

FPUSA Strategic Plan 2017-2020

FPUSA Vision

FPUSA promotes the development and growth of recreational and competitive Pétanque throughout the United States.

FPUSA Mission

FPUSA promotes and supports recreational play, and governs competitive play, for players of all ages and levels across the USA.

Goals

- 1) Establish a Development Standing-Committee
- 2) Promote growth in FPUSA membership at all ages and levels
- 3) Promote the establishment and support of local Clubs
- 4) Sponsorship development and outreach to athletic associations and local group activities
- 5) Provide technical leadership in key areas (coaching, umpiring, tournaments and representation)
- 6) Develop a formal, structured volunteer program

Goals/Plans/Actions

Goal 1) Establish a Development Standing-Committee

Plan:

- Amend Bylaws to establish a Development Standing-Committee (DSC)
- Define DSC responsibilities
- Determine DSC Membership
- Implement DSC

Actions:

- Work with Board of Directors to agree need for DSC

- Draft Bylaws amendment establishing DSC
- Obtain approval of amendment
- Establish DSC membership
- Write committee procedures
- Develop and implement committee responsibilities and associated targets (membership growth, club support, sponsorship development, fundraising, establish relationships with other sport associations and groups)
- Develop plans (short-term operational and strategic plans) as required
- Ensure clubs and regional counselors have material, coaching and support for seeking sponsorship and outreach to local/youth associations

Goal 2) Promote participation at all ages and levels

Plan:

- Define ages and levels for focused growth support
- Develop plan to promote game to different groups of players (age groups, athletic associations, youth sport activities, local activities for all age groups, special interest groups (firemen, clubs, businesses))
- Implement promotional strategies
- Gain media sport coverage of local, regional and national tournaments, and special events

Actions:

- DSC identifies ages and levels for growth focus
- Together with Communications Standing Committee, DSC develops standard PR toolkit
- DSC develops tools to support local outreach and promotion
- Distribute and maintain common tools
- Educate local clubs on growth strategies and how to use common tools
- Use media for sport draw, sports results and interest articles
- Public petanque demonstrations
- Host/participate in corporate events and social leagues
- Host/participate in community, charity and fun events

Goal 3) Promote and Support Local Club and Regional Development

Plan:

- Provide leadership, tools and resources to clubs (printed, video, & online resources)
- Provide training in techniques, rules and tactical/strategic play
- Provide opportunities for player development
- Highlight benefits of FPUSA membership
- Ensure club officials are well resourced with information and training to develop a strong volunteer base to support and grow the sport

Actions:

- Define and promote benefits of FPUSA membership
- Prepare and distribute guidelines on what constitutes a club and how to join FPUSA
- Provide information on how to build a court, set up and administer a club and key elements in sustaining a successful club
- Ensure FPUSA materials are current and centrally maintained on Internet
- Ensure all clubs have access to coaching and umpiring resources
- Ensure all clubs and regional counselors have access to club and regional coaches and umpires
- Ensure clubs have information and training on how to run social and competitive tournaments
- Ensure national tournaments rotate through the country on a fair and transparent basis so all clubs have reasonable access to high level competition
- Provide regional and national training opportunities to raise skills of administrators and officials to: successfully run a club or region; run tournaments; umpire; coach and work with youth etc.

Goal 4) Funding, Sponsorship and Outreach

Plan:

- Identify, develop, tailor a strategy for funding and sponsorship at the local, regional and national levels
- Identify and plan approach for outreach to athletic associations, local sport activities and interest groups at the local, regional and national levels
- Develop funding sources to assist with travel, accommodations, uniforms, coaches and managers of national teams as well as promoting the sport and coverage of competitions
- Develop a formal financial integrity policy and procedure to guide operations and inform potential funders

Actions:

- Identify potential sponsors at national level
- Identify national charities / groups the FPUSA can be associated with and support
- Develop standard tools to support local and regional outreach to identified sponsors and groups and provide training on their use
- Execute outreach to national sponsors and groups
- Provide coordinated leadership, tools and resources to clubs and regional counselors to assist in identifying, approaching non-national sponsors and identified outreach associations and activities.
- DSC committee works with Communications committee to establish forum / blogpost on FPUSA website
- Actively search for sponsors for funding national teams
- Advise clubs, regions on applying for funding where practical

Goal 5) Provide technical leadership to key areas (coaching, umpiring, tournaments, and representation)

Plan:

- Appoint a Technical Director to each of the four key areas, who will report directly to the Sport Director

- Develop new policies and procedures to support the subject areas.
- Develop a coaching program across all levels with appropriately identified and trained coaches

Actions:

- Specify Managers within Sport Committee with specified responsibilities and administering key areas
- Review and refine umpiring policy and rules changes as required as well as ensure umpire development and advancement
- Develop requirements and training for coaches and ensure opportunities for advancement to higher levels
- Develop documentation for coaching – required by public schools and youth organizations
- Develop clinics and videos to train and license umpires and coaches
- Encourage all club and regional teams to appoint a non-playing coach for interregional and national events as well as coaches designated by FPUSA for international competition.

Goal 6) Develop a formal, structured volunteer program

Plan:

- Draft a volunteer program to include the board of directors and local/regional/national volunteers that work to achieve organizational objectives
- Create and define the position of Volunteer Coordinator

Actions:

- Recruit a board member to oversee development of volunteer program
- Define roles at the local/regional/national levels
- Develop a volunteer handbook for various roles
- Develop a volunteer recruitment strategy
- Create an effective volunteer recognition/appreciation process