

# Developing our Next Strategic Plan

SOPA Leadership Conference

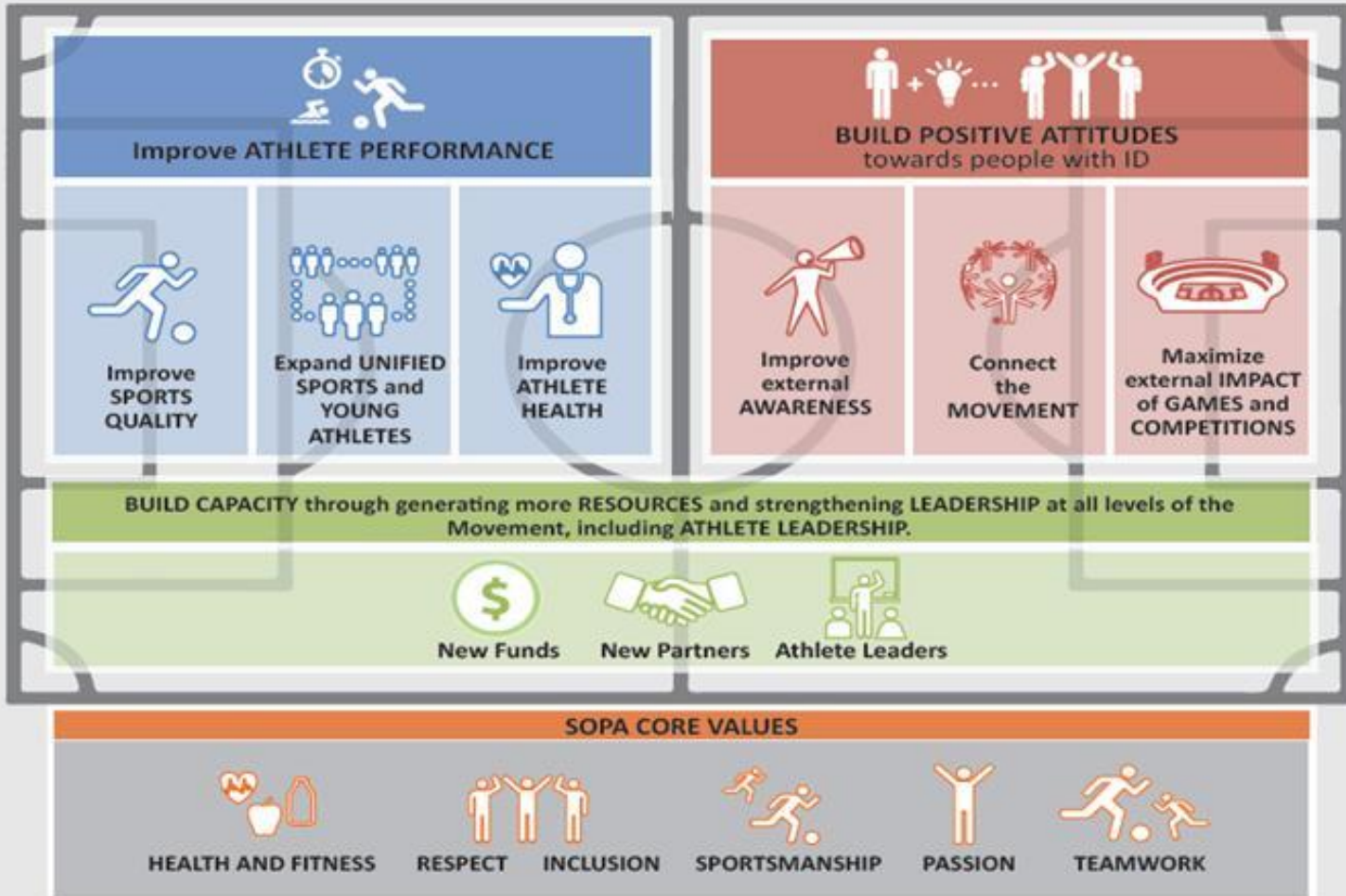
August 17, 2019

***Special Olympics***



# Special Olympics Pennsylvania Strategic Framework, 2016 - 2020

*"Our vision is to use sport to open hearts and minds towards people with intellectual disabilities and create inclusive communities all over the world."*





# Goal 1



## Goal: Improve Athlete Opportunities to Achieve Their Best

### Strategy: Improve Sports Quality

- Recruit 500 new coaches
- At least half of all coaches are certified
- Every sport will have a Sport Mgmt Team led by Sport Director by 2017
- All athletes have individualized goals (skills, fitness, or performance)
- All local Programs will have an athlete as Fitness Coordinator by 2017

### Strategy: Expand Unified Sports and Young Athletes

- Expand Interscholastic Unified Sports (IUS ) to at least 180 schools
- All local Programs offer at least one Unified sport
- Expand competitive Unified Sports in order to create Unified divisions at all state-level competitions
- At least 15 local Programs offer Young Athletes (YA)
- YA experiences offered at all statewide competitions
- Serve at least 23,000 athletes total with all local Programs serving at least 3% of eligible population in their area

### Strategy: Improve Athlete Health

- "Healthy Habits" offered at all statewide competitions starting 2016, Sectionals in 2017, and 10 invitationals/local competitions by 2020
- Offer 5 Healthy Athlete events screening an average of 1,200 athletes annually
- Connect at least 50% of athletes without their own Primary Care Provider with follow up care after HA screenings

# Goal 2



## Goal: Build Positive Attitudes Towards People with ID

### Strategy: Improve External Awareness

- Host Unified Sports Experiences at state, sectional and local events
- Leverage both global and SOPA 50th anniversaries
- Engage more government leaders and sports, entertainment and media celebrities

### Strategy: Connect the Movement

- ✓ Fully implement new database (VSys) by 2016
- All state and local websites are mobile-friendly

### Strategy: Maximize External Impact of Games and Competitions

- ✓ At least 2 athletes (or Unified athlete/partner pair) serve on all state-level Games Organizing Committees by 2017
- ✓ Athletes serve as lead emcee for all state competitions
- ✓ Review and implement changes to improve quality of all sport and competition offerings

# Goal 3



## Goal: Build Capacity

### Strategy: Generate More Resources

- Increase revenue by focusing on LETR, government support, and larger multi-year relationships with corporations/foundations/individuals
- Annual shared revenue to local Programs exceeds \$400K by 2020 with at least 80% of Programs participating/benefiting

### Strategy: Strengthen Leadership

- Volunteer Management Plans for each local Program help recruit (2016), recognize (2019), and retain (2020) volunteers
- ✓ All local Programs will have Partnership Agreements by 2016
- ✓ Establish statewide Unified Youth Committee (UYC) in 2016
- ✓ Expand Athlete Leadership University curriculum to include Health/Fitness and Athletes as Coaches courses

**BUILD CAPACITY** through generating more **RESOURCES** and strengthening **LEADERSHIP** at all levels of the Movement, including **ATHLETE LEADERSHIP**.



New Funds



New Partners



Athlete Leaders

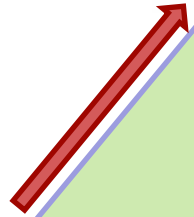





# SOPA's Next Strategic Plan 2021-2025




# The Logic of Our Work (Our Pathway)



**If we** provide **a) high quality sport opportunities** to people with ID, and **b) opportunities of encounter with the athletes** to people without ID working in education, health and business and live in our communities, **c)** enhanced by demonstration of **athlete achievement**, sharing of their gifts and **leadership of athletes and their families**



# The Logic of Our Work (Our Pathway)



**Then** we will create inclusive mindsets which will in turn create improvements in the lives of people with intellectual disabilities

**If we** provide a) **high quality sport opportunities** to people with ID, and b) opportunities of **encounter with the athletes** to people without ID working in education, health and business and live in our communities, c) enhanced by demonstration of **athlete achievement**, sharing of their gifts and **leadership of athletes and their families**



# The Logic of Our Work (Our Pathway)



**This will** enable people with ID to achieve their full potential and enjoy the same rights as anyone else and respect by wider society

**Then** we will create inclusive mindsets which will in turn create improvements in the lives of people with intellectual disabilities

**If we** provide a) **high quality sport opportunities** to people with ID, and b) opportunities of **encounter with the athletes** to people without ID working in education, health and business and live in our communities, c) enhanced by demonstration of **athlete achievement**, sharing of their gifts and **leadership of athletes and their families**

# The Logic of Our Work (Our Pathway)



## **Achieving**

an inclusive world  
where people with  
ID lead healthy  
and fulfilling lives

**This will** enable people with ID to achieve their  
full potential and enjoy the same rights as anyone  
else and respect by wider society

**Then** we will create inclusive mindsets which will in turn create  
improvements in the lives of people with intellectual disabilities

**If we** provide a) **high quality sport opportunities** to people with ID, and b)  
opportunities of **encounter with the athletes** to people without ID working in  
education, health and business and live in our communities, c) enhanced by  
demonstration of **athlete achievement**, sharing of their gifts and **leadership of  
athletes and their families**

# Where are we heading?



## The Global Strategic Plan 2021-25:

No new programs or initiatives

Increased focus on:

- ▶ Execution:
  - ▶ Existing Programs (Unified Champion Schools, Healthy Communities, etc.)
  - ▶ SO Local Programs
  - ▶ Social Media engagement
  - ▶ Digital literacy/infrastructure
- ▶ Revenue: Providing the resources to execute



# Where are we heading?

## SOPA Strategic Plan 2021-25:

Implementing our reorg will be a major focus

- ▶ More & Better!

Continue executing against pillars of the Inclusion Revolution Campaign:

- ▶ Unified
- ▶ Healthy Athletes/Healthy Communities
- ▶ Athlete Leadership
- ▶ Cities of Inclusion
- ▶ Growth & Quality (More & Better)

# Strategic Plan 2021-2025



## Key questions to explore from a regional perspective:

- What does our region look like in 2025?
- What does “better” look like?
- What are strengths of our program/region that can benefit our region and others?
- What challenges does our region face?



# Strategic Plan 2021-2025



## What does our region look like in 2025? - sports

- Strong school (K thru college) and community based programs
- Unified sports opportunities both school and community all schools
- Enough volunteers to support growth
- Younger athletes, more athletes
- Easy access to training sites
- Well-trained coaches in every sport
- Better competition with like-skilled athletes
- Great training facilities with the best equipment and uniforms for all athletes
- More competitions at quality venues

# Strategic Plan 2021-2025



## **What does our region look like in 2025? - community**

- Transportation available for all SOPA events and for daily life
- Medical coverage and provider access for all athletes
- Excellent communications top to bottom
- Well-integrated software
- Public is educated about SOPA and embraces the Movement
- Sustainable funding for entire state to continue growing program
- Programming for aging athletes including support services

# What is Our Vision?



**A world where people with intellectual disabilities lead healthy and fulfilling lives as respected members of a more inclusive society.**

# Strategic Plan 2021-2025



## **What challenges does our region face?**

- Geography
- Transportation
- Community awareness
- Financial resources
- Aging athletes, coaches, volunteers
- Technology

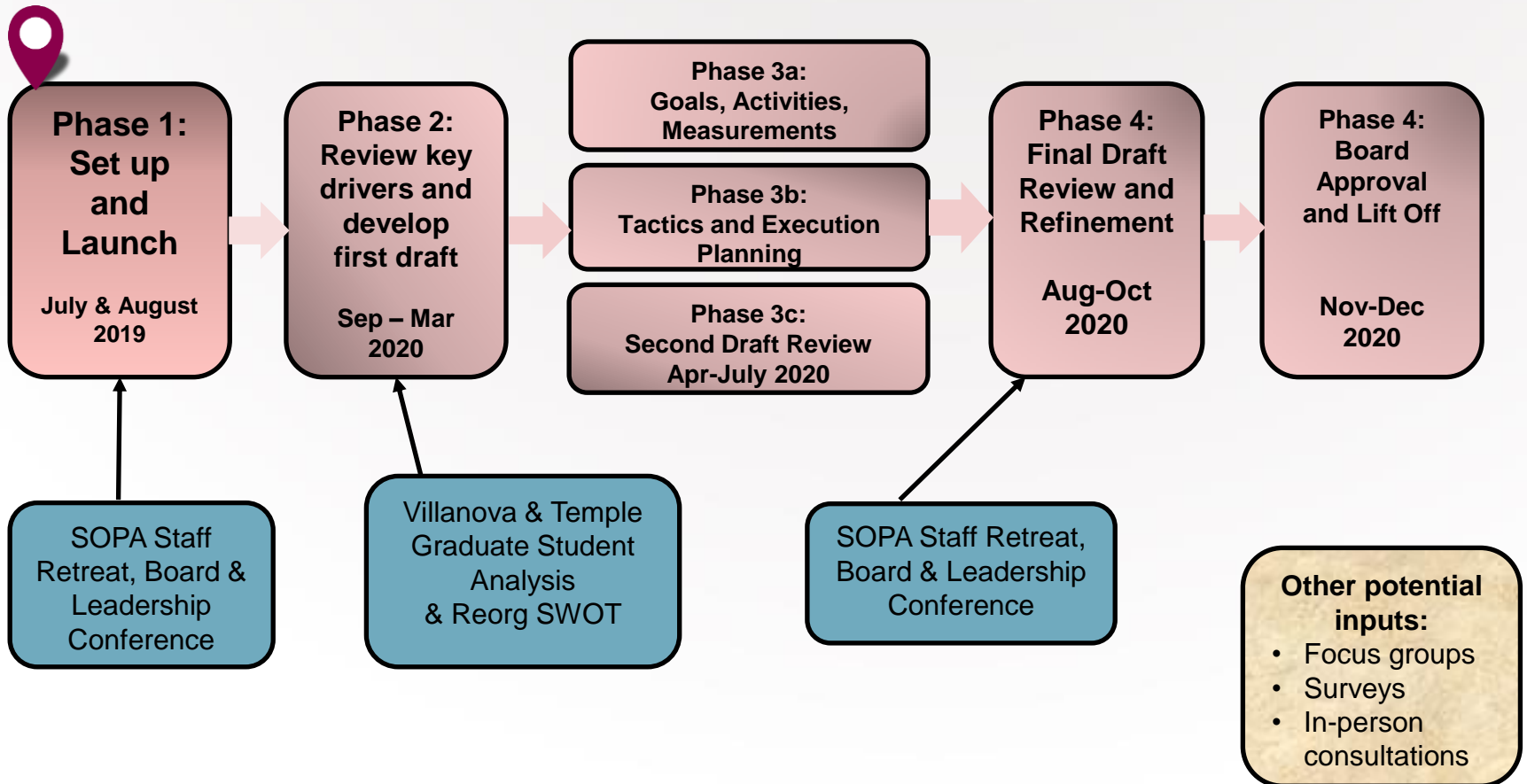
# 2021-2025 Strategic Planning Process



## Continuous inputs:

- Athletes
- Volunteers
- Staff
- Board

## Strategic Plan 2016-2020 Scorecard





# Guiding Principles



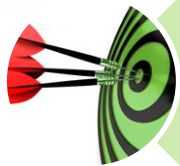
**Transparency:** we will be open about process, share content and communicate decision-making



**Diversity:** we will seek opinions from as wide range of people as possible



**Feedback:** we will give serious consideration to all feedback [strategicplan@specialolympicspa.org](mailto:strategicplan@specialolympicspa.org)



**Focus:** we will focus on how Reorg will enable us to do “More and Better”

THANK YOU !

***Special Olympics***

