue increased 93% between 2018 and 2022.

4. **High Performance Team Career Support and Alumni Outreach.** Enhance athletes' ability to fund their competitive careers while developing skills for life after sport; engage professional and retired boxers to be sport ambassadors and advisors to new athlete generations.
- A. Athlete Financial Stability and Brand Value
 - B. Life Skills Development
 - C. Alumni Ambassador Network

HP Team Career & Education Support and Alumni Outreach Target Outcomes

2023 Review Designated in Red

Elite Boxer Opportunities

By 2020 – establish measurement standards to provide elite boxers stipends

This was completed. See USA Boxing website – High Performance -> Athlete Benefits

By 2024 - Increase funding to provide elite boxer stipends based on measurements determined in 2020

This was completed.

Refer to USOPC's annual High Performance funding – Direct Athlete Support

Elite Boxer Alumni Engagement

By 2020 – establish opportunities to engage the alumni

Annual membership dues

Alumni events at National events

Alumni information in the newsletter

By 2024 - Increase participation in the elite boxer alumni engagement as determined in 2020

This figure wasn't determined but we had the most elite athletes ever apply to be a Board Athlete Director.