



STRATEGIC PLAN

FYE 2016 - 2018

The following three strategic priorities and goals will guide USQ's decision making, resource allocation, and prioritization of work over the next three fiscal years. Each priority is interrelated, and success in one builds on the success of the others.

Shape and grow the sport of quidditch.

2016-2018 GOALS

- *Grow the sport of quidditch, as well as league opportunities, for those under the age of 18.*
- *Make quidditch and USQ's events more accessible and meaningful to non-players.*
- *Expand competitive opportunities at a variety of playing levels.*
- *Continue strengthening our core services: regional championships and nationals.*
- *Make the sport of quidditch safer for all of those involved.*
- *Further develop training, recruitment, and assessment of officials.*

Strengthen trust in, and identification with, the US Quidditch brand.

2016-2018 GOALS

- *Sustain high levels of transparency and consistency in communications.*
- *Improve internal organizational communication.*
- *Improve external communication, both to members and fans.*
- *Increase social media engagement.*

Ensure US Quidditch is organizationally and financially sustainable.

2016-2018 GOALS

- *Diversify revenue streams through traditional nonprofit fundraising methods.*
- *Develop strategic partnerships with organizations that have a competitive stake in growing quidditch and events.*
- *Facilitate a positive working environment for employees, board members, and volunteers.*
- *Regularly evaluate organizational development and programmatic sustainability.*