

# Strategic Plan

**OF THE GEORGIA STATE GOLF ASSOCIATION**  
**JUNE 2018**

## Vision

To make golf the game of a lifetime.

## Mission Statement

We serve and promote golf in Georgia by providing engagement opportunities to preserve the values and spirit of the game.

## Key Customers & Partners

- Golfers of all ages and abilities, with an emphasis on GSGA members
- Golf facilities, with an emphasis on GSGA member clubs and courses
- Allied associations and other organizations that support the game

## Values

### INNOVATIVE

We constantly explore and evaluate unique opportunities to engage golfers and support the game's stakeholders.

### INTEGRITY

We promote fairness, equality, consistency and transparency in our decision making to support our mission and vision.

### SERVICE

We have a culture of passionate and dedicated service to the game by encouraging exemplary service to all customers.

### INCLUSIVE

We promote golf as a game for everyone and support all stakeholders within the golf ecosystem.

### EXCELLENCE

We strive to be the best by staying well informed and educated in order to be prepared to meet all challenges.

## Strategy

**GOLFER ENGAGEMENT**

**We have engagement from golfers of all walks of life**

## Objective

Increase participation in the game from casual, adaptive, minority, and women golfers

Create more opportunities for all golfers to enjoy playing the game

## Key Outcomes

Expanded reach through new programs to casual, adaptive, minority, and women golfers

More competitive and casual playing opportunities for golfers

**GOVERNANCE**

**We have a clear organizational structure that supports our mission**

Improve the governance and organizational structures of the association

Modernize association bylaws

More robust volunteer program

Improved clarity of roles & responsibilities between staff & volunteers

Development of an organizational structure that is tolerant to change

**TECHNOLOGY**

**We have a comprehensive technology platform that effectively reaches out to our targeted audiences**

Expand technology offerings to improve golfer engagement and grow revenue streams

Diversify marketing and communication tools to reach a larger audience

Greater interaction with golf audiences

Diversified revenue exposure

More effective marketing and communication tools

**RESOURCES**

**We have adequate capital resources to sustain the association in support of our mission**

Expand fundraising efforts to include additional association programs

Create additional revenue generating opportunities

Coordinated and structured fundraising strategy

Increased support from private sector

Additional resources to pour into areas of strategic focus