Developing our Next Strategic Plan
SOPA Leadership Conference
August 17, 2019
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.”

- Improve ATHLETE PERFORMANCE
  - Improve SPORTS QUALITY
  - Expand UNIFIED SPORTS and YOUNG ATHLETES
  - Improve ATHLETE HEALTH

- BUILD POSITIVE ATTITUDES towards people with ID
  - Improve external AWARENESS
  - Connect the MOVEMENT
  - Maximize external IMPACT of GAMES and COMPETITIONS

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 CORE VALUES

- HEALTH AND FITNESS
- RESPECT
- INCLUSION
- SPORTSMANSHIP
- PASSION
- TEAMWORK
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: 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, then we will create inclusive mindsets which will in turn create improvements in the lives of people with intellectual disabilities. This will enable people with ID to achieve their full potential and enjoy the same rights as anyone else and respect by wider society. Achieving an inclusive world where people with ID lead healthy and fulfilling lives.
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)

**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**

**Then** we will create inclusive mindsets which will in turn create improvements in the lives of people with intellectual disabilities. **This will** enable people with ID to achieve their full potential and enjoy the same rights as anyone else and respect by wider society. Achieving an inclusive world where people with ID lead healthy and fulfilling lives.

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.

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

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

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

The Logic of Our Work (Our Pathway)
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?
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

Phase 1: Set up and Launch
July & August 2019

Phase 2: Review key drivers and develop first draft
Sep – Mar 2020

Phase 3a: Goals, Activities, Measurements
Phase 3b: Tactics and Execution Planning
Phase 3c: Second Draft Review Apr-July 2020

Phase 4: Final Draft Review and Refinement
Aug-Oct 2020
Phase 4: Board Approval and Lift Off
Nov-Dec 2020

Continuous inputs:
- Athletes
- Volunteers
- Staff
- Board

Other potential inputs:
- Focus groups
- Surveys
- In-person consultations

SOPA Staff Retreat, Board & Leadership Conference
Villanova & Temple Graduate Student Analysis & Reorg SWOT
SOPA Staff Retreat, Board & Leadership Conference

Strategic Plan 2016-2020 Scorecard
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

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