

USA SKATEBOARDING

STRATEGIC PLAN

Riding Together into a New Era of Skateboarding Excellence:

USA Skateboarding's Plan for Growth, Competitive Dominance, and Organizational Success.

Contents

Mission 2

Core Values: 2

Fair and Balanced Athlete Support 2

Athlete Safety and Well-Being 3

Competitive Excellence: 4

Membership 5

Events 6

Marketing and Communications 7

Governance and Organizational Effectiveness 7

Technology and Innovation 9

Partnerships and Collaboration 10

Diversity and Inclusion 11

Gender Equity 12

Draft USA Skateboarding Strategic Plan

The Road to 2028

Mission: USAS provides direction and governance to the sport of skateboarding through high performance, amateur and recreation-based competitions and events. USAS strives to empower future generations of champions and advance the positive image of skateboarding in the US to achieve sustained competitive excellence in Olympic, Paralympic, Pan American, and Parapan American competitions.

Core Values:

- Athletes first
- Communication
- Transparency
- Purpose and Growth
- Leaders in the space
- Governance
- Compliance
- Culture

Fair and Balanced Athlete Support

Goals:

- Provide fair and balanced support to athletes, regardless of their background, experience, or competitive level.
- Create opportunities for athletes to access high-quality coaching, training, and competition, and ensure that resources and support are distributed equitably.

Objectives:

1. Policies and initiatives

- Develop policies and initiatives that promote fair and balanced athlete support, ensuring that all athletes have equal access to resources and opportunities.
- Ensure that support is provided in a way that is consistent with the values and principles of the skateboarding community, and that it aligns with the goals and objectives of USA Skateboarding.
- Foster an inclusive culture that values diversity and promotes the growth and development of all athletes, regardless of their background or experience.
- Develop objective criteria for support whenever practical, especially as it pertains to USOPC resource allocation.

2. Coaching, training, and competition

- Create opportunities for athletes to access high-quality coaching, training, and competition, regardless of their geographic location or economic background.
- Ensure that resources and support are distributed equitably, with a focus on providing support to athletes who may not have access to resources and opportunities.
- Develop programs and initiatives that address the unique needs of different groups of athletes, including women, minorities, and people with disabilities.

Athlete Safety and Well-Being

Goals:

- Prioritize athlete safety and well-being, including physical, emotional, and mental health.
- Implement safety protocols and guidelines to protect athletes from abuse, harassment, and other forms of harm.

Objectives:

1. Developing Policies and Initiatives

- Develop policies and initiatives that prioritize athlete safety and well-being.
- Foster a culture of safety within USA Skateboarding, with a focus on prevention and education.
- Ensure that policies and initiatives are relevant to skateboarding and reflect the needs and perspectives of athletes, coaches, and parents.
- Provide resources and support to athletes, coaches, and parents to address safety concerns and promote well-being.

2. Education and Prevention

- Create programs and resources that educate athletes, coaches, and parents on best practices for injury prevention, nutrition, hydration, and mental health.
- Promote safety and well-being through awareness campaigns and communication efforts.
- Provide training and resources to coaches and other staff members to recognize and respond to safety concerns.
- Foster a collaborative environment that encourages athletes, coaches, and parents to raise safety concerns and seek support when needed.

3. Safety Protocols and Guidelines

- Develop and implement safety protocols and guidelines to protect athletes from abuse, harassment, and other forms of harm.

- Regularly review and update safety protocols and guidelines to ensure their effectiveness and relevance to skateboarding.
- Ensure that athletes, coaches, and other staff members are trained on safety protocols and guidelines.
- Create reporting mechanisms and processes for athletes to report safety concerns and incidents, and ensure that all reports are promptly and thoroughly investigated.
- Ensure that all USA Skateboarding events and activities are conducted in compliance with relevant safety protocols and guidelines.

Competitive Excellence:

Goals:

- Win 8 medals in 2028.
- Achieve a 75% medal rate in all world-level competitions across all age groups and genders.

Objectives:

1. Developing a Pipeline of Talented Athletes

- Implement programs to identify and nurture promising young athletes.
- Provide access to world-class coaching, facilities, and competitions.
- Develop new training facilities while leveraging existing ones.
- Recognize the importance of a diverse range of layouts and designs to prepare athletes for a variety of competition venues.

2. Facility Maintenance

- Focus on cleanliness and safety.
- Consistent maintenance and elimination of deferred maintenance.
- Expand the number of contest-style courses and facilities in different regions of the country to facilitate equal access for athletes no matter where they reside.

3. Performance Culture

- Build a culture that emphasizes a commitment to excellence, continuous improvement, and data-driven decision-making.
- Create a sense of "Team" at the elite level that trickles down.
- Create a professional atmosphere.

4. International Partnerships

- Foster relationships with International Federations and other National Federations to share knowledge, best practices, and increase exposure to high-quality competition.
- Influence selection procedures to ensure the selection of athletes for the Olympic Games and World Championships.
- Work to influence judging rules at the world level to create objectivity and clear standards.

5. Adaptive Sports

- Include adaptive sports in major events, such as the Paralympic Games in 2028 and major tour events like X-Games and the Dew Tour.

Membership

Goal:

- Reach 1,000,000 members BY 2028.

Objectives:

1. Membership Strategy and Plan

- Athlete Membership: Spread between Elite Members, General Members, Entry-level Members, and affiliate/booster members.
- Develop Judge and Coach categories of membership.
- Each membership category will come with different benefits of membership and commensurate price points.
- Create opportunities for consumer products membership category, camps/clinics/seminars/training membership categories, event membership (one day?), and state games.
- Develop a digital membership model with a digital community for consumption of content.
- Leverage the existing base of individuals who identify as skateboarders.

2. Diverse Range of Participants

- Develop programs and resources that appeal to a diverse range of participants, including women, minorities, and people with disabilities.
- Offer adaptive programming, including camps and competitions.
- Implement inner-city programming with positive role models and a talent pipeline.
- Build female participation.
- Provide coach certifications for adaptive coaching criteria.

- Collaborate with the International Paralympic Committee (IPC).

3. Community Engagement

- Increase engagement with local communities through outreach and marketing initiatives.
- Create a non-competitive path to success in skating with parent and athlete engagement. This can be achieved digitally.
- Emphasize technical and social responsibility components of skateboarding.

4. Coach and Judge Education and Certification

- Develop a coaching certification for coaches to enhance and improve the athlete experience, accelerate athlete development, improve retention, and create additional revenue sources to reinvest in developmental programs.
- Create a judging education program to enhance the experience of participants and the quality of competition.

5. USA Skateboarding Athlete Curriculum

- Develop an athlete curriculum to teach safe techniques and ensure athletes have a clear path to improve.
- Identify way to use the curriculum in a way that gives athletes a non-competitive pathway to improve and “succeed” in skateboarding.
- Leverage elite athletes to teach curriculum and create excitement among upcoming participants.

Events

Goals:

- Create a schedule of grassroots, state, and national competitions, including selection events for National Team and World Team athletes. Aim for 150 grassroots events, 50 state championships, 12 Regionals, and an annual National event by 2028.

Objectives:

1. Summit/Festival Event

- Create a summit/festival event in conjunction with the annual National Championships to deliver a fan and athlete experience. This is also a commercial opportunity for sponsors and donors.

2. Event Organization and Logistics

- Improve the organization and logistics of events to enhance the experience of athletes, spectators, and other stakeholders. This will include a strong technology component as discussed in the Technology section of this plan.

- Create new event formats or series that appeal to a broad range of participants and provide meaningful competition opportunities.

3. Major International Competitions

- Host major international competitions that showcase skateboarding and provide opportunities for athletes to compete at the highest level, including age group/elite Pan-Am and World Championships.

Marketing and Communications

Goals:

- Make USA Skateboarding the most recognized brand in the space as measured by social media impressions, website traffic, linear television programming, and participation.
- Be good stewards of the environment and good Samaritans.

Objectives:

1. Brand Identity and Messaging

- Develop a compelling brand identity and messaging that resonates with target audiences and communicates USA Skateboarding's mission, vision, and values.

2. Marketing and Communications Strategy

- Develop a comprehensive marketing and communications strategy that leverages a range of channels, including social media, traditional media, and events.
- Engage with key stakeholders, including sponsors, partners, and government entities, to increase support and advocacy for skateboarding.

3. Environment and Social Responsibility

- Incorporate environmental and social responsibility initiatives into the marketing and communications strategy to support USA Skateboarding's values and image.
- Work with partners and sponsors to develop environmentally friendly and socially responsible initiatives and events.

Governance and Organizational Effectiveness

Goals:

- Ongoing implementation of new policies and recent governance overhaul to ensure continued compliance and organizational excellence.
- Adhere to USOPC and US Center for Safesport standards and guidelines.
- Successfully pass all audits (financial, USOPC, USCSS, etc.).
- Allocate human and financial resources to become proactive in governance and compliance.

Objectives:

1. Governance

- Analyze historical governmental missteps to learn from them and ensure Skateboarding's success, with a focus on the future.
- Regularly review and revise Skateboarding's governance structures and processes to improve accountability, transparency, and decision-making.
- Build a diverse and skilled Board of Directors and staff that reflect Skateboarding's values and priorities.
- Enhance USA Skateboarding's capacity to manage risk and respond to changes in the external environment.
- Eliminate conflicts of interest – both real and perceived.

2. Financial Management

- Develop policies and procedures that ensure sound financial management, including budgeting, accounting, and reporting.
- Develop financial forecasts and scenarios to support effective decision-making and planning.
- Implement internal controls and risk management practices to protect USA Skateboarding's assets and reputation.
- Allocate resources to facilitate sound financial management practices.

3. Revenue Diversification

- Develop strategies to diversify revenue streams, including sponsorship, licensing, merchandising, and fundraising.
- Create opportunities for strategic partnerships with corporate sponsors, governments, and other organizations.
- Develop plans to leverage new technologies, such as streaming and e-commerce, to expand revenue-generating opportunities.

4. Operations

- Provide exceptional customer service to all stakeholders, including athletes, fans, sponsors, and partners.
- Implement effective operational policies and procedures that are relevant to skateboarding to support organizational efficiency and effectiveness.
- Continuously monitor and improve operations to ensure ongoing excellence in execution, with a focus on delivering high-quality competitions, events, and programs.

- Foster a culture of continuous improvement and innovation within USA Skateboarding, leveraging new technologies and best practices to enhance the athlete and fan experience.
- Develop metrics and performance indicators to track progress and enable data-driven decision-making in areas such as event attendance, athlete participation, and fan engagement.

Technology and Innovation

Goals:

- Use technology to gain a competitive advantage in all operations.
- Create an enterprise resource management system.
- Aggregate member data to create value for strategic partners.
- Develop tools to improve athlete development and performance.
- Optimize operations, athlete support, and resource allocation with data analytics.

Objectives:

1. Enterprise Resource Management System

- Implement an enterprise resource management system to streamline operational activities, reduce administrative burden, and provide a single source of truth for organizational data.
- Integrate the system with other technology platforms used by USA Skateboarding, including event management software, athlete performance tools, and data analytics solutions.
- Train staff and stakeholders to effectively use the system to improve operational efficiency and effectiveness.

2. Member Data Management

- Develop and implement a system to manage and aggregate member data, including demographic information, performance metrics, and other relevant data points.
- Use the data to create value for strategic partners, including sponsors, media outlets, and other organizations.
- Ensure compliance with data privacy and security regulations to protect member information.

3. Training and Performance Analysis

- Develop and implement cutting-edge training and performance analysis tools to improve athlete development and performance in skateboarding.
- Leverage new technologies, such as virtual reality and machine learning, to provide innovative solutions for athlete training and development.

- Train coaches and athletes to effectively use these tools to optimize performance.

4. Operations Data Analytics and Optimization

- Use data analytics and other innovative solutions to optimize performance, operations, athlete support, and resource allocation in skateboarding.
- Develop metrics and performance indicators to track progress and enable data-driven decision-making.
- Continuously monitor and improve performance using data analytics and optimization tools.

Partnerships and Collaboration

Goals:

- Partner with stakeholders and organizations for shared goals.
- Secure funding through corporate sponsorships.
- Collaborate with government for funding and promotion.
- Expand reach by building relationships with major events and competitions.

Objectives:

1. Partnerships

- Identify and build relationships with key organizations and stakeholders in the skateboarding industry, such as the International Skateboarding Federation (ISF), National Skateboarding Association (NSA), and other National Governing Bodies (NGBs).
- Establish partnerships with other sports organizations, such as the United States Olympic Committee (USOC) and other National Governing Bodies (NGBs), to promote skateboarding and collaborate on shared goals.
- Collaborate with the skateboarding community, including local skate shops, skateparks, and skateboarding teams, to engage and involve them in USA Skateboarding's initiatives and programs.

2. Corporate Sponsorships

- Develop sponsorship packages that align with the values and priorities of USA Skateboarding and provide meaningful opportunities for corporate partners to support the organization's initiatives and programs.
- Leverage relationships with existing sponsors to secure additional funding and support for key initiatives and programs.
- Create opportunities for corporate sponsors to engage with athletes and fans and showcase their commitment to skateboarding and its values.

3. Government Collaboration

- Collaborate with local, state, and federal government entities to promote skateboarding and secure funding for facilities and infrastructure.
- Advocate for skateboarding at the government level, and work to ensure that regulations and policies support the growth and development of skateboarding.
- Identify and pursue grant opportunities to fund key initiatives and programs.

4. Major Events

- Build relationships with major events such as the X Games and other national and international competitions to increase the visibility and reach of skateboarding.
- Collaborate with event organizers to ensure that events are organized in a way that aligns with the values and priorities of USA Skateboarding.
- Identify opportunities to showcase USA Skateboarding athletes at major events and leverage these opportunities to increase participation and engagement in the sport.

Diversity and Inclusion

Goals:

- Promote diversity, equity, and inclusion in all aspects of USA Skateboarding's operations, including governance, membership, coaching, and competition.

Objectives:

1. Policies and Initiatives

- Develop policies and initiatives that promote diversity, equity, and inclusion in all aspects of USA Skateboarding's operations, including governance, membership, coaching, and competition.
- Ensure that policies and initiatives are aligned with USA Skateboarding's mission and values, and that they promote fairness, transparency, and accountability.
- Regularly review and evaluate policies and initiatives to ensure that they are effective and responsive to the needs of all stakeholders.

2. Programs and Resources

- Create programs and resources that support underrepresented groups and ensure equitable access to opportunities and resources.
- Focus on building pipelines of talent and creating pathways for diverse athletes to excel in skateboarding.
- Provide targeted resources and support to individuals from underrepresented groups, including women, minorities, and people with disabilities.

- Collaborate with community organizations, schools, and other stakeholders to promote skateboarding and increase participation.

3. Training and Education

- Provide training and education to staff, coaches, and members to promote cultural competence and understanding.
- Ensure that training and education programs are accessible and responsive to the needs of all stakeholders.
- Provide ongoing support and resources to help staff, coaches, and members implement inclusive practices and promote diversity, equity, and inclusion.

4. Inner-City Programs

- Expand inner-city programs by developing partnerships with schools, community organizations, and other stakeholders to expand the reach of skateboarding in urban areas.
- Create programs and resources that are tailored to the needs and interests of inner-city youth, and that provide opportunities for physical activity, skill development, and competition.
- Provide support and resources to local coaches and volunteers to help them deliver high-quality programs and events.
- Collaborate with other organizations and stakeholders to build sustainable and effective models for delivering inner-city programs.

Gender Equity

Goals:

- Increase gender equity and representation in all aspects of skateboarding.

Objectives:

1. Policies and Initiatives

- Develop and implement policies and initiatives that promote gender equity and representation in all aspects of skateboarding, including coaching, leadership, and competition.
- Identify and remove barriers that prevent women and girls from fully participating and advancing in skateboarding.
- Foster a culture of inclusivity and respect within the skateboarding community, promoting diversity and equity.

2. Participation

- Create opportunities for women and girls to participate in skateboarding at all levels, including grassroots and elite programs.
- Increase the number of female athletes, coaches, and officials in skateboarding.
- Develop programs and resources that are relevant and appealing to female athletes, coaches, and officials.

3. Support and Resources

- Provide support and resources to female athletes, coaches, and officials to help them achieve their full potential.
- Increase access to training and development opportunities for women and girls in skateboarding.
- Collaborate with other organizations to leverage resources and expertise in advancing gender equity in skateboarding.