

| Strategic Plan Scorecard | | | | | |
|---|----------------------|----------------------|------------------------------|-------------------------------|-------------|
| Goal | 2010 Results | 2011 Results | 2012 Results | 2013 Results (est.) | Performance |
| STARTS | | | | | |
| Grow local meet starts +5% annually | | 45,705 | 47,867 | | |
| percent increase over previous year | | | 4.73 | trending up | |
| Grow A-meet starts +5% annually | 7399 | 7,027 | 7,318 | | |
| percent increase over previous year | | -5.03 | 4.14 | trending down | |
| MEMBERSHIP | | | | | |
| Increase OUSA members/ memberships +5% annually | | 1,328 | 1,450 | | |
| percent increase over previous year | | | 9.19 | | |
| Increase club members +5% annually | | 5,487 | 5,694 | | |
| percent increase over previous year | | | 3.77 | | |
| VOLUNTEERISM | | | | | |
| Board members accountable for goals and measures | no measures in place | no measures in place | no measures in place | | |
| NON STARTS REVENUE | | | | | |
| Increase non memb/non starts revenue +10% annually | | 83,894 | 129,493 | | |
| percent increase over previous year | | | 54.35 | | |
| MAPS | | | | | |
| Increase accessible and mapped acreage of active maps | data not reported | data not reported | data not reported | data not reported | |
| MARKETING & BRANDING | | | | | |
| Promote the brand "Orienteering" 100,000,000 impressions per year | | website updated | Twitter account, digital ONA | Many press articles published | |

| | | | | | |
|---|---------------------|--|--|--|--|
| ENVIRONMENTAL POSITIONING | | | | | |
| Maximize environmental positioning to promote the growth of orienteering | little to no action | little to no action | little to no action | little to no action | |
| ALLIANCES | | | | | |
| Form at least one alliance per year that will benefit OUSA and its members | KY Sports Authority | Boy Socuts | none | National State Games; USOC Olympic Day | |
| CLUBS | | | | | |
| Prepare a local club kit and best practices of the website | not completed | not completed | not completed | gathered data | |
| TEAM USA | | | | | |
| Have our national team programs compete at high levels of international excellence under one name and banner - Team USA | | Team Goals published | Team Goals published; Junior coach hired | Team Goals Published; Active Junior program | |
| REVIEW | | | | | |
| Annual review of progress made on goal including financial status of the organization | | Numbers sent to Presidnt but not shared publically | Numbers sent to Presidnt but not shared publically | | |
| Scoring: | | | | | |
| <i>Green: 90% to above goal</i> | | | | | |
| <i>Yellow: 70 to 89% to goal</i> | | | | | |
| <i>Red: 0 to 69% to goal</i> | | | | | |