

## 5 Key Strategic Themes:

1. **Grow the sport through broadcasting, educational programs and our club networks**
2. **Make the disc golf experience awesome for our competitors and player community**
3. **Foster an active and engaged membership with a focus on providing the highest quality products and services**
4. **Market and grow the awareness of disc golf**
5. **Relentlessly pursue excellence in how the PDGA operates and accomplishes its goals**

## Executive Summary

The PDGA Strategic Plan is centered on 5 themes with supporting points connecting each to the operations of the organization with measurable components and defined goals.

The Strategic Planning effort spanned from January 2013 to November 2013 and included completing an Organizational Assessment, SWOT Analysis, Strategic Planning Framework, and a Membership Survey. It was the focus of 2 PDGA Summit Meetings, 6 board teleconferences and resulted in this final report. The extensive effort involved the board, executive director, the staff and volunteers, and offered an opportunity for every member to provide input. The plan focuses 5 Key Strategic Themes through the year 2020 with actionable and measurable items supporting each. A strategic plan itself is not a 'thing', rather it's a process and it's anticipated the framework, steps and work committed by all involved will be embraced by the board and staff as an integral, ongoing process for PDGA.

Continued investments in technology and the PDGA tour, both paced with the growth rate of the organization, are necessary as they both contribute to achieving the stated goals. The organization is strong financially and operationally; and accordingly in a position to invest in further growth through broadcasting, clubs and education. The fact that the sport is growing at a consistent, double digit rate necessitates the organization be forward looking and embrace change to best serve its members and the sport. Focusing on the process of strategic planning, starting, evaluating and modifying as necessary can help the organization accommodate further growth while reaching its goals. It's an exciting time for the sport, the PDGA , the members and players.

**PDGA 2020 Strategic Plan:**

**1) Grow the sport of disc golf by:**

- **Sustainably leveraging our social-networks, broadcasting, and media to share our top competitions to the broadest audience possible**
- **Exposing disc golf to millions of kindergarten through 5<sup>th</sup> grade youths and expanding our collegiate competitive program**
- **Collaborating with clubs and other partners welcome new players**
- **Targeting increasing the number of women players and other efforts to grow specific demographics**

Metrics:

- Viewership and social network growth  
**Goal:** >25% quantifiable growth/year through 2020
- Elementary and collegiate programs  
**Goal:** 20,000 schools and colleges by 2020
- Women membership and participation growth  
**Goal:** >25%/year through 2020

**2) Make the experience awesome for our competitors and player community:**

- **Lead, organize and promote the top competitions with the highest quality possible**
- **Support and collaborate with our Tournament Directors to evolve, embrace and improve our tournament standards and rules**
- **Grow the connections between the player's on-course experience and on-line services**
- **Support and collaborate with our network of clubs to identify and implement improvements to benefit the recreation player base**

Metrics:

- Measure adherence to standards for all Majors, NTs and World Championships;  
**Goal:** All events exceeding standards by 2016; goals set annually through 2020
- Develop, implement and quantify Tournament Director collaboration network  
**Goal:** 100% certification by 2016; 50% of TDs attending regional events by 2016.
- Build club collaboration network, refine and expand league program, offer club members a path into the PDGA that is not tournament-based  
**Goals:** 100% Affiliate Club conversion by 2015; 400 clubs and leagues each by 2020.

**3) Foster an active and engaged membership with a focus on providing the highest quality products and services through:**

- **Broadening the membership options to include those interested and active in the sport that are not tournament players**
- **Emphasizing and developing new programs that members can use to grow the sport**
- **Expanding the scope of our online offerings for members and increasing the opportunities for others to learn, spectate and connect**
- **Measuring and improving customer service**

Metrics:

- Measure and track growth rate by membership level  
**Goal:** Assign member number 100,000 by 2016; 180,000 by 2020;
- Measure impact of member programs (Innovation Grants, etc.) including exposure of the sport and return, if any, to the organization, and publicize the results.  
**Goal:** double the number programs and reach 20,000 people annually by 2020
- Build a community of non-member visitors to the PDGA website for education, entertainment (videos) and curiosity  
**Goal:** Grow website traffic 5% over annual PDGA average growth;
- Develop customer service metric that spans all of the areas members 'touch' the organization.  
**Goal:** Establish metric by Q4 2014; Set goals for 2015 through 2020;

**4) Grow the general awareness of disc golf through targeted efforts including:**

- **Increasing broadcast coverage and quality while broadcasting to the largest, quantifiable audience possible**
- **Providing a full time resource to coordinate, evaluate and focus the PDGA marketing budget and activities**
- **Evaluate the form and function of the PDGA Magazine for effectiveness**

Metrics:

- Develop a viable method, leveraging PDGA networks, to quantify the general disc golf playing population.  
**Goal:** Establish population by 2014; Refresh every other year.
- Measure impact and cost of amount invested for broadcast coverage of top events; Develop advertising/sponsorship opportunities for broadcasts to generate revenue to offset the investment.  
**Goal:** Quantify by 2014; Sponsorship/advertising funding effort by 2016;

**5) Relentlessly pursue excellence in how the PDGA operates and accomplishes its goals including:**

- **Better empowering our state coordinators, tournament directors, committees and club volunteer networks**
- **Measuring the organizations progress towards its strategic goals and sharing such with the membership on a regular basis**
- **At the board level, create and adopt a strategic planning process with steps to review, evaluate and revise on an annual basis**
- **Ensure the organizations relationships with service providers and event organizers are appropriately documented, evaluated and improved to provide the best return to the membership**

Metrics:

- Develop a strategic planning dash board updated quarterly, approved by the board and shared with the membership  
**Goal:** Publish first update Q2 2014;
- Develop strategic planning process for the board  
**Goal:** Adopt process at Spring Summit
- Report on status of agreements, identify opportunities to improve agreements and relationships  
**Goal:** All agreements in place and relationships evaluated by 2014;