



Special Olympics Pennsylvania

Strategic Plan 2021-2024

In this session, we will talk about:



- Why does SOPA need a strategic plan?
- What does it do for local programs?
- What impact does a strategic plan have on athletes?
- How will the new strategy affect each of you?
- What is your role in the strategy?





What is a Strategic Plan?

Why do local Special Olympics
Programs need it?



Our Strategy is As Simple as 1-2-3



1 
VISION

2 
GOALS

3 
**AREAS OF
EMPHASIS**

OUR **VISION** is an **INCLUSIVE WORLD** for all,

driven by the power of **SPORT**,
through which people with intellectual disabilities

Live an active, healthy, & fulfilling **LIFE**



2 GOALS

GOAL 1

Improve local sports participation and well-being to strengthen communities

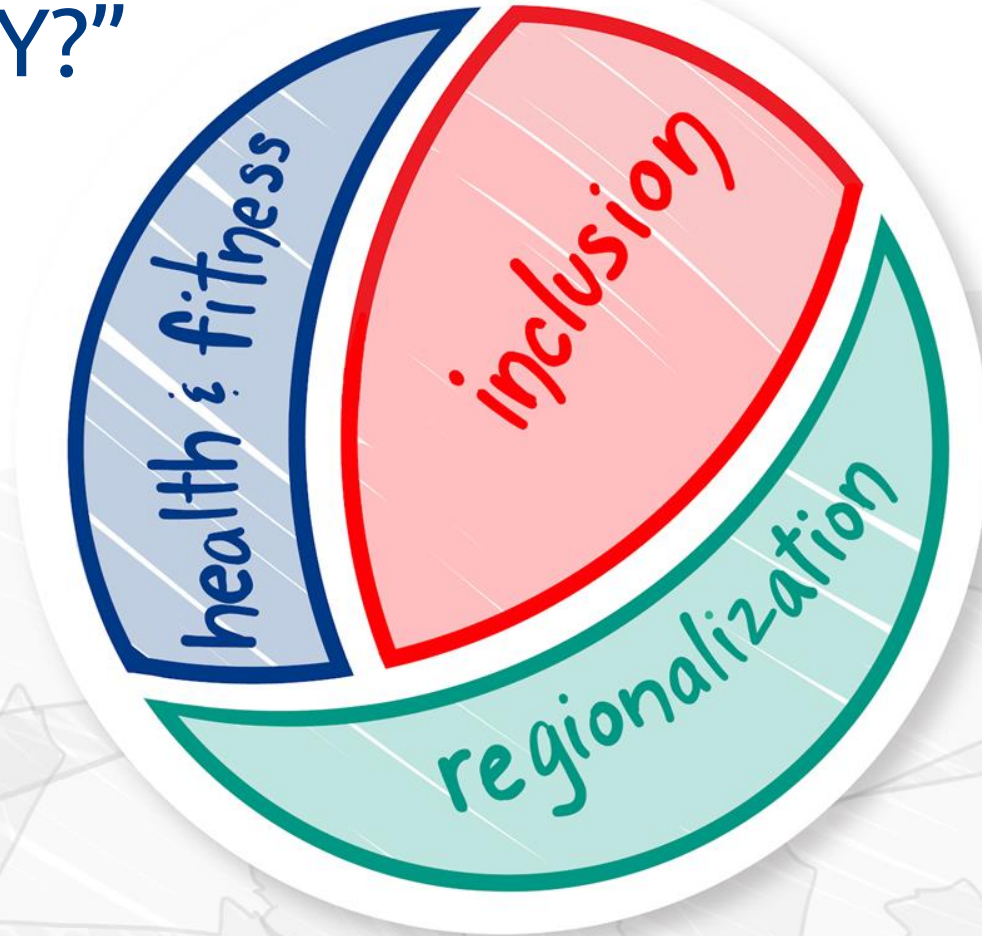
GOAL 2

Remove barriers to inclusion and expand reach through digital technology.



Our big “WHY?”

3 AREAS OF EMPHASIS



Quick check – can you recall 1-2-3?



1 
VISION

2 
GOALS

3 
**AREAS OF
EMPHASIS**



OUR VISION

is an inclusive world for all, driven by the power of sport, through which people with intellectual disabilities live an active, healthy and fulfilling life.



1 Improve local sports participation and well-being to strengthen communities

2 Remove barriers to inclusion and expand reach through digital technology



3! AREAS OF EMPHASIS

1 HEALTH AND FITNESS

2 INCLUSION

3 MORE AND BETTER THROUGH
REGIONALIZATION

Local Program Impact

- **Health and Fitness:** Minimum of 75% of training sites offering Athlete Performance Training
- **Inclusion:** 25% UCS participants transition to community-based programming
- **Regionalization:** Increase numbers of volunteers (970 new) and retention rates and recruit 400 new coaches



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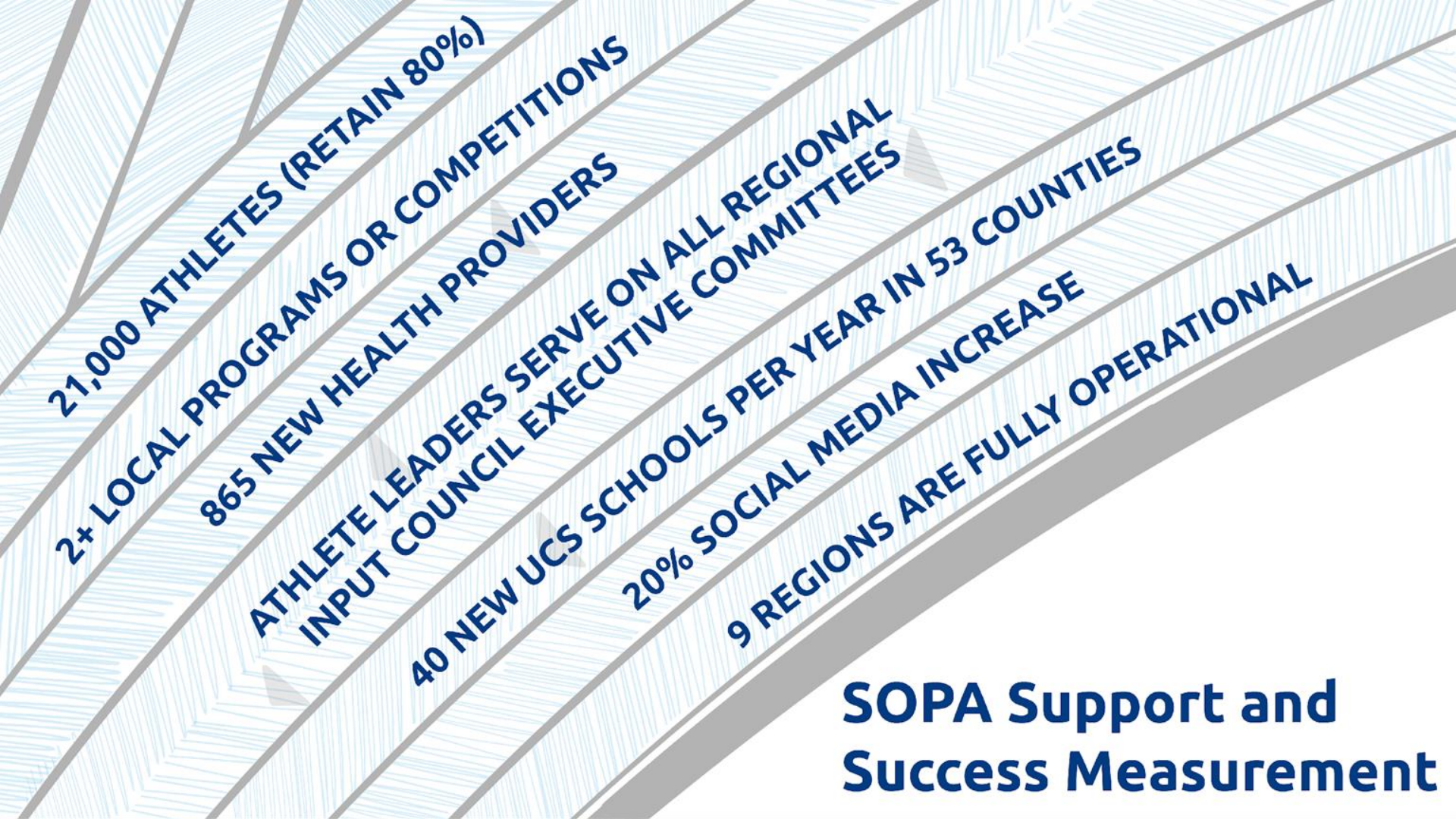


Live
Unified!

Live an active, healthy, & fulfilling LIFE

Questions?

Unused slides



**SOPA Support and
Success Measurement**



VISION

OUR VISION

is an inclusive world for all, driven by the power of sport, through which people with intellectual disabilities live an active, healthy and fulfilling life.



GOALS

Improve local sports participation and well-being to strengthen communities

Remove barriers to inclusion and expand reach through digital technology



STRATEGIES

Improve quality and reach of local programming



Empower athlete leaders and other change-makers



Foster inclusive practices and settings



ENABLERS



Digitize the movement



Diversify revenue



Build the brand



Drive excellence (people & practices)

Small group activity

In your groups, discuss what you can do in your local program to help implement this strategy?

1. What do you need to CONTINUE to do and do MORE of?
2. What do you need to START doing?

OUR VISION is an **INCLUSIVE WORLD** for all,

**driven by the power of sport
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Live an active, healthy, & fulfilling LIFE



1. **Vision:** Our vision is an inclusive world for all, driven by the power of sport, through which people with intellectual disabilities live active, healthy, and fulfilling lives.

This vision is the foundation upon which the 2021-24 strategic plan is built, and emanates from the mission of Special Olympics: *To provide year-round sports training and athletic competition in a variety of Olympic-type sports for children and adults with intellectual disabilities, giving them continuing opportunities to develop physical fitness, demonstrate courage, experience joy and participate in a sharing of gifts, skills and friendship with their families, other Special Olympics athletes and the community.*

2. **Goals:** Fulfilling such a broad and impactful vision requires the following two goals which will keep everyone focused and working towards common desired results.

Goal 1: *Improve local sports participation and well-being to strengthen communities*, bringing sports training, competition, and adjacent programming to as many people with and without intellectual disabilities as possible.

Goal 2: *Remove barriers to inclusion and expand reach through digital technology*, using the global technological advances to advance opportunities previously thought unimaginable.

3. **Primary Areas of Emphasis:** While there are many strategies and programs contained in the strategic plan to reach the two goals, there are three primary and critical areas of emphasis. These are fundamental to the health, welfare, and needs of people with intellectual disabilities in Pennsylvania, as well as creating more inclusive communities.

- **Health & Fitness:** People with intellectual disabilities face alarming rates of chronic health conditions which lead to a reduced life expectancy of 20 years shorter than people without intellectual disabilities. Tragically, many of these can be prevented or lessened with interventions, including sport, fitness, and health programs offered by SOPA. There needs to be a consistent and driving force to both save and improve the quality of life for every athlete who participates in SOPA.
- **Inclusion:** Inclusive communities lead to more opportunities for people with intellectual disabilities, and ensure they are respected and contributing members. Using platforms such as Unified Sports, Unified Champion Schools, athlete leadership, Healthy Communities, and others lead to the empowerment of Special Olympics athletes. Further, inclusive communities create a legion of enthusiastic advocates through their participation as Unified partners, volunteers, and supporters.
- **More & Better through Regionalization:** Regionalization provides a system and structure which unites SOPA as ONE and elevates resources and efficiencies for Local Programs. This provides current athletes with **more and better** sports training and competition experiences; fitness; health and wellness; and leadership development opportunities. It also allows additional athletes with intellectual disabilities to be served and receive the benefits of participation.

