



# Strategic Plan Update

Leadership 2020

**Tim Kerrihard**

SOPA Chief Development Officer

***Special Olympics***  
*Pennsylvania*



# Agenda:



- Welcome
- Introduction
- Review Current Plan
- Success Stories
- SOI Plan
- Proposed Strategic Plan
- Wrap Up

strategic planning

approach strategy management

target process analysis tools ATM EPISTEL

objective stakeholder decision

value cost leadership resources organization vision time

plan mission business goal skills STEER PEST SWOT scenario strategy

**A GOAL  
WITHOUT A PLAN  
IS JUST A WISH**



**Be where the  
world is going.**

Beth Comstock

“ quote fancy



**“Nothing sticks in your head better than a story. Stories can express the most complicated ideas in the most digestible ways.”**

Sam Balter (Sr. Marketing  
Manager of Podcasts,  
HubSpot)





# The Current Plan

2016-2020

**Susan Wyland**

SOPA Chief Financial Officer

**Special Olympics**  
Pennsylvania



# 2016 -2020 Scorecard Review



## 2016 - 2020 Strategic Plan Scorecard

- Highlights
- Challenges



# Success Stories

Gina Reid, Sr Field Director & Mike Bovino, Senior Advisor



- **Impact of Healthy Communities - Video**
  - Mary M. Stephens, MD - Thomas Jefferson University
- **Impact of Unified Champion Schools - Video**
  - Dennis Stanton, athletic director, Souderton Area High School
  - SOPA athlete Kevin Lezynski and his mother Nancy



# Planning for the Future

**Mike Bovino**  
SOPA Senior Advisor

***Special Olympics***  
*Pennsylvania*



# Special Olympics Global Plan for 2021-2024



## THE STRATEGIC PLAN AT A GLANCE

Special Olympics changes attitudes and behaviors through sport. We do it by showcasing the gifts and talents of people with ID, creating friendships and demonstrating the best of the human spirit. **This Plan has two goals:**

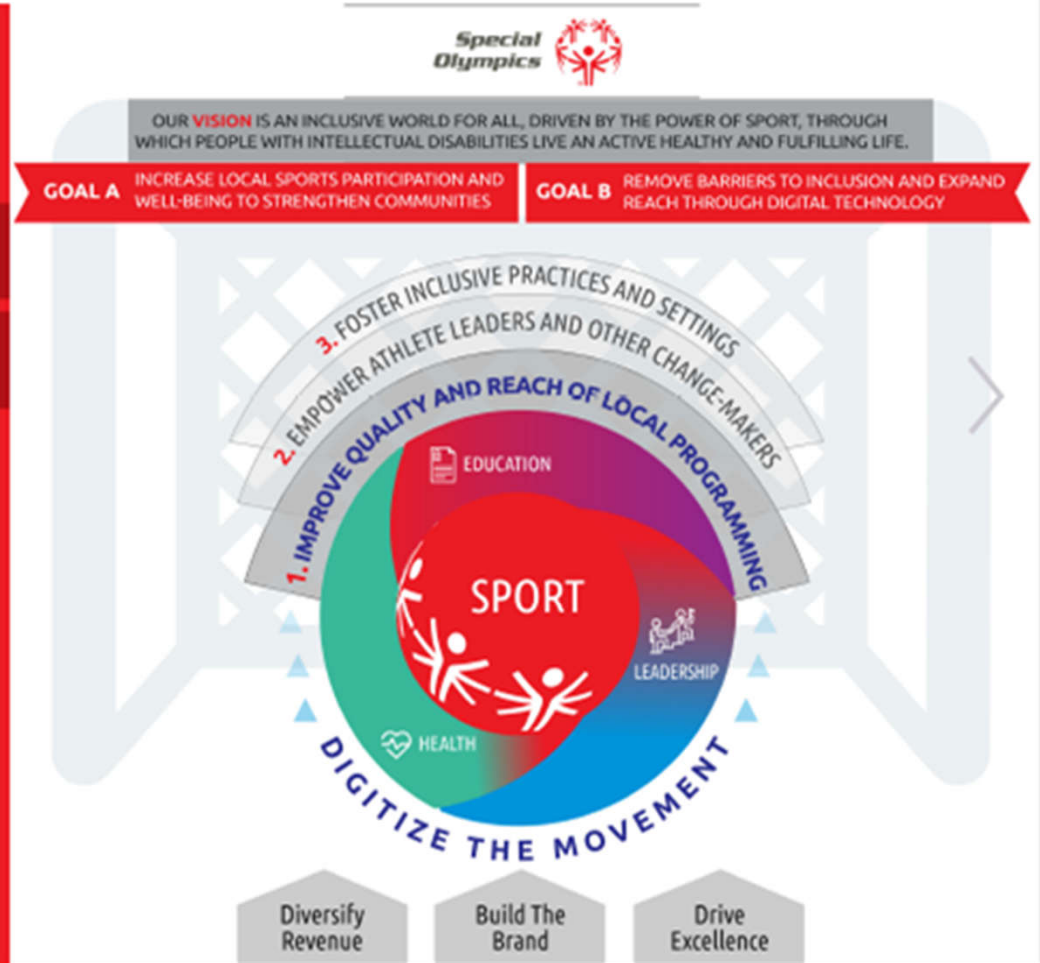
- GOAL A** Improve local sports participation and well-being to strengthen communities
- GOAL B** Remove barriers to inclusion and expand reach through digital technology

**Three strategies** will lead to achievement of these goals:

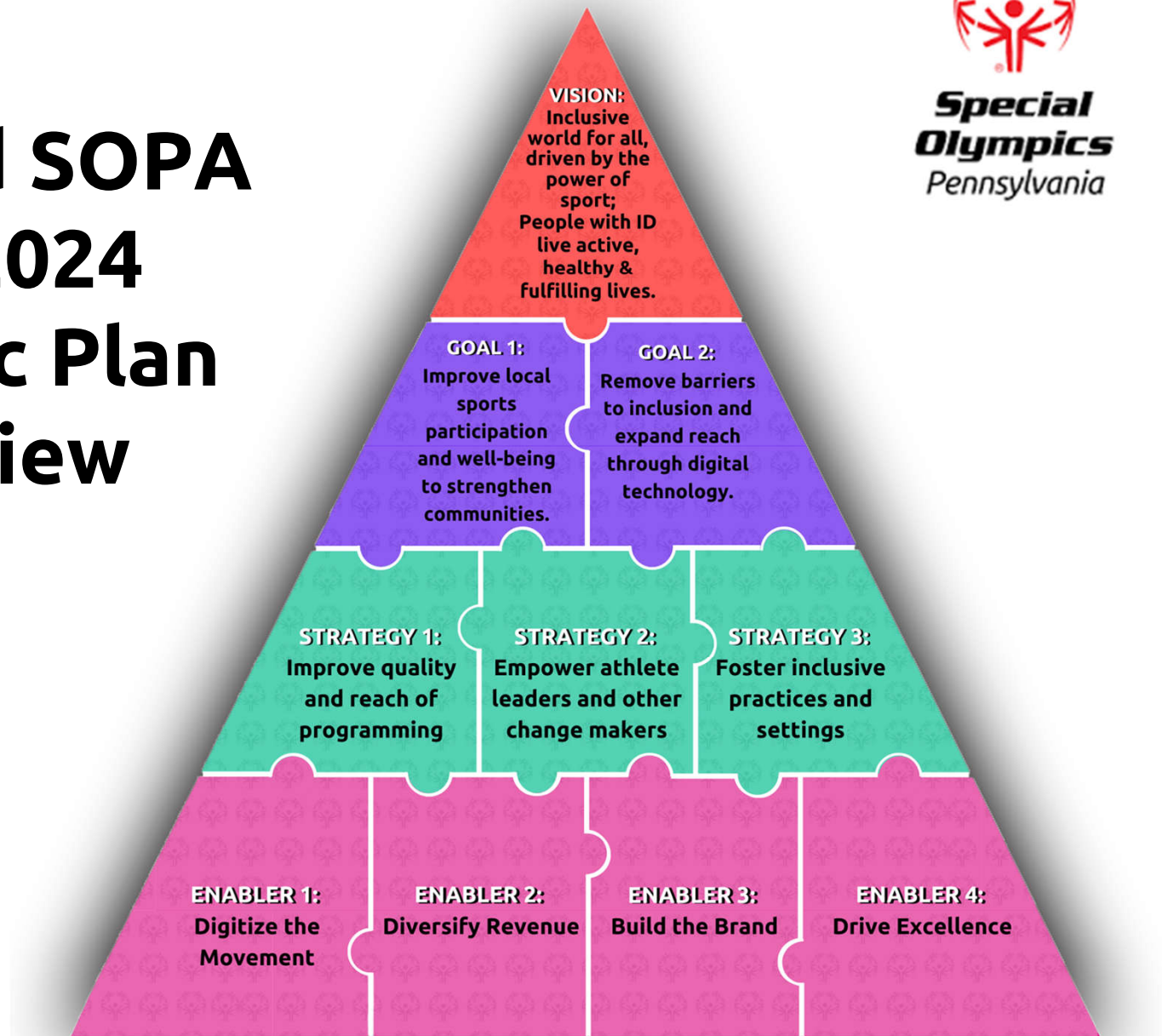
- S1. Improve quality and reach of local programming**
- S2. Empower athlete leaders and other change-makers**
- S3. Foster inclusive practices and settings**

**All of this will be made possible through four enablers:**

- E1. Digitize the Movement**
- E2. Diversify Revenue**
- E3. Build the Brand**
- E4. Drive Excellence (People and Practices)**



# Proposed SOPA 2021-2024 Strategic Plan Overview





# SOPA's Proposed Plan

**Gina Reid**

SOPA Senior Field Director

***Special Olympics***  
*Pennsylvania*



# SOPA's Proposed Plan Overview



- **3 Strategies:**

- **Strategy 1:** Improve quality and reach of local programming
- **Strategy 2:** Empower Athlete Leaders and Other Change Makers
- **Strategy 3:** Foster Inclusive Practices and Settings

- **4 Enablers:**

- **Enabler 1** - Digitize the Movement
- **Enabler 2** - Diversify Revenue
- **Enabler 3** - Build the Brand
- **Enabler 4** - Drive to Excellence



# Strategy 1: Improve quality and reach of programming



## Selected Focus Areas:

- Improve quality and consistency of training sites: Training Site Assessments
- Increase competition opportunities Local, Regional and State level
- SOPA will create statewide partnerships with organizations that serve individuals with disabilities with the goal of increasing volunteers & athletes



## Strategy 2: Empower Athlete Leaders & Other Change Makers



### Selected Focus Areas:

- Athlete Leaders working with staff to co-facilitate Leadership sessions.
- Develop youth leaders in Unified Champion Schools who will volunteer and support local programs
- Utilize athletes as teachers
- Engage athletes in leadership roles within the LETR movement which leads to increased support of local program activities.



## Strategy 3: Foster Inclusive Practices and Settings



### Selected Focus Areas:

- Address transportation expenses by working to create regional busing options for statewide events
- Remove barriers of participation for athletes.



# Enabler 1: Digitize the Movement



## Selected Focus Areas:

- SOPA will conduct a statewide technology needs assessment.
- SOPA will create a statewide plan to improve connectivity.
- SOPA will implement technology trainings for athletes and volunteers.



## Enabler 2: Diversify Revenue



### Selected Focus Areas:

- Successfully transition events (Erie, WG Plunges & Uncathlons) to regions, with revenue growth and statewide sponsor engagement.
- Provide new opportunities for revenue share through state fundraising events.



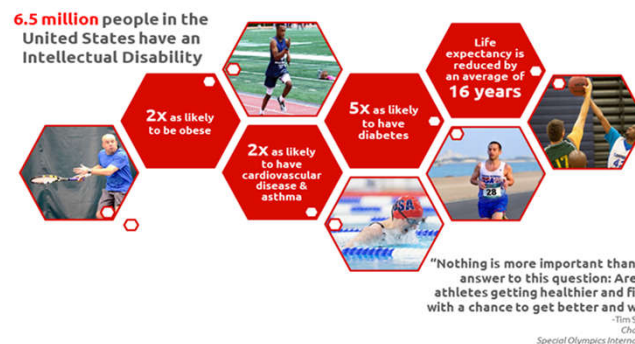


## Enabler 3: Build the Brand



### Selected Focus Areas:

- Increase LETR engagement in non-fundraising events.
- Increase media opportunities and partnerships statewide.
- Promotion of year-round, life-long fitness and involvement through recruitment and education, digital and online tools, and new resources for at-home training, local competitions and community activity.



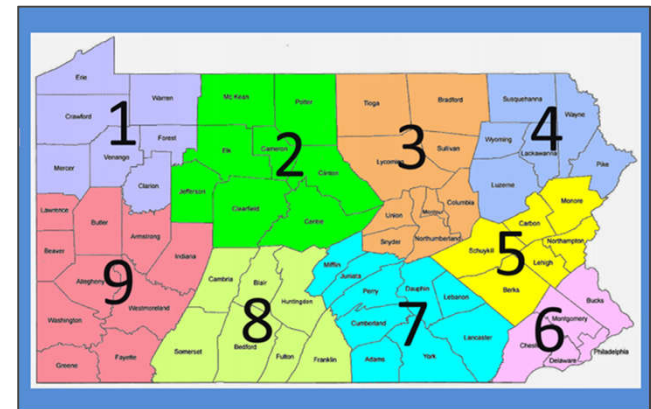


## Enabler 4: Drive to Excellence



### Selected Focus Areas:

- Improve recruitment with a focus on diversity, training, development, retention and succession planning for volunteers and staff.
- Increase leadership and professional development opportunities for volunteers and coaches to improve program delivery outcomes.
- Regionalization.





# Athlete Congress Report Out

**Kristine Progin**

Lebanon County Athlete & RIC Co-chairperson

***Special Olympics***  
*Pennsylvania*



# Athlete Congress Report Out



- **Regional Input Council (RIC):**

- **Athlete Congress Chair/RIC Vice-Chair:** Kristine Progin
- **Northwest:** Mary Nigro (Mercer, Clarion, Crawford, Dubois/Jefferson, Elk/Cameron, Erie, McKean, Mercer, Warren and Venango/Forest)
- **Southwest:** Zachary Williams (Washington/Greene, Allegheny, Beaver, Butler, Fayette, Lawrence and Westmoreland)
- **North Central:** Roger Turner (Lycoming, Bradford/Sullivan, Centre, Clearfield, Clinton, Potter and Tioga)
- **South Central:** Michael Silvis (Adams, Area M, Bedford, Blair, Cambria, Franklin, Fulton, Huntingdon, Mifflin/Juniata, Somerset and York)
- **Northeast:** Ashley Bressler (Columbia/Montour, Area P, Union, Luzerne and Northumberland/Snyder)
- **Southeast:** Lisa Barbour (Philadelphia, Bucks, Chester, Delaware, Lancaster, Lebanon and Montgomery)
- **Lehigh Valley & Pocono:** Amanda Knauss (Bethlehem, Berks, Carbon, Lehigh, Northampton, Schuylkill and Monroe)
- **RIC Chair/Athlete Selected Board Seat:** Ernest Roundtree

# Athlete Congress Priority Survey: Strategic Plan



- 165 athletes voted (65% increase from 2018 Athlete Congress Priority Survey!)
- Athletes were asked to first vote for which Strategy in the new Strategic Plan was most important to them and rank its areas of focus in order of importance.
- The area of focus that was rated #1 the most from the Strategy with the most votes was named the Priority.



# Athlete Congress Priority Survey



- **Strategy I:** Improve Quality and Reach of Local Programming
- **Area of Focus:** Improve Quality of Athlete Experience.
- **Tactics:**
  - 1.Improve quality and consistency of Training Sites.
  - 2.Increase competition opportunities at local, Regional and State level.
  - 3.Increase Unified Sport offerings at local, regional and State level.

# Athlete Congress Priority Question 1



**When an athlete hears “quality sports practice”, what are realistic actions SOPA and/or the Local Program haven’t done that should be considered?**

*Notable Responses:*

- Access to water source to refill water bottle.
- Head coach should come into every practice with a plan that assistant coaches are also aware of.
- Ensure appropriate amount of equipment for everyone.



# Athlete Congress Priority Question 2



**When an athlete hears “quality local competition”, what are realistic actions that haven’t been done that should be considered?**

## *Notable Responses:*

- Local competitions should occur earlier in the season and more often.
- Have more officials that either have experience with a sport outside of Special Olympics or improve quality of officials’ training within Special Olympics.
- Enforce state level rules locally.

# Athlete Congress Priority Question 3



**On a scale of 1-3, 1 being the least favorable and 3 being the most favorable, how would you rate your support of Unified Sports and give your reasoning why?**

## *Notable Responses for 3:*

- Unified Partners help build great relationships within the team.
- Another voice to provide feedback in improving skills in real time.

## *Notable Responses for 1 or 2:*

- Unified Partners should be required to travel with the team.
- Unified Partners can dominate a game on their own without letting the athletes play, making them feel defeated.

# Athlete Congress Priority Question 4 A



**How can SOPA provide high level sports updates such as allocations and competition schedules?**

## *Notable Responses:*

- Every few months Program Manager and Athlete Representative meet either virtually or in-person to share updates.
- Easy to read and understand updates through a monthly email, video and/or update to website.
- Field Director and/or Manager of Athlete Leadership and Young Athletes e-mails Athlete Representatives or Athlete Leadership Team as soon updates are available.

# Athlete Congress Priority Question 4 B



**How can Athlete Representatives better educate their fellow athletes with information available from the state?**

## *Notable Responses:*

- Athlete Leadership Teams distribute flyers at local practices and competitions; make sure information from SOPA is easy to read and understand.
- Athlete Representative or Athlete Leadership Team host Zoom calls monthly with support of Mentors and Program Manager.
- Athlete Representative shares information with Public Relations Coordinators who post to monthly newsletter through the mail.

# Athlete Congress Priority Question 5



**How can neighboring Local Programs share information on training sites with each other so athletes know what sports they can participate in if their home program doesn't offer them?**

## *Notable Responses:*

- Neighboring Local Programs should discuss sports being offered before each season.
- Field Director should gather information and share with all Managers, volunteers and athletes before each season.
- SOPA website to list sports, training, competition and contact information of Local Programs.

# New Regional Input Council Members



- **Southwest:** Tim Spence, Butler
- **North Central:** Elizabeth Porter, Bradford/Sullivan
- **Southeast:** Kelly Unangst, Delaware
- **Regional Input Council Vice-Chair and Athlete Congress Chair:** Zachary Williams, Washington/Greene
- **Regional Input Council Chair and Athlete Selected Board Seat:** Daniel Kolb, Chester



# Next Steps

Gina Reid, SOPA Sr Field Director



## SURVEY: SOPA 2021-2024 Strategic Plan Feedback

Special Olympics PA - Strategic Plan - General Timetable		
SPC = Strategic Planning Committee SLT = Senior Leadership Team DH = Department Heads		
When	What	Who
April	Review Framework & SOI Plans	Complete
April	Department Heads develop strategies and tactics	Complete
May	Plan reviewed by Program Committee & Small Athlete Group	Athletes & Volunteers
June	SOPA Board Review - Strategic Plan Draft #1	BOARD
June	Large Stakeholder Survey	SPC
June-September	SOPA Staff develop measurable for strategies	DH
August	<del>Review Strategic Plan Draft #2</del>	BOARD
August	Review Strategic Plan Draft #1 at Leadership Conference	Pres/CEO
August	Large Stakeholder Survey	SPC
September	Incorporate changes from survey	SPC
October	Final draft for internal review prior to board approval	DH/SLT/SPC
November	FINAL DRAFT - Approval SOPA Board	BOARD
November	Finalized & Approved Plan shared with SOPA Staff/Programs	Pres/CEO

# Wrap Up & Thank You!



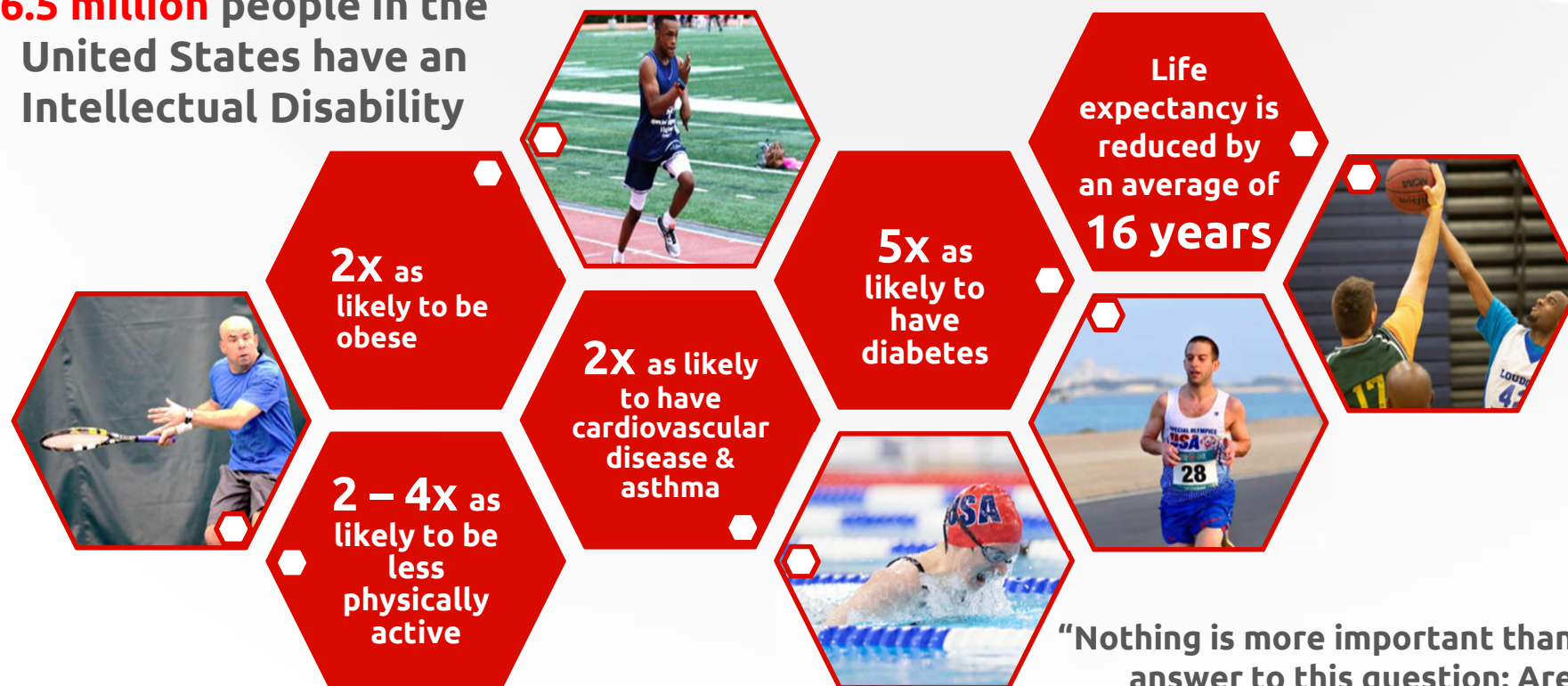
- **Matt Aaron:** SOPA President & CEO
- **Tom Hindman:** Incoming SOPA Board Chair



# Sports, Health & Fitness

*Why is it important for those with intellectual disabilities?*

**6.5 million** people in the United States have an Intellectual Disability



**“Nothing is more important than the answer to this question: Are our athletes getting healthier and fitter with a chance to get better and win?”**

-Tim Shriver  
Chairman

*Special Olympics International*





**BELONGING**



# Questions??