

SOIA Athlete Priorities:	
1. Friendship	4. Sports training
2. Experience joy	5. Sharing of gifts
3. Demonstrate courage	

SOI Strategic Plan 2016-2020
<p><u>Goal 1: Improve Opportunities for Athletes to Perform at Their Best Goal</u></p> <p>A: Improve the QUALITY of sports programming</p> <ul style="list-style-type: none"> - COACHING EMPHASIS - Education, recruitment, practice improvement, athlete retention - YEAR ROUND FITNESS - Athlete, family, partners - Digital/on-line tools/at home training - Partnerships with national/international sports governing bodies <p>B: Increase INCLUSION via Unified Sports/Young Athletes - in schools/new area expansion</p> <ul style="list-style-type: none"> - Unified Sports/YAC/YAP - Expansion into new areas/schools <p>C: GROW HEALTH PROGRAM to support athlete participation - Sport and society</p> <ul style="list-style-type: none"> - Fitness/wellness, digital technology, government engagement, schools

SOIA Strategic Plan 2014-2018
<p><u>Mission Driving Pillars 4 & 5</u></p> <p><u>4. Build Communities</u></p> <p><u>5. Advance Quality Sports & Competitions</u></p> <p>P5 Improve training for coaches, officials & volunteers</p> <p>P5 Increase competition opportunities</p> <ul style="list-style-type: none"> - Revise competition plan to focus on increased local opportunities - Review competition infrastructure - Introduce Youth Games - Evaluate competitions <p>P4 Expand <u>Unified Sports, YAP</u>, Healthy Athletes and special programs to increase participation</p> <ul style="list-style-type: none"> - Perform program review with focus on Unified, YAP..... - Develop transition & recruitment plan for young athletes into traditional programming - Administer Unified program and community review to identify school partnerships - Build & Develop collaborative partnerships with Iowa Athletic Association and Student Council <p>P4 Expand Unified Sports, YAP, <u>Healthy Athletes</u> and special programs to increase participation</p> <ul style="list-style-type: none"> - Offer FIT, regional MedFest

Working Session Plans - Fall 2015
<p><u>Increase participation opportunities including athletic, Unified Sports and Healthy Athletes</u></p> <p>Build a cooperative effort with schools to achieve compliance with Sec 504 of the Rehab Act of 1973</p> <p>Expand Healthy Athletes programs to all large state competitions & expand MedFest events throughout the state</p>

**Special Olympics Iowa
Strategic Plan Alignment
March 1, 2016**

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SOI Strategic Plan 2016-2020
<p>Goal 2: Build Positive Attitudes Towards People With Intellectual Disabilities</p> <p>A. Improve EXTERNAL AWARENESS via PR, celebrities & Government engagement</p> <ul style="list-style-type: none"> - Social media/marketing/print/television/radio - Celebrity support - Government relations <p>B. Connect movement to HARNESS POWER & speak with a collective voice</p> <ul style="list-style-type: none"> - Data collection process/digital/technological/Cloud advancements <p>C. MAXIMIZE EXTERNAL IMPACT of games/competitions to SHOWCASE ATHLETE ABILITIES</p> <ul style="list-style-type: none"> - Games improvement - Event promotion, audience attraction, athlete promotion - Improve fundraising, develop fundraising toolkits

SOIA Strategic Plan 2014-2018
<p>Mission Driving Pillars 3 & 4</p> <p>3. Connect Fans and Funds</p> <p>4. Build Communities</p> <p>P4 Develop a communication model which is proactive and raises awareness of SOIA</p> <p>P4 Increase community partnerships - collaborate</p> <p>P3 Develop a comprehensive fundraising plan with various focuses (corp, founda, gov't; individual; community; strategic marketing support)</p>

Working Session Plans - Fall 2015
<p>Develop story/messaging/materials for promotions & Sponsorships</p>

Special Olympics Iowa
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<p><u>Support Goal: Build Capacity by Improving Resources and Leadership</u></p> <p>A. Generate MORE RESOURCES</p> <ul style="list-style-type: none"> - Collaborative/digital fundraising - Corporate partnerships - Major individual donors - Global development/government relations <p>B. STRENGTHEN LEADERSHIP - Including athlete leadership</p> <ul style="list-style-type: none"> - Recruitment/talent development/training - Program quality standards/accreditation - Athlete leadership

SOIA Strategic Plan 2014-2018
<p><u>Enabling Pillar 2</u></p> <p><u>2. Develop Movement Leadership</u></p> <p>P3 Develop a comprehensive fundraising plan with various focuses (corp, founda, gov't; individual; community; strategic marketing support)</p> <p>P2 Develop organizational design and board/ staffing plan to support quality growth and enhance consistent service delivery</p> <p>P2 Increase opportunities for training and education</p> <ul style="list-style-type: none"> - for Board, staff and coaches - Host regular coach & volunteer leadership conferences

Working Session Plans - Fall 2015

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SOI Strategic Plan 2016-2020

SOIA Strategic Plan 2014-2018
Enabling Pillar 1
<u>1. Establish Sustainable Capabilities</u>
P1 Create strategic planning process to refine internal staff process, as well as annual planning goals and objectives
P1 Develop comprehensive succession plan - Engage younger generation
P1 Implement standards for quality service delivery - Implement program and policy review - Review operating efficiency
P1 Leverage technology to ensure SOIA is effective and efficient
P1 Implement Volunteer Management System

Working Session Plans - Fall 2015
<u>Findings/Action Steps from "Take it to the Streets" Meetings</u>