



WTSI 2021-2024 Strategic Plan

KEY AREA: GOVERNANCE

STRATEGIC GOAL: Provide better governing structure within the WT LSC

MEASUREABLE OBJECTIVE	ACTION TO BE TAKEN	ASSIGNED TO	TARGET DATE	STATUS	NOTES
Update the Governance section on the WT website	Post updated WTSI bylaws	Cyndi Fenton	June 30, 2021	Completed	
	Update Mission and Vision Statements and post on the WT website	Luke Serrano	June 30, 2022	Completed	
	Develop and post a strategic plan	Cyndi Fenton	June 30, 2023	In Progress	
	Update and post Policies and Procedures manual	Cyndi Fenton	June 30, 2024	Completed	
	Update the WT Representation on the website	Cyndi Fenton	June 30, 2025	Completed	



	Elect a Governance Committee and update the website	WT Board	June 30, 2026		Sent email on June 5, 2021 to have board members elect and approve the committee members.
	Develop and post a Board Orientation manual	Cyndi Fenton & Luke Serrano	June 30, 2021	Completed	
	Develop and post Membership Input & Feedback	Cyndi Fenton	June 30, 2022	In Progress	
	Complete other LEAP PROGRAM Governance items to comply with the new LEAP Program	Cyndi Fenton & Luke Serrano	June 30, 2023	In Progress	



KEY AREA: SAFE SPORT

STRATEGIC GOAL: To have all clubs within the LSC recognized by Safe Sport

MEASUREABLE OBJECTIVE	ACTION TO BE TAKEN	ASSIGNED TO	TARGET DATE	STATUS	NOTES
Have all USAS clubs within the WT LSC be Safe Sport recognized and maintain recognition	Each Club needs to complete Safe Sport items	All WT LSC registered Clubs	December 31, 2021	1 Club is currently recognized	



KEY AREA: PROGRAMMING

STRATEGIC GOAL: To provide more opportunities for our athletes, coaches, and clubs to improve in all areas.

MEASUREABLE OBJECTIVE	ACTION TO BE TAKEN	ASSIGNED TO	TARGET DATE	STATUS	NOTES
Coach Professional Development	Provide opportunities for coaches to attend clinics, workshops, etc. to further their professional development	Jenna Purkey & April Hayes	December 31, 2021	In Progress	
Team Business Development	Provide business related opportunities for teams to better sustain the business side of the team.	Jenna Purkey & April Hayes	December 31, 2021	In Progress	
Member Recognition	Develop a plan to recognize athletes, coaches, teams, and volunteers for their accomplishments and service	Jenna Purkey & April Hayes	Each Season	In Progress	



KEY AREA: COMMUNICATION

STRATEGIC GOAL: Upgrade all communications on all levels

MEASUREABLE OBJECTIVE	ACTION TO BE TAKEN	ASSIGNED TO	TARGET DATE	STATUS	NOTES
Athlete Protection	Make sure all members of the LSC have pertinent information on Safe Sport, MAAPP, APT, etc.	Mike Anzano & Ashley Huerta	Each Season	In Progress	
Member Recognition Communication	Make sure all members have access to those members recognized by the WT LSC.	Mike Anzano & Ashley Huerta	Each Season	In Progress	
LSC/Team Portals	Ensure all teams know where to locate their team portals and the lsc portal	Mike Anzano & Ashley Huerta	Each Season	In Progress	
LSC Website	Update and keep current the West Texas Website	Cyndi Fenton	Each Season	In Progress	



KEY AREA: DIVERSITY, EQUITY, & INCLUSION

STRATEGIC GOAL: Promote and include language acceptable to USAS as well as the WT LSC for DEI

MEASUREABLE OBJECTIVE	ACTION TO BE TAKEN	ASSIGNED TO	TARGET DATE	STATUS	NOTES
Have each club be more active in filling out the demographic tracking portion of the USAS registration form	Email all clubs to remind them to have their families fill out the demographics portion of their registrations	All WT LSC registered clubs	December 31, 2021	In Progress	
Promote the Outreach Program to our members	Email reminders to clubs at the beginning of each new season	Luke Serrano	Each Season	In Progress	
Develop language to promote DEI that is acceptable to USAS and meets the standard within the West Texas LSC as well.	Develop a DEI program	Luke Serrano	June 30, 2021	In Progress	