Introduction

US Quidditch has developed dramatically since our last strategic plan was released three years ago, and the sport of quidditch overall has grown apace. Since our founding as an organization in 2007, we have hosted 11 national championships and dozens of regional championships. Our league has sent four teams to world championships, winning three. We have nearly 4,000 players on over 150 teams that are USQ members, and many more developing around the country. As we look ahead to the future and the continued growth of the sport, we are focused on the sustainable expansion of the league.

PURPOSE

This strategic plan will serve as the guiding document of our organization for the next three years. It will inform our decision-making, program development, and budgeting, and will be used as the blueprint for the operations plans that USQ develops each year. The strategic plan provides the long-term vision that will guide the league’s actions on a day-to-day and month-to-month basis for the next three years.

PROCESS

The development of the league’s second strategic plan began with a review of our previous plan. In looking back at that document, we identified the successes that we had accomplished, as well as areas in which we will continue to improve.

The creation of this plan was also informed by data collected from a variety of sources, including responses to the league’s annual member survey and strategic plan survey, one-on-one conversations with key stakeholders, and program and policy analyses.

After a review of the data, we identified three key areas of focus around which we built this plan. It is based around the central theme of growth - of our programs, of the league, and of the sport. The plan was developed over a series of drafts, during which the input from the league’s Board of Directors proved instrumental.

Strategic planning is an ongoing process, and this plan is designed to be flexible enough to be able to adapt as needed to the new challenges we anticipate facing, but firm enough to serve as a guide through the next three years of the development of the sport of quidditch.

IMPLEMENTATION

An internal implementation plan builds on the strategic plan as an operational guide to how we are executing the goals laid out in this document to guide our staff and volunteers. Examples of some implementation steps are outlined for each area in the key objectives. These are intended to serve as a highlight for some of what we aim to accomplish in each aspect of the plan over the next three years, although it is not a comprehensive list.

The strategic plan is designed to be a living document to guide the league. As the sport develops and changes, small adjustments or flexibility may be needed. As part of strategic planning, we will evaluate the plan to ensure that it is meeting the needs of our current and future members. We will continue to collect information and data.

PREVIOUS STRATEGIC PLAN

Our previous strategic plan covered FYE 2016 to 2018, and had three key priorities:

- Shape and grow the sport of quidditch.
- Strengthen trust in, and identification with, the US Quidditch brand.
- Ensure US Quidditch is organizationally and financially sustainable.

In the past three years, we have made great progress, both as a league and as a sport. This strategic plan builds on our previous plan, focusing in on the priority of shaping and growing the sport of quidditch through sustainable expansion of the league.

Cover photo by Will Michels.
Our Mission

US Quidditch is the national governing body for the sport of quidditch. USQ advances the sport by organizing events and programs that build community and empower all genders to compete together.

Our Vision

We envision a future where every person in the United States is aware of quidditch as a sport and has opportunities to play and engage at all levels.

Our Values

• We establish the foundation for long-term sustainability through regulations, innovation, and expansion.
• We provide competitive opportunities for every level of athlete.
• We build a safe, inclusive, and respectful community.
• We strive to be a leader in gender inclusivity for all age groups.
• We create meaningful community partnerships.
• We develop and empower future leaders.
Overview

The core theme of the 2018 to 2021 strategic plan is sustainable expansion of the league. We have three key goals for growth: retention, recruitment, and reach.

RETENTION
Ensuring league stability and sustainability is focused on retention of current members, and providing high quality services and programs.

RECRUITMENT
Growing the number of official members in the league and overall size of the sport in the United States involves recruitment of new players and teams.

REACH
Improving communication and marketing will expand the reach of the organization within our community and of the sport in general.

The following pages include examples of some key objectives for each goal. This is not a comprehensive list, and additional goals will be set internally. Progress updates on the strategic plan, including additional objectives, will be shared periodically during the duration of this plan.

Photo by Chris Rothery.
Ensuring league stability and sustainability requires retention of current members, by providing high quality services and programs.

Our goals with retention focus on ensuring that our members are provided high-quality experiences. Strategies and objectives in this area include resource creation, communication efforts, and expanded events.

We strive to ensure that every participant in the league has the opportunity to play quidditch and feels supported by the league.

**RETENTION STRATEGIES**

- Improve member relations and strengthen relationships with current teams.
- Expand competitive opportunities for all members.
- Develop resources and guidance materials for members.
- Make USQ-hosted events more meaningful to participants.
- Increase safety of all participants in quidditch.

**RETENTION KEY OBJECTIVES**

- Host an international event.
- Grow onsite social media and video coverage of USQ-hosted events.
- Introduce additional league-supported competitive events.
- Develop and implement super regionals.
- Conduct analysis of injury data.
- Broaden event volunteer opportunities.
- Expand the event sanctioning program.
OVERVIEW

Growing the number of official members in the league and overall size of the sport in the United States involves recruitment of new players and teams by addressing barriers to entry that new teams face.

Since quidditch is still a relatively young sport, the goal of recruitment must necessarily reduce the barriers to entry that new participants in the sport face. Through data collection, we identified key aspects of the sport that can be challenging for people who are starting teams or otherwise becoming involved in quidditch. We are focused both on addressing those areas, as well as proactively identifying and addressing future barriers to entry that may exist.

RECRUITMENT STRATEGIES

- Foster organized and sustainable youth play throughout the season.
- Promote opportunities for experienced teams to mentor new teams.
- Broaden fundraising efforts to support growth and expansion of the league.
- Expand base of volunteers and officials.
- Implement ongoing adaptive measures to address future barriers to entry.

RECRUITMENT KEY OBJECTIVES

- Develop the foundation for a structured high school league in the US.
- Host a high school division at the national championship.
- Develop a youth rulebook and a high school rulebook.
- Produce resources for beginning officials.
- Increase pay for officials at USQ-hosted events.
- Create an internship program.
- Establish a public database of all quidditch teams, both official members and unofficial teams.
OVERVIEW

Improving communication and marketing will expand the reach of the organization within our community and of the sport in general.

The goal of reach aims to improve communication both with internal and external stakeholders and to expand the audience of the sport. By strengthening our reach, the league will be able to broaden opportunities for members and the wider community to interact with quidditch. This connects directly with our vision of ensuring that more people in the US are aware of quidditch as a sport.

REACH STRATEGIES

- Ensure accessibility of the sport and all information and content shared by the league.
- Improve quantity and quality of communication and feedback opportunities provided to members and other internal stakeholders.
- Increase interactions of non-players with the league through marketing and public outreach efforts.
- Collaborate to expand exposure and coverage of the sport through external communications efforts.
- Expand engagement on social media.

REACH KEY OBJECTIVES

- Expand our communications strategies and create a comprehensive marketing plan.
- Develop an athlete alumni program.
- Reintroduce a fan membership level.
- Conduct a website audit and update technology resources accordingly.
- Increase reach on key social media platforms - Facebook, Twitter, and Instagram.
- Send regular communication to members.