

SPIKE UP ATHLETICS

STRATEGIC PLAN

Vision

To see our athletes become recurring presences on medal rostrums at regional and national USA Track and Field sanctioned events.

Mission

Spike Up Athletics' primary mission is to provide middle & high school athletes the additional opportunity to train, grow, compete, and be successful in track & field athletics outside of their school seasons. Secondly, we will serve our community by providing opportunities for adaptive-disabled athletes and able-bodied adults who still have the competitive fire and spirit to participate in USA Track and Field running, jumping, and throwing events.

Values

Athletes Who:

**HAVE A GREAT WORK ETHIC | ARE COMMITTED TOWARDS INFINITE EXCELLENCE |
HAVE A POSITIVE ATTITUDE | DISPLAY OUTSTANDING SPORTSMANSHIP |
ARE HUMBLE & GRATEFUL WHEN SUCCESS ARRIVES**

A Club Culture of:

**ATHLETES FIRST | DIVERSITY | TOGETHERNESS |
TRANSPARENCY | DOING THE RIGHT THING**

SPIKE UP ATHLETICS

Strategic Planning Focus Areas & Implementation Strategies

Focus Area 1

A Positive Athlete Experience

Spike Up Athletics is committed to creating a training and competition environment that promotes and teaches each athlete our values and provides the right balance of being fun, yet super challenging so that they can continuously achieve new personal bests in our sport.

Goals:

- ❖ Promote a training and competitive environment that motivates and encourages.
- ❖ Improve each athlete's mental mindset and work ethic to help them experience success both in and out of competition.
- ❖ Put athletes first.

Implementation:

- Ensure coaches learn something of importance about each athlete and engage them in meaningful conversation on a regular basis.
- Ensure coaches and athletes always focus on the positives, even in the face of day-to-day challenges, and learn to celebrate the small successes along with the bigger successes.
- Ensure coaches make themselves available to both the athlete and parents to discuss issues related to the athlete's experience including, but not limited to, events for which the athlete will train and compete; our training philosophy; and the athlete's training recovery, nutrition and hydration, proactive injury prevention and care, and mental health.
- Ensure our athletes understand the role they play in their athletic and personal development and how those things play an integral role in having a positive experience and who they become as adults.

Focus Area 2

School Partnerships

Spike Up Athletics is committed to cultivating and growing our relationship with local universities and colleges and area middle and high schools to provide

training to athletes that holds true to the fidelity of our training model and meshes well with their current programs.

Goals:

- ❖ Meet with school coaches, athletic trainers/exercise physiologists, and athletic directors on a recurring basis.
- ❖ Encourage a reciprocal and sustained long-lasting relationship amongst all parties that embraces the "athlete first" concept.
- ❖ Partner with schools and USA Track and Field (USATF) Snake River Association (SRA) to host camps for elementary aged students.

Implementation:

- Host an annual, semiannual, or seasonal coaching mixer and invite SRA leadership as well as coaches, athletic trainers/exercise physiologists, and athletic directors from Northwest Nazarene University, College of Idaho, Boise State University, and all Canyon County based middle high and high schools.
- Inform and educate coaches, athletic trainers/exercise physiologists, athletic directors, and SRA leadership about what we do and how we do it, and ask them to reciprocate so that we can all learn from each other and deliver the best services possible to our shared athlete pool.
- Ask coaches, athletic directors, and SRA leadership to agree to a plan that encourages the sharing of resources such as volunteers and grant opportunities.
- Work with SRA leadership and within our school partnership ranks to give back to our community by hosting a free annual run, jump, and throw camp for the community's elementary aged students.

Focus Area 3

Community Outreach & Partnerships

Spike Up Athletics is committed to "creating a village" to help kids become successful in the sport of track and field. We will do this by collaborating with parents, family members, community leaders, and local businesses to

help expand our reach in order for our athletes to be provided the most current and tested training methods and access to quality, high level competition so that they can become the best track and field athletes possible.

Goals:

- ❖ Seek monetary donations.
- ❖ Seek in-kind gifts (i.e. goods, services, time).
- ❖ Seek sponsorships.
- ❖ Research and identify grant opportunities.
- ❖ Seek pro bono volunteers for club and track and field events.
- ❖ Support and promote a “give back to the community” cause.
- ❖ Collaborate with our partners on marketing ideas.
- ❖ Maximize community relationships.

Implementation:

- Create a supporter database to help identify and approach those people and businesses who are new potential donors, or have supported us in the past and are most likely to support us again.
- Ask parents, family members, and community leaders for donor and sponsorship leads.
- Develop a board-approved sponsorship packet to present to businesses.
- Recruit a skilled volunteer (on a pro bono basis) or form a committee to manage the grant application process including, but not limited to, finding grant opportunities via websites such as GRANTS.GOV or GRANTWATCH.COM and seeing the application process through to completion.
- Recruit and form a pool of individuals (to include parents, family members, or high school students who are in the off-season of their primary sport) who are willing to volunteer their time and skills on a pro bono basis to help the club host quality track and field events.
- Find and commit to a way to “give back to our community”, such as volunteering to help at a children’s hospital or visiting a senior center on a regular basis.
- Refer athletes, parents, and all club supporters to those businesses that support us with their donations, gifts, and sponsorships.
- Share opportunities with other businesses as a way of saying “thanks for supporting us.”

- Look for opportunities to visit different cities & towns and events in Canyon County to meet people and talk to them about Spike Up Athletics and the athletic program we offer, and look for ways to give back to those communities.

Focus Area 4

Recruiting

Spike Up Athletics is committed to recruiting a diverse group of individuals and creating an inclusive environment within our club structure to enhance our appeal to new talent and satisfy & retain existing talent.

Goals:

- ❖ Recruit coaches, an athletic trainer/exercise physiologist, a team manager, board members, and a pool of volunteers.
- ❖ Make every effort to gender-balance our coaching ranks each season.
- ❖ Make every effort to give younger coaches an opportunity to grow and become well-known and respected among track and field coaching circles.

Implementation:

- Recruit and retain coaches, an athletic trainer/exercise physiologist, and a team manager who are personable, bring a positive attitude and expect the same of the team’s culture, lead by example, and set clear expectations (athletically, academically, and behaviorally) for our athletes.
- Recruit and retain board members and volunteers who are willing to give their time and talent to the club for the purpose of helping our club build and maintain focus on our vision, mission, and values so that our athletes can succeed and all involved can have a positive experience.
- Recruit and retain an equal (or close to equal) ratio of female to male coaches to bring balance to our club at all levels including, but not limited to, the track, field, weightroom, and competitive events.
- Recruit and retain college students who are in the final semesters of their college careers (regardless of the sport they played), are passionate about helping younger athletes grow and succeed, and who personally want to establish themselves as track and field coaches in our community.

Focus Area 5

Club Growth and Sustainability

Spike Up Athletics is committed to establishing and upholding standards to help facilitate growth and maintain sustainability by governing ourselves in the most effective ways possible.

Goals:

- ❖ Obtain Non-Profit Status.
- ❖ Obtain federal tax-exempt status – 501(c)(3).
- ❖ Obtain nonprofit “U.S. postage paid” privileges or permit imprint from the United States Postal Service (USPS).
- ❖ Obtain a Charitable Gaming License.
- ❖ Show transparency and integrity throughout our club.
- ❖ Develop a comprehensive success plan.
- ❖ Have an alumni presence.
- ❖ Take care of our on-the-track/field staff.
- ❖ Utilize evaluation tools for our on-the-track/field staff.
- ❖ Utilize social media (Twitter, Facebook, Instagram, and Youtube) to our fullest advantage.
- ❖ Host a signature indoor or outdoor meet.
- ❖ Annually review and/or update our strategic plan and budget.

Implementation:

- Apply for non-profit corporation status from the Idaho Secretary of State for the purpose of receiving state tax exemptions.
- Apply for 501(c)(3) status from the Internal Revenue Service (IRS) for the purpose of exempting the club federal income tax and attracting donors by making their contributions tax deductible.
- Apply for a “U.S. Postage Paid” permit from the USPS to make mailings affordable, which will allow us to reach a broader swath of potential athletes, charitable donors, and sponsors.
- Apply for a Charitable Gaming License from the Idaho Lottery for the purpose of conducting lawful raffles for fundraising purposes.
- Upon being rewarded federal tax exemption status, follow the IRS’ compliance guidelines by making available for public inspection our federal Form 1023 and Form 990 for transparency purposes.

- Under our own ethical merit, commit to fiscal responsibility for integrity purposes.
- Under our own ethical merit, commit to developing codes of ethics for coaches and athletes, and commit to doing the right thing by putting our athletes and their training first for integrity purposes.
- Commit to comprehensive success by bringing good coaches into our club so that we can provide optimal training and support to our athletes; encouraging our athletes to always aim for a high standard both athletically and academically; and organically building a winning culture by training our athletes at a high standard in order to compete for rostrum/podium placements at regional and national events.
- Commit to promoting and acknowledging our athletes’ academic success.
- Invite and encourage our alumni to return and be life-long presences in our club.
- When budgets allow, provide a small seasonal stipend to our team manager, athletic trainer/exercise physiologist, and coaches for their professional development and credentialing.
- Create a mechanism in which team manager, athletic trainer/exercise physiologist, and coaches are measured on performance and provided feedback to help them grow and develop in their roles.
- Develop a digital marketing plan and deploy strategic social media content for the purpose of promoting our club traditionally and with promotional giveaways; and attracting athletes, coaches, and other personnel for continuous growth.
- Develop and implement a plan to host a quality indoor or outdoor meet by year 3 of our existence, inviting all USATF affiliated teams to generate revenue and support our continuous growth.
- Review our strategic plan and budget annually, make adjustments as needed, and ensure we hold true to the fidelity of their content.