

USBC Strategic Planning Committee Report 2010 and beyond

Purpose: *The Strategic Planning Committee is comprised of representatives from the Board of Directors, Youth Committee and Athletes, all of whom have input to develop, maintain and revise the current and future direction of the organization. The committee has strategic discussions at meetings that also are attended by the executives of the United States Bowling Congress, who have the responsibility to execute the initiatives within the plan.*

The USBC 2010-11 Strategic Plan was amended for this fiscal year to consist of only one Priority issue: Sport Development. The organization's focus must be on members and revenue. This tailored plan was approved to allow the strategic planning committee and staff to better align the organization for the future.

The vision and mission of USBC are necessary to define the direction of the organization and to define why the organization exists. The committee, with Board approval, has recommended that the current mission and vision be carried forward as follows:

“The Vision of the United States Bowling Congress is to grow the sport”

- More people recognizing bowling as a sport
- More people participating in bowling as a sport

USBC Mission

“The United States Bowling Congress, as the national governing body, ensures the integrity and protects the future of the sport, provides programs and services and enhances the bowling experience.”

2010-11 Priority Issue: Sport Development

Goal 1: Increase USBC membership and revenues.

Initiative 1.1 - Sell USBC services internationally to grow the sport around the world.

Metrics: Conduct 25 international coaching seminars by 12/31/2010
 Install 5 training pairs by 7/31/2011
 Propose (2) international membership programs by 7/31/2011

Initiative 1.2 – Increase customers and revenues.

This initiative is on-going and consists of a three-phase research plan, involving proprietors, casual bowlers, and avid bowlers. Based on the research gathered, new membership products will be developed and executed in the next fiscal year.

The Strategic Plan is reviewed regularly by the committee and corrective action is taken if deemed necessary. This plan is fluid and is constantly being reviewed, revised and revalidated.

Strategic Planning Committee

Libbi Fletcher, Chair

Cathy DeSocio

Jay Nephew

Bob Klatt

Wendy Macpherson

Vernon Peterson

Jim Sturm

Frank Wilkinson

Jeff Breidenbach, Staff Liaison

