

USA Archery - Junior Olympic Archery Development (USAA JOAD)

2008 Strategic Plan – Revised 3/26/08

“A pro active, dynamic and collaborative USA youth archery development plan”

The objectives and strategies are intended to be a working document and updated as the grass-roots environment changes and adapts.

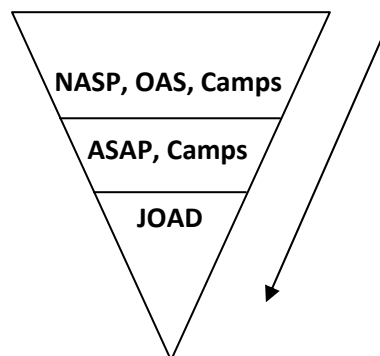
The following objectives and strategies were put together as a work product from the February, 2008 JOAD committee meeting held in Las Vegas, Nevada. The consensus from the group was that there is now a substantial movement within the grass-roots archery community. With the development of the NASP and OAS school programs, the ASAP program and the work the ATA is doing in local communities; there is a greater need than ever for the JOAD program. Most of the programs being developed today are introductory in nature and JOAD is the perfect bridge between introductory programs and becoming a life-long participant. It was therefore agreed that the best use of our promotional efforts is to recruit archers who enjoyed or were successful in their introductory program to join JOAD to further their archery experience while not ignoring those who may discover target archery for the first time in a JOAD program.

Key Strategic Partners and Acronym Definitions:

- ATA – Archery Trade Association
- ASAP (NADA & NFAA & USAA) – After School Archery Program (National Alliance for the Development of Archery and National Field Archery Association and USA Archery)
- OAS (ESDF) – Olympic Archery in the Schools (Easton Sports Development Foundation)
- NASP – National Archery in the Schools Program
- NRPA – National Recreation and Parks Association
- HPP – USA Archery High Performance Program
- CDC – USA Archery Coaches Development Committee
- CAP – College Archery Program
- Others: 4-H, Scouts, Camps,

MODEL FOR JOAD ARCHER RECRUITMENT

“USA Youth Olympic and World Championship Target Archery”



Objective #1 – Create a promotional campaign aimed directly at recruiting those archers who have already been exposed to the sport of archery through an introductory archery program, i.e. NASP, OAS, ASAP, Camps, etc.

Strategies:

1. *Message will direct them to “step it up” to a year-round program. The campaign should highlight the key differentiation items that separate JOAD from any other club program.*
 1. *Messages for kids:*
 - *Provides recurve and compound opportunities to compete in international competition.*
 - *Provides a structured program toward Olympic competition.*
 - *Youth-specific clubs –social network.*
 2. *Messages for parents:*
 - *Path to personal development (specifically important to parents). Path includes education on items such as nutrition, sports psychology, goal setting, and physical education as well as performance achievements.*
 - *Mom and family friendly environment.*
 - *A lifelong skill.*
2. *Material will encourage them to visit the JOAD website to learn more about JOAD, to start a program or find a program near them.*
3. *JOAD promotional material will be given to all instructors starting an ASAP program.*
4. *Promotional material will be sent to state NASP coordinators.*
5. *Promotional material will be sent to all certified instructors with Beginning (level 1) or above certification.*
6. *Provide promotional material to all teachers starting an OAS.*
7. *Work with all introductory programs on how to better transition archers to a JOAD program.*
8. *Attend the NASP national tournament to promote JOAD.*
9. *Attend the ATA Show to promote and educate about JOAD.*
10. *Send a JOAD representative to the NRPA conference.*
11. *Attend other shows, conferences or meetings that arise that are applicable to JOAD’s objectives.*

Objective #2 – Increase communication efforts to motivate and educate JOAD leaders and certified instructors on how to get involved in NASP, OAS, ASAP, Camps and other archery programs within their community.

Strategies:

1. *Collaborate with the associated programs to provide resources and educational information as well as links about these programs on the JOAD website.*
2. *Hold meetings on how to get involved in your community archery programs at:*
 - a. *JOAD Nationals*
 - b. *Regional Summer Camps*
 - c. *State introductions to the archery coordinators.*
3. *Send at least one member of the JOAD committee to the ATA Summit meetings to keep up to date on new programs.*

Objective #3 – Increase the amount, availability, usability and access to important JOAD documents and information including rules, guidelines, instructor material and promotional material.

Strategies:

1. *Create a JOAD specific, directly accessible, website.*
 - a. *Provide areas that would support current JOAD instructors.*
 - i. *Tournament information, including score cards, range setup, guidelines etc.*
 - ii. *General rules and regulations of the JOAD program*
 - iii. *Access to program ideas and material that other leaders can download for use.*
 - iv. *Promotional material they can use in their area to promote the program.*
 - b. *Provide area for those new archers and families looking to “understand what JOAD is all about”.*
 - i. *Include images, links to blogs, myspace sites and other information on youth archers that are part of JOAD.*
 - ii. *Provide information and promotion targeted to parents and family member focusing on how to support their JOAD participant.*
 - iii. *Include a national search engine to find a JOAD club in their area.*
2. *Enhance the availability and quality of information about JOAD clubs and certified instructors across the country.*
 - a. *Work with USA Archery staff to resolve issues regarding JOAD membership records, including contact information and profiles.*
 - b. *Work with NADA to implement a method for instructors to check “OK” to release their information on a web search.*
 - c. *Work with NADA to provide a search on the JOAD web page for local JOAD clubs and certified instructor programs.*

Objective #4 – Communicate and collaborate with the CDC, CAP and HPP to enhance those programs that are mutually beneficial to ensure consistency in programs.

Strategies:

1. Better define the “Path to Personal Development” for archers, so they can easily progress at their own pace.
 - a. *Develop a set of regional summer training camps.*
 - b. *Reinstate the Olympian camps, to provide an incentive as a way for archers to obtain special training and a paid trip to the JOAD Nationals and/or camp at the Olympic Training Center.*
 - c. *Better coordinate the efforts of the Summer Camps, Olympian Trip, Jr. USAT, and HPP programs (Dream Team, CHAMPS and Resident Athlete) to ensure that all programs work together to encourage development collectively.*
 - d. *Provide a more structured way within the JOAD program for Instructors to teach about nutrition, sports psychology, physical training, ethics and integrity etc.*
 - e. *Increase the awareness and understanding of College Archery Programs.*
2. *Increase the availability to instructor certification courses and material.*
 - a. *Create online material that instructors can study.*
 - b. *Create a “testing out” method that can be done at an event for those who have learned the material on their own.*
 - c. *Combine more education sessions and certification opportunities with events.*
 - d. *Create single topic, quickly mastered instructor, parent, and archer information “modules”.*
 - e. *Create a transition plan that incorporates the additional education modules into the overall certification process.*
3. *Hold meetings, as necessary, with the partnering groups to encourage continuity and consistency within programs.*

Objective #5 – Create a means or foundation by which JOAD can encourage and accept grants and donations dedicated to JOAD programs.

Strategy:

1. *Identification (and establishment of a nonprofit entity if required) of an effective foundation structure is a priority.*
2. *Identify, create and encourage various dedicated fundraising opportunities.*

Objective #6 – Reduce membership barriers and simplify club operations issues.

Strategies:

3. *Review membership classifications and simplify where possible.*
4. *Review achievement process and simplify when and where possible.*

End