

Orienteering USA Strategic Plan for 2015

Objectives	Key initiatives	Timeline & Resources	Oversight
<p>Optimize the membership model for local clubs, their members and members of Orienteering USA to encourage increased membership in member clubs and Orienteering USA.</p>	<p>Evaluate the joint national/local membership structure to give good value to OUSA and local club members.</p>	<p>Form a committee to investigate and recommend changes by August 2015. The committee will produce a plan for Board Approval by October 2015. 20 hours each for committee of 3 – 5.</p>	<p>Orienteering USA Board Executive Director Plan Tracker</p>
<p>Develop plans to make orienteering more appealing to new groups.</p>	<p>Have a committee discuss ways to target age groups based on population trends. Market orienteering to retirees, families/school groups such as the PTA, and look to ways to increase crossover from related sports.</p>	<p>The Membership Development Committee will develop programs/ideas for increasing participation by other groups. Have a report by August 2015.</p>	<p>Executive director and Plan Tracker</p>
<p>Increase available educational opportunities, best practices, and aids for clubs to help newcomers learn skills and volunteers to work more efficiently.</p>	<p>Develop workshops, videos and webinars as a way to help people improve orienteering meets, coaching and other aspects of club involvement including: timelines and checklists to ensure successful meets, help with course setting, mapping methods, and basic skills “lessons” such as how to use a compass.</p>	<p>A committee will design workshop outlines and develop at least two webinar/workshop units in 2015.</p> <p>Volunteers who are familiar with particular areas would be those helping to produce these materials by the end of 2015.</p> <p>Development costs/programming \$1000 per unit or \$2000 per year.</p>	<p>Clubs and Education Committee Web Committee VP Clubs, Executive Director, Plan Tracker</p>
<p>Update and reorganize the present coaching programs for cohesiveness and use of appropriate technology to help people of all ages learn the sport.</p>	<p>Review the present coaching/educational programs and place them within a consistent framework by the end of 2015. Develop a roadmap for how to improve the program in the next few years.</p>	<p>Coaches from all levels will work to coordinate how orienteering is taught to the various skill levels and ages. Ideally, some webinar/videos can be produced to help with the educational process. Development costs – programming and web basing \$1000 per unit.</p>	<p>VP Competition (related to team coaching), Executive Director and Plan Tracker</p>