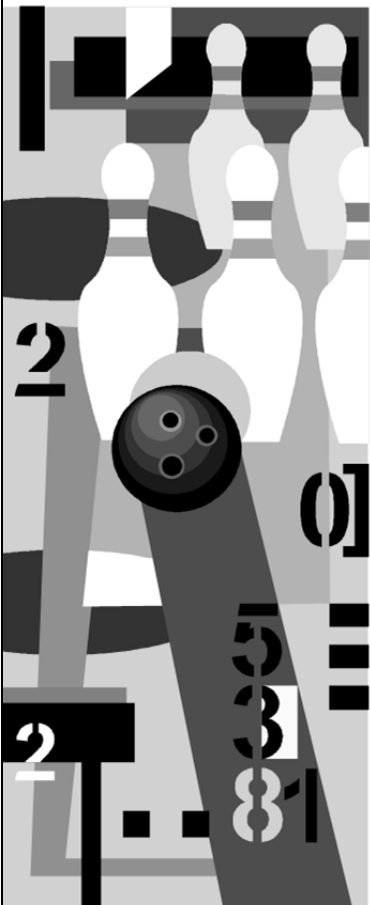


# State Associations Strategic Plans

As referenced from Pg. 43 of the *State Board and Leadership Guide*

BOWLING PROPRIETORS' ASSOCIATION OF AMERICA  
State Board *and* Leadership Guide Samples Section

January 2013



**ISBPA STRATEGIC PLAN**

**Goal: BUILD REVENUE FOR OUR MEMBERS**

**Objective: ENSURE THE GROWTH OF YOUTH/SCHOOL BOWLING**

**Committee responsible:**

<b>HIGH SCHOOL</b>	<b>SCHOOL BOWLING</b>
Charge each local association section to increase by three per year the number of girls and boys teams eligible for the IHSA finals.	
<b>MIDDLE SCHOOL</b>	<b>SCHOOL BOWLING</b>
Increase the number of participants by 50-60 students for each local association section.	
<b>HIGH SCHOOL BOWLING WEB PAGE</b>	<b>STAFF</b>
Coordinate a link to high school bowling off the ISBPA web site	
<b>IN-SCHOOL PROGRAM</b>	<b>SCHOOL BOWLING</b>
Grow in-school program to have 100 member centers participating within two years. Participation is defined as a minimum purchase of the marketing kit (w/ carpet & pins) and willing to support a school with additional equipment if requested.  ISBPA office to assign/match school first to a member center, second to national only chain member, then to non-member centers the contact information of qualified leads for the program (only if they agree to support the school).	
<b>COLLEGE PROGRAM</b>	<b>SCHOOL BOWLING</b>
Charge each local section with establishing one college program with the next 18 months. Improve Existing Club programs.	
<b>PRIZES</b>	<b>ISBPA BOARD OF DIRECTORS</b>
Distribute scholarships as prizes in all ISBPA/YABA tournaments. Funding Mechanisms – continue to identify and pursue various methods for funding youth scholarships	

**Goal: BUILD REVENUE FOR OUR MEMBERS**

**Objective: ENSURE THE GROWTH OF YOUTH/SCHOOL BOWLING**

**Committee responsible:**

<b>GRAND PRIX SCHOLARSHIP PROGRAM</b>	<b>GRAND PRIX BOARD OF DIRECTORS</b>
Continue to increase participation of member centers by 3-5 establishments per year.	
<b>HOME SCHOOL</b>	<b>SCHOOL BOWLING</b>
Increase home school field trips by 3-5 trips per year at each center.	
<b>AFTER-SCHOOL</b>	<b>SCHOOL BOWLING</b>
Introduce and enroll 50 member centers in BPAA’s “Bowling Strikes” after-school program within one year of the program’s roll-out.	

**Objective: CONTINUE A STATEWIDE TOURNAMENT PROGRAM**

<b>YOUTH &amp; FAMILY TOURNAMENT FORMATS</b>	<b>TOURNAMENT &amp; EVENTS</b>
Aggressively work to increase participation in all tournament programs with an emphasis on family and youth events.	

<b>COLLEGIATE TOURNAMENTS</b>	<b>TOURNAMENT &amp; EVENTS</b>
Secure funding, format, site selection for an annual collegiate tournament to be moved around the state annually, with a goal to become a USBC Collegiate Tier 1 event.	

- Objective: BUILD A LIBRARY OF TURNKEY MARKETING KITS OF PROVEN SUCESSFUL PROGRAMS AND PROMOTIONS**
- Objective: DEVELOP A STATEWIDE OPEN PLAY INCENTIVE PROMOTION**
- Goal: AGGRESSIVELY MARKET BOWLING**
- Objective: CONTINUE TO BUILD AND MAINTAIN AN ONGOING STATE MARKETING FUND. REVENUE TO INCREASE BY 10% FROM PREVIOUS YEAR**

**Committee responsible:**

<b>RETENTION MARKETING</b>	<b>MARKETING</b>
Create a frequent participation program for our member centers. A rewards program for member centers based upon participation levels in state endorsed programs (programs which pay direct dividends into the state marketing fund). Potential rewards could include rebates, discounts on programs or dues.	

- Objective: INCREASE MEMBERS AWARENESS IN UTILIZING THE ISBPA MARKETING FUND AS A CO-OP SUBSIDY FOR APPROVED MARKETING PROGRAMS**  
**MARKETING COMMITTEE**
- Objective: PROVIDE AND MONITOR EDUCATIONAL OPPORTUNITIES TO OUR MEMBERSHIP AND THEIR STAFFS IN OUR COMMITMENT TO QUALITY CUSTOMER SERVICE.**  
**EDUCATION COMMITTEE**
- Objective: EXPAND AND COMPLEMENT EXISTING COACHING DEVELOPMENT PROGRAMS**

<b>COACHING DEVELOPMENT</b>	<b>BEST PRACTICES/LEADERSHIP DEVELOPMENT COMMITTEE</b>
Investigate using elements of the Dick Ritger training program.	

**Committee responsible:**

- Objective: DEVELOP AN ELECTRONIC MARKETING PROGRAM THAT UTILIZES IN-HOUSE DATABASE INFORMATION**  
**MEMBERSHIP BENEFITS COMMITTEE**
- Goal: CREATE & MAINTAIN TOP-OF-MIND AWARENESS, IMPROVE THE OVERALL IMAGE OF BOWLING, AND ELEVATE OUR CUSTOMER'S EXPERIENCE**
- Objective: UTILIZE PROFESSIONAL BOWLERS FOR ONE-DAY YOUTH EVENTS AND PROVIDE A PHONE LIST TO ISBPA MEMBERS OF BALL COMPANIES AND REFERENCES TO SECURE PRO BOWLER SERVICES FOR ANY ISBPA MEMBER EVENT**  
**TOURNAMENT & EVENTS COMMITTEE**
- Objective: HELP PROMOTE AND FINANCIALLY PROVIDE ASSISTANCE TO MEMBERS WHO HOST NATIONAL TOURNAMENTS**  
**MARKETING COMMITTEE**
- Goal: REDUCE MEMBER'S OPERATING COSTS**
- Objective: INFORM PROPRIETORS ON WAYS TO REDUCE THEIR OPERATING COSTS THROUGH GROUP MEMBERSHIP BUYING PROGRAMS**  
**MEMBERSHIP BENEFITS COMMITTEE**

<b>UTILIZE MEMBER MAX DATABASE</b>	<b>MEMBERSHIP BENEFITS COMMITTEE</b>
<p>Through targeted mailings to member centers that do not use state &amp; national group purchasing programs.</p> <p>Hold an invitation only event at the annual meeting for members who do use few or none of the group purchasing programs. This event will focus on testimonials given by members who have achieved savings through our programs.</p> <p>Web site enhancement - provided detailed member benefit program information on the ISBPA web site, with simple links to: Testimonials, Program information, Request for additional information - ALWAYS an e-mail option.</p> <p>Investigate alternative utility suppliers (electric, gas, etc.) for member centers</p>	
<b>INVESTIGATE WAYS TO EXPAND AND IMPROVE THE ISBPA'S CURRENT MENU OF ENDORSED INSURANCE PROGRAMS</b>	<b>MEMBERSHIP BENEFITS COMMITTEE</b>

**Committee responsible:**

- Goal: CONDUCT THE ILLINOIS STATE BPA IN AN EFFECTIVE, PROFESSIONAL AND PROGRESSIVE MANNER**
- Objective: MAINTAIN AND FURTHER DEVELOP THE MARKETING FUNCTION AT ISBPA HEADQUARTERS**  
**EXECUTIVE DIRECTOR**
- Objective: IDENTIFY POTENTIAL LEADERS TO DEVELOP AND STRENGTHEN LOCAL ASSOCIATIONS**  
**ISBPA PRESIDENT**
- Objective: INCREASE ISBPA MEMBERSHIP TO ENSURE REPRESENTATION ON THE NATIONAL BOARD OF DIRECTORS**  
**EXECUTIVE DIRECTOR**
- Objective: IDENTIFY AND DEVELOP FUTURE LEADERS ASSOCIATION LEVEL**  
**NOMINATING COMMITTEE**

<b>CREATE LEADERSHIP DEVELOPMENT PROGRAMS</b>	<b>BEST PRACTICES/LEADER- SHIP DEVELOPMENT COMMITTEE</b>
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- Objective: PROVIDE LEGISLATIVE OVERSIGHT THAT MONITORS, RESPONDS, AND BENEFICIALLY AFFECTS GOVERNMENT LEGISLATION TO FURTHER THE MISSION AND GOALS OF THE ASSOCIATION**  
**LEGISLATIVE COMMITTEE**
- Objective: IMPROVE PARTICIPATION & CONTENT AT ISBPA MEETINGS**  
**PRESIDENT & EXEC. DIRECTOR**
- Goal: CONDUCT THE ISBPA IN AN EFFECTIVE, PROFESSIONAL AND PROGRESSIVE MANNER**
- Objective: ENHANCE COMMUNICATION AND PARTICIPATION BETWEEN ISBPA AND ALL OTHER BOWLING INTEGERS**  
**EXECUTIVE DIRECTOR**
- ISBPA and other Local/National BPA's
  - ISBPA and the Media
  - ISBPA and other Bowling Centers
  - ISBPA Members and other ISBPA Members
  - ISBPA Members and their Customers
- Objective: PROVIDE OPPORTUNITIES FOR STAFF AND BOARD MEMBER TRAINING TO ENHANCE JOB PERFORMANANCE**  
**BEST PRACTICES/LEADERSHIP DEVELOPMENT COMMITTEE**