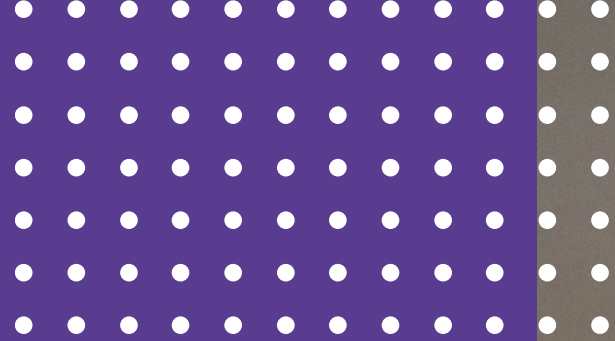


2024-2027

Greater Evansville Figure
Skating Club

STRATEGIC PLAN



October 21-22,
2023



STRATEGIC PLANNING

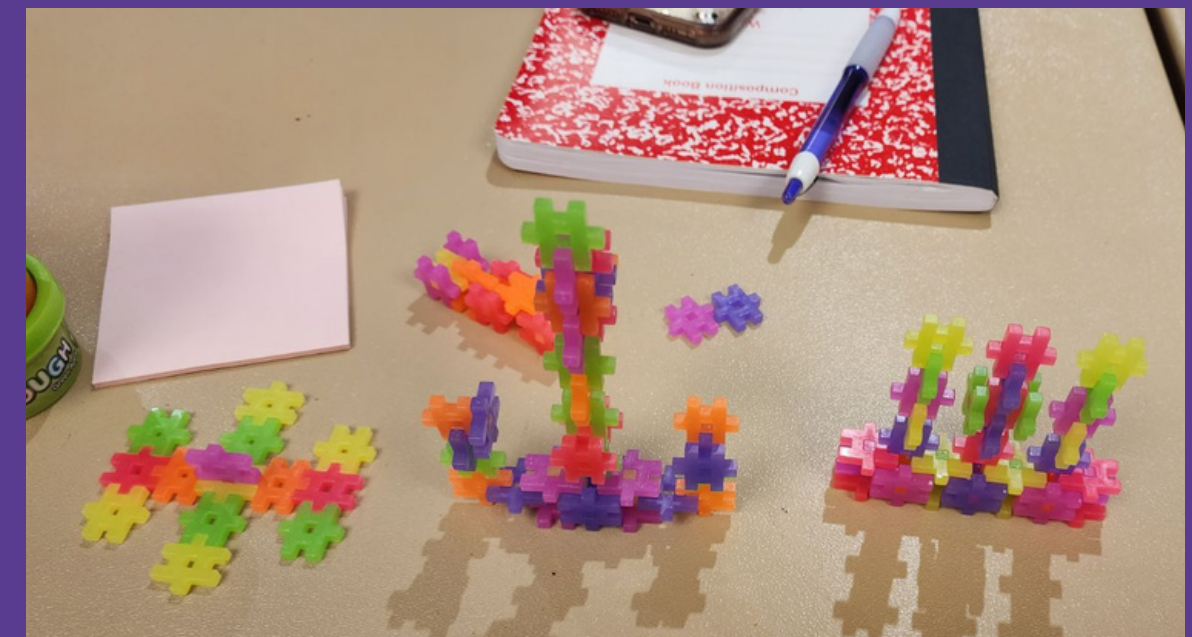


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GREATER EVANSVILLE FIGURE SKATING CLUB OVERVIEW

Established in 1980 by a few local coaches who wanted greater Evansville area skaters to be able to participate in Ice Sports Industry and US Figure Skating competitions and events.

Original coaches included Vicki Corn, Penny Simon, Annette Leary and Tammy Simon.

GEFSC obtained its 501(c)(3) nonprofit tax-exempt status in 1987.

VISION

To cultivate a lifelong passion for figure skating through friendship and community.

MISSION

To promote enthusiasm for figure skating by providing growth opportunities and creating a positive environment both on and off the ice.





GEFSC VALUES

- Excellence
- Integrity
- Respect
- Welcoming
- Resilience
- Community
- Camaraderie

S.W.O.T.

Strengths:

- ✓ Facility
 - Central location
- ✓ people (members, coaches, parents)
- ✓ LTS > groups
- ✓ Tai
- ✓ Shows
- ✓ Event Hosting - USFS - history
 - Board - diversity of skills
 - Finances
 - Good foundation of people
 - Good reputation + rapport
 - Ice cost + Freestyle
 - Rink relations
 - Relations with other user groups

Weakness:

- ✓ Communication - Branding
- ✓ Documentation
- ✓ Lack of coaches, ice time (capacity)
- ✓ Board members & known - parental education (what to expect)
- ✓ Marketing
- ✓ member retention (skater progression)
- ✓ Accountability
- ✓ Technology - website
- Upper-classes ice skating classes higher level
- presence
- expenses $\frac{1}{2}$ (Expense Spent) → Transparency in Cost
- volunteers / parent involvement (equipment, Refinement, Referral)
- fundraising
- rink city owned
- lack of team opptys (free) variety like Skate

OPPTYS

- Guest coaches, training camps
- Off ice classes / rink staff
- Group classes
- Virtual testing (rev) → past time outside of club
- Use / push social media (technology, communication)
- Conditioning classes with hockey (community, calendars, marketing, social media, skating)
- USFS events (learn to skate, get out, use skates, mentors)
- College involvement (succession planning)
- Keep retired board members involved
- Progressing skaters to coaches
- table at hockey events ✓ (community)
- Scholarship Program (schools, Drexel, Drexel, Penn State, etc. get's city young skaters)

THREATS

- declining membership
- lack of time
- Expensive
- Coaches (lack of) ✓
- Lack of diversity
- lack of understanding + participation
- Structure (rink liaison)
 - Hockey
 - Rink staff
 - Space & Boundaries
 - Dance & other activities
 - lack of retention
 - ETS & Aspire (char programs) planning → camps & competing weeks
 - Free style time
 - Coaching standards
 - Fundraising

FOCUS AREA: BOARD GOVERNANCE

STRATEGIC GOAL:

Compose a framework of structure, processes, rules, and best practices which prepares and guides the form and function of the board of directors.





FOCUS AREA: CLUB OPERATIONS

STRATEGIC GOAL:

Operate the Club efficiently and effectively while in alignment with the mission, vision, and values.



FOCUS AREA: PROGRAMS

STRATEGIC GOAL:

Refine and expand programming to develop skating skills among a growing number of skating participants.





FOCUS AREA: CLUB BRAND AWARENESS & COMMUNICATION

STRATEGIC GOAL:

Establish and solidify the GEFSC brand and presence in our club market while practicing solid communication with our membership and community.

FOCUS AREA: MEMBERSHIP

STRATEGIC GOAL:

Build membership by intentional recruitment across the club market and by improving membership retention.



THE TEAMS



THANK YOU

We appreciate being given this opportunity!

A detailed final strategic plan is forthcoming.

**GREATER EVANSVILLE
FIGURE SKATING CLUB**

