



**Competitive Seasons
2019/2020 - 2021/2022**

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Plan Presentation

On behalf of USA Roller Sports and the Strategic Plan Committee, I submit the organization's 3-year strategic plan for the start of the 2019-2020 season.

I have been a member of USA Roller Sports since 1994. Which to date has been the best thing that has ever happened to me.

I am sure many athletes can attest to sports giving them structure, discipline, community, and guidance; however, Roller Sports has done this, and so much more, for not only myself, but for many other athletes across our organization. USA Roller Sports is one of the few National Governing Bodies that is involved with an athlete from the time they are an adolescent, to an adult starting a family, and even through their later years of life when they have grandchildren. We grow up with each other and forge relationships that last a lifetime. Needless to say, and as a result we become family, and some could see it as a fraternity/sorority of sorts too. As such it serves as a support system that very few people experience, and one that I am extremely grateful for. This support system has changed my life, as well as saved my life more times than I can count.

Beyond all the "What being a part of Roller Sports has done for me" talk, it really comes down to giving back, and "paying it forward" to the newer, younger AND older athletes in USA Roller Sports. Because we have such a tight-knit community, we can be in direct contact with everyone in our sport. Which also allows us to be more of an influence to both youth and adults too. Which, in reality comes down to being able to share both your successes and failures with others on the same path, in order to fast-track progression, and hopefully give meaning to a lot of the struggles that athletes endure while trying to make a living and follow their goals and dreams as athletes. There is nothing more gratifying than hearing a parent or a child thank you for making an impact on their lives to become a better person and athlete. And while, personal goals are great, it is the helping others accomplish their own goals and dreams that gives one a sense of a much larger purpose well beyond their individual self.

That is what keeps me coming back year after year and is why I joined Strategic Planning Committee. I want to do my part to give the athlete member a voice and help make the changes necessary to grow the organization, ensuring a bright future the next generation of Roller Sport athletes.

Learning from our past mistakes, providing solutions to current issues, and evolving as an organization is the purpose of the Strategic Planning. It began in November of 2018, and has been 10 months in the making, involving numerous USA Roller Sports members and staff across all the sport disciplines. The goal is to lead with an "Athletes First Philosophy" and the thinking of what is good for the athlete, is ultimately good for the organization. We will continue to develop and adjust future policy and programs as needed to align ourselves with the United States Olympic and Paralympic Committee, World Skate, the US Center for Safe Sport, and the US Anti-Doping Agency. This will keep our organization current with all the changes happening across today's world of competitive sports, as well as keep the members informed to ensure we have all the tools needed to compete at both the domestic and international levels. It will also place more emphasis on organizational transparency to membership and other related constituents/partners with regard to the subjects of governing, fiscal stewardship with controlled expenses, new revenue generation, reporting and finally advancing the organization's communication, technology, and marketing platforms.

Jarrett Paul
Athlete Member & Strategic Plan Chair

Strategic Plan Review Committee & Primary Plan Themes

Committee Name:	Strategic Plan Review Committee
Committee Chair:	Jarrett Paul - Athlete
Committee Member:	Fernando Regueiro
Committee Member:	Carlesa Williams
Committee Member:	Jim Trussell
Committee Member:	Dennis King
Staff Advisor:	Eric Steele
Primary Plan Themes "Ready.Set.Grow"	
Maintain an "Athletes First" philosophy in developing goals & objectives	
Develop and adjust future policy and programs as needed to align with associated higher level governing bodies of the United States Olympic Committee, World Skate, the US Center for Safe Sport and the US Anti-Doping Agency	
Continue to emphasize organization governance in the area of fiscal stewardship with controlled expenses, new revenue generation, and reporting	
Emphasize organizational transparency to the membership and other related constituents /partners	
Advance the organization's communication, technology and marketing platform	
<i>*Individual committees reserve the right with committee vote of approval to adjust goal details as needed at the end of each completed season. Any adjustments must be completed no later than September 30 of the new season and submitted to the Strategic Plan Review Committee</i>	

Board of Directors/Officers Listing & Directives to Specific Committees

Committee Name:	Board of Directors & Officers	
President:	Kay Gallatin	
Board Chair:	John Fearnow	
Vice President:	Gypsy Lucas	
Treasurer:	Michael Jacques	
Board Member:	Annelle Anderson	
Board Member:	Danny Brown	
Board Member:	Misty Greer - Athlete	
Board Member:	Kylie Hughes - Athlete	
Board Member:	Tom Hughes	
Board Member:	Erin Jackson - Athlete	
Board Member:	Ali Kiger - Athlete	
Board Member:	Stephen Carter - Athlete	
Board Member:	Heidi Permatteo	
Board Member:	Jon Roux	
Board Member:	Dustin Roux - Athlete	
Board Member:	Annette Stapleton Heywood - Athlete	
Staff Advisor:	Eric Steele	
Corporate Secretary:	Peggy Young	
Directives		Committee Specific
Goal 1	Prepare procedure documents for how complaints are managed and by whom.	Athlete Advisory
Goal 2	Prepare annual calendar of when policies renew and what they are. Complete annual trends report that shows claim types and resolution, annual cost per member etc.	Insurance & Risk Management
Goal 3	Develop a document as to what this committee manages and authorities. Review all documentation from operations to sports specific to ensure each document complies with the other documents (consistency)To align the bylaws to merge the Compliance and Membership/Eligibility committees into a singular governance committee.	Compliance/Membership/Eligibility
Goal 4	Create Annual inventory list of items needed for each event. Develop a system to track unused items stored at the USA Roller Sports office.	Sports Medicine
Goal 5	Align with a new sport within 2 years.	Extreme Roller Sports
Goal 6	Review and establish an updated review of candidates and selection process.	Elite Coaches
Goal 7	Review and establish an updated review of candidates and selection process.	Hall of Fame
Goal 8	Review existing policy and procedure.	National Championships
Goal 9	Review selection process to include current committee input.	Committee on Committees
Goal 10	Complete launch of Star Skate Program during the 2019 - 2020 Season. Develop additional coaches/officials training/professional development opportunities	Education

Figure Sport Committee

Committee Name:	Figure Sport Committee
Committee Chair:	Ed Harney
Committee Member:	Tony Berger
Committee Member:	Jessica Gaudy - Athlete
Committee Member:	Lawaun Modrich
Committee Member:	Chris Baerg
Committee Member:	John Peck
Committee Member:	David Adamy
Committee Member:	Janet Pavilonis
Committee Member:	Joyann Barber - Athlete
Committee Member:	Doug Adams
Committee Member:	Curt Craton
Committee Member:	Jodee Viola
Sport Advisor	Pat Jacques
Staff Advisor:	Megan Schuller

Figure Goals



2019-2020 Goals		Goal
Goal 1	Introduce World skate Youth Program in US Youth Structure - International Solo/Team Dance, Pairs and Freeskating	
Sub Goal 1.A	Restructure Youth Program to align with World Skate	
Sub Goal 1.B	Publish rulebook with these changes	
Goal 2	Develop Youth Coaches Technical Training	
Sub Goal 2.A	Determine strategy to implement training techniques for the whole membership	
Sub Goal 2.B	Develop curricula for training coaches in dance, free skating, pairs, and precision	
Goal 3	Increase full paid figure card membership by 5% from the 2018-2019 season	
Sub Goal 3.A	Spread the word about precision, quartet, and show team events as club building events	
Goal 4	Increase number of people holding a judges commission by 5% from the 2018-2019 season	
Sub Goal 4.A	Recruit past skaters or current skaters to become C level judges	
Sub Goal 4.B	Develop C commission judges to B commission judges, and B commission judges to A commission	
2020-2021 Goals		Goal
Goal 1	Introduce Roll Art scoring system for Youth Events - International Solo/Team Dance, Pairs and Freeskating	
Sub Goal 1.A	Implement Roll Art judging criteria for artistic impression mark at ALL competitions	
Sub Goal 1.B	Publish judging criteria and train judges via online tools	
Goal 2	Develop Youth Coaches Technical Training	
Sub Goal 2.A	Give accessible seminars (traveling, one large, or webinars) to as much of the nation as possible at least one time each season.	
Goal 3	Increase full paid figure card membership by 5% from the 2019-2020 season	
Sub Goal 3.A	Continue to spread the word about precision, quartet, and show team events as club building events	
Goal 4	Increase number of people holding a judges commission by 5% from the 2019-2020 season	
Sub Goal 4.A	Develop C commission judges to B commission judges, and B commission judges to A commission	
Sub Goal 4.B	Recruit past skaters or current skaters to become C level judges	
2021-2022 Goals		Goal
Goal 1	Fully Implement Roll Art judging for Youth Events - International Solo/Team Dance, Pairs, and Freeskating	
Goal 2	Develop Youth Coaches Technical Training	
Sub Goal 2.A	Give accessible seminars (traveling, one large, or webinars) to as much of the nation as possible at least one time each season.	
Goal 3	Increase full paid figure card membership by 5% from the 2020-2021 season	
Sub Goal 3.A	Continue to spread the word about precision, quartet, and show team events as club building events	
Goal 4	Increase number of people holding a judges commission by 5% from the 2020-2021 season	
Sub Goal 4.A	Develop C commission judges to B commission judges, and B commission judges to A commission	
Sub Goal 4.B	Recruit past skaters or current skaters to become C level judges	

Speed Sport Committee & Goals

Committee Name:	Speed Sport Committee
Committee Chair:	Kelly Springer
Committee Chair:	Harry Stuart
Committee Member:	Mary Allmond
Committee Member:	Chris Payne
Committee Member:	Brandon Hall - Athlete
Committee Member:	Gypsy Lucas
Committee Member:	Erin Jackson - Athlete
Committee Member:	Jay Ingram
Committee Member:	Tony Cabral
Committee Member:	Dennis King
Sport Advisor:	Ricci Porter-Kmetz
Staff Advisor:	Megan Schuller
2019-2020 Goals	Goal
Goal 1	More Outdoor Races
Sub Goal 1.A	Races added to Spring & fall camps spring 2019, fall 2019, spring 2020
Sub Goal 1.B	Add Labor Day Race at Brian Piccolo Park
Goal 2	Advertising for the USARS events
Sub Goal 2.A	Confirming sanctions, event details, etc. for Labor day and others
Sub Goal 2.B	Advertising the 3 additional races in 2020
2020-2021 Goals	Goal
Goal 1	Create fundraising opportunities for the sport
Sub Goal 1.A	Establish more events to raise funds for World Team
Goal 2	Evaluate and establish a refined process for world team qualification
Sub Goal 2.A	Develop a calendarization process to include worlds and other international competitions in the decision making process
Goal 3	Identify and submit grant proposals
Sub Goal 3.A	Establish grant writers & resources
Sub Goal 3.B	Investigate grant opportunities
2021-2022 Goals	Goal
Goal 1	Increase Membership
Sub Goal 1.A	Award for coach/charter with most new carded skaters
Goal 2	Establish defined Speed Skating plan for Star Skate program
Sub Goal 2.A	Secure additional funding for Speed Skating aspect of Star Skate program
Sub Goal 2.B	Develop media mediums for Star Skate Program

Rink Hockey Sport Committee

Committee Name:	Rink Hockey Sport Committee
Committee Chair:	Jim Jost
Committee Member:	Don Allen
Committee Member:	Rodrigo Calvo-Leni - Athlete
Committee Member:	Rebecca Guyer
Committee Member:	Pat Ferguson
Committee Member:	Scott Ferguson - Athlete
Committee Member:	Tom Hughes
Committee Member:	Duane McMinn
Committee Member:	Bryce Robinson
Committee Member:	Rachel Trussell
Staff Advisor:	Brent Benson

Rink Hockey Goals

2019-2020 Goals		Goal
Goal 1		Amateur Card Implementation
Sub Goal 1.A		Set Recurring Dates for deadlines
Sub Goal 1.B		Reinforce Tournament Sanctions and Rules
Goal 2		Organize Training Camps
Sub Goal 2.A		One each, Players East Coast, Central, West Cost
Sub Goal 2.B		Create sources to control the details of the camps
Goal 3		Organize Team USA Camps
Sub Goal 3.A		Juniors Ladies Seniors
Sub Goal 3.B		East Central West
Goal 4		Organize a Referee's Seminar
Sub Goal 4.A		Set Dates and Location
Sub Goal 4.B		Training Manual/Tests
Goal 5		Develop Grassroots Sub-Committee
Sub Goal 5.A		Reach out to Skating Facilities in Areas Where Clubs are Located
Sub Goal 5.B		Update manuals on "How to Form a Club" and hockey training manual.
2020-2021 Goals		Goal
Goal 1		Organize Beginning/Intermediate Coaches Training Camps, along with additional player development opportunities.
Sub Goal 1.A		Set Locations & Dates
Sub Goal 1.B		Create a training manual.
Goal 2		Develop One Year Fundraising Program
Sub Goal 2.A		Go Fund Me, Silent Auction, Corporate Sponsorships
Goal 3		Organize 2020 National Championships
Sub Goal 3.A		Rink Setup-Officials-etc.
Goal 4		Organize/Host WS Pan American Games at or after USA Nationals
Sub Goal 4.A		Sponsorships & Advertising
Sub Goal 4.B		Organization Officials
Goal 5		Organize Advance Coaches Training Camps
Sub Goal 5.A		Set Locations & Dates
Sub Goal 5.B		Create a training manual.
2021-2022 Goals		Goal
Goal 1		Organize Team USA Camps
Sub Goal 1.A		Juniors Ladies Seniors
Sub Goal 1.B		East Central West
Goal 2		Organize 2021 National Championships
Sub Goal 2.A		Rink Setup-Officials-etc.
Goal 3		Develop One Year Fundraising Program
Sub Goal 3.A		Go Fund Me, Silent Auction, Corporate Sponsorships
Goal 4		Organize Beginning/Intermediate Coaches Training Camps
Sub Goal 4.A		Set Locations & Dates
Sub Goal 4.B		Create a training manual.

Inline Hockey Sport Committee & Goals

Committee Name:	Inline Hockey Sport Committee
Co-Committee Chair:	Jon Roux
Co-Committee Chair:	Keith Knoll
Committee Member:	Atlene Lehman
Committee Member:	Melanie Bogus
Committee Member:	Charlie Sgrillo II - Athlete
Committee Member:	David Marmorstein
Committee Member:	Charlie Sgrillo II
Committee Member:	Jonathan Mosenson - Athlete
Staff Advisor:	Brent Benson
2019-2020 Goals	Goal
Goal 1	Implement USARS (3 Levels for Officiating)
Goal 2	Provide Coaching Certification for 2 Levels
Goal 3	Develop new Membership Level to drive grassroots initiative
Goal 4	Develop safety and concussion protocol
2020-2021 Goals	Goal
Goal 1	No Goals Submitted
2021-2022 Goals	Goal
Goal 1	No Goals Submitted

Roller Derby Sport Committee

Committee Name:	Roller Derby Sport Committee
Committee Chair:	Misty Greer - Athlete
Committee Member:	Stephen Carter - Athlete
Committee Member:	Sabra Bunger
Committee Member:	Christina Gerrish
Committee Member:	Carrie Craft
Committee Member:	Fernando Regueiro
Committee Member:	Robyn Clark
Staff Advisor:	Brent Benson
2019-2020 Goals	Goal
Goal 1	Promote USARS Derby
Sub Goal 1.A	Information /support for new leagues looking to start USARS leagues/teams
Goal 2	Promote USARS/ WS Rule Set
Sub Goal 2.A	Promote WS rules in the derby community and bring a more positive impression to USARS
Sub Goal 2.B	More YouTube videos on games in our ruleset
Goal 3	Get more officials trained and certified thru USARS
2020-2021 Goals	Goal
Goal 1	Improvements at Nationals
Sub Goal 1.A	Better live feed and footage (video and still) at Nationals/ WRG
Goal 2	Get more clinics scheduled across the country to promote USARS roller derby
Goal 3	Work on/Improve Roller Derby Operations
Sub Goal 3.A	Workable solutions for issues that skaters/leagues/teams face to make sure the integrity of the sport continues regardless of ruleset
2021-2022 Goals	Goal
Goal 1	Improvements on game Play
Sub Goal 1.A	To be inclusive , competitive and setting a standard in the sport for people, rules and variations or game play

Finance Committee & Goals

Committee Name:	Finance Committee
Committee Chair:	Michael Jacques
Committee Member:	Scott Clifford
Committee Member:	Janet Pavilonis
Committee Member:	Annelle Anderson
Committee Member:	Jonathan Mosenson - Athlete
Committee Member:	Al Taglang
Committee Member:	Kay Gallatin
Committee Member:	John Fearnow
Staff Advisor:	Eric Steele
2019-2020 Goals	Goal
Goal 1	Ensure Financial Reporting is up to date, accurate and daily work has no hold overs.
Sub Goal 1.A	All daily posting are done before end of day in the current month and fiscal year.
Sub Goal 1.B	Establish new Management Summary reporting on a quarterly basis, to be run the third working day after quarter end.
Goal 2	Work with all disciplines to cut expenses and increase income, for an annual balanced profitable budget.
Sub Goal 2.A	Increase and simplify memberships, sanctions, entry fees and look for new revenue generators.
Sub Goal 2.B	Review all major expenses and look for cheaper alternatives
Goal 3	Establish a new Financial Relationship with a major National/Global Bank
Sub Goal 3.A	Look for cheaper fees and a total package suite of products including, Checking, Sweep, Merchant Services and Investment Mgmt.
Goal 4	Cashless/ Paperless Office PHASE 1
Sub Goal 4.A	All memberships, sanctions, entry fees are done through an automated system directly deposited into our account.
Sub Goal 4.B	No more snail mailings, rather all email.
Goal 5	Update and establish new policy and procedures for Financially supporting our Athletes at the World Championships.
Sub Goal 5.A	Look at ALL Options, then rewrite policy in accordance with no advancing of funds and approve by legal and BOD.
Sub Goal 5.B	Communicate new policy to the Body.
2020-2021 Goals	Goal
Goal 1	Cashless/ Paperless Office PHASE 2
Goal 2	Input new 2019/2020 profitable budget from Goal#2
Goal 3	Assist with Office / Museum relocation project
Goal 4	Build more automation into Reports
Goal 5	Review all pricing schedules
Sub Goal 5.A	Review all policy and procedures - Update
2021-2022 Goals	Goal
Goal 1	Input 2020/2021 Annual Budget
Goal 2	Assist with Office / Museum relocation project
Goal 3	Cashless/Paperless office automation PHASE 3
Goal 4	Annual Policy and Procedures review and updates

Fundraising Committee & Goals

Committee Name:	Fundraising Committee
Committee Chair:	Mykal Pedraza
Committee Member:	Joe Hanna
Committee Member:	Kylie Hughes - Athlete
Committee Member:	Kelly Springer
Committee Member:	Jonathan Mosenson - Athlete
Committee Member:	Kristine Heger
Staff Advisor:	Eric Steele
2019-2020 Goals	Goal
Goal 1	Identify the Board and Organizations Needs and Prioritize
Sub Goal 1.A	Establish Committee and Outside Committee Individual Tasks
Goal 2	Build Regional Fundraising Teams for Each Discipline
Sub Goal 2.A	Prioritize Plans of Fundraising(For My Birthday, Grants, Gifts in Kind, etc.)
Goal 3	Create a Memorial Fund and Legacy Giving Program
Sub Goal 3.A	Design a Donors Program with Various Donor Levels
Goal 4	Create a Plan to Approach Merchants for Donating Services/Items for Nationals
Sub Goal 4.A	Share with All Committees to Explore Their Circles of Influence
Goal 5	Recruit a Derby Representative to the Fundraising Committee
2020-2021 Goals	Goal
Goal 1	Review Previous Year's Fundraising Programs
Sub Goal 1.A	Evaluate Each Fundraising Program and Create a Financial Report
Goal 2	Review Grant Program
Sub Goal 2.A	Research and Create List of Potential Leads
Goal 3	Dasher Board Memorial Program & Memorial Program
Sub Goal 3.A	Develop Program and Campaign to Promote Sales
Goal 4	Explore funding to create a sport operations paid position
Goal 5	Establish a scholarship funds program for adult based "officials & coaching" programs.
Sub Goal 5.A	Identify funding source and application process
2021-2022 Goals	Goal
Goal 1	Review Previous Year's Fundraising Programs
Sub Goal 1.A	Evaluate Each Fundraising Program and Create a Financial Report
Goal 2	Underwriters/Sponsors/Donors Programs for Nationals
Sub Goal 2.A	Create Program for Specific Items i.e. Medals, Awards Reception, Live Streaming
Goal 3	Assist with funding for Online Certification Programs for Judges and Officials in All Disciplines
Sub Goal 3.A	Design Specific Campaign to Raise Funds Based upon Costs from USARS
Goal 4	Review National Office's Needs
Sub Goal 4.A	Based on National Offices Report, Design Fundraising Plan
Goal 5	Assist/Plan as needed in creating a staff position specifically dedicated for financial/fundraising development

Communication & Technology Committee & Goals

Committee Name:	Communication & Technology Committee
Committee Chair:	Charlie Sgrillo II - Athlete
Committee Member:	Chris Payne
Committee Member:	Roberta Jackson
Committee Member:	Christina Gerrish
Committee Member:	Heidi Permatteo
Committee Member:	Cara Ross
Staff Advisor:	Frank Joutras
2019-2020 Goals	Goal
Goal 1	Develop and implement central streaming platform to use across all disciplines - webinars and live feeds
Sub Goal 1.A	Research YouTube, Twitch and other streaming options - Explore USOC Platforms
Sub Goal 1.B	Webinar Streaming
Goal 2	Develop, get approval, and implement marketing programs across all disciplines using all communications platforms
Sub Goal 2.A	Work with sport committees to develop programs specific to their discipline
Goal 3	Work with USOC to take advantage of all marketing programs they offer NGB's
Sub Goal 3.A	Implement Fanatics
Sub Goal 3.B	Get key events promoted by USOC on "This week in Team USA" - Live Web Stream National Championships on USOC platform
Goal 4	Review, select and implement Training Platform for Judges, officials and coaches
Sub Goal 4.A	Determine exact pricing on Canvas and Blackboard - help implement if determine want to use - Figure Rollart judges / coaches 1st
Sub Goal 4.B	Review Free platforms for non-profits like Google Classroom to see if it offers enough for any of the disciplines - implement if chosen
2020-2021 Goals	Goal
Goal 1	Implementation of Cyber Security features
Sub Goal 1.A	Protect sensitive data (e.g. Safesport) from ransomware
Sub Goal 1.B	Insure backups are set on key programs
Goal 2	Review membership platform abilities and determine if change or upgrade is needed
Sub Goal 2.A	Compare our current membership platform with other platforms being offered
Goal 3	Implement "Remind" Text System
Sub Goal 3.A	Text system used in addition to Team App for important USARS and club reminders
2021-2022 Goals	Goal
Goal 1	Develop Video Library
Sub Goal 1.A	Implement easy to use member program to submit videos for review
Sub Goal 1.B	Post member and USARS videos in Library
Goal 2	Recruit a marketing intern
Sub Goal 2.A	Solicit economic development dollars to promote marketing

