



US Squash FY25 Strategic Plan

Executive Summary

US Squash plays a crucial role in the administration and development of the sport within the U.S. US Squash’s mission is rooted in facilitating meaningful lifelong positive engagement in squash.

US Squash envisions being the best national sports governing body in the U.S., valuing Integrity, Inclusiveness and Innovation.

Programmatically US Squash drives efforts to support Access, Community, Excellence and Sportsmanship (ACES).

By following this strategic plan, US Squash can effectively grow the sport, support its athletes, and ensure a vibrant and inclusive squash community across the United States.

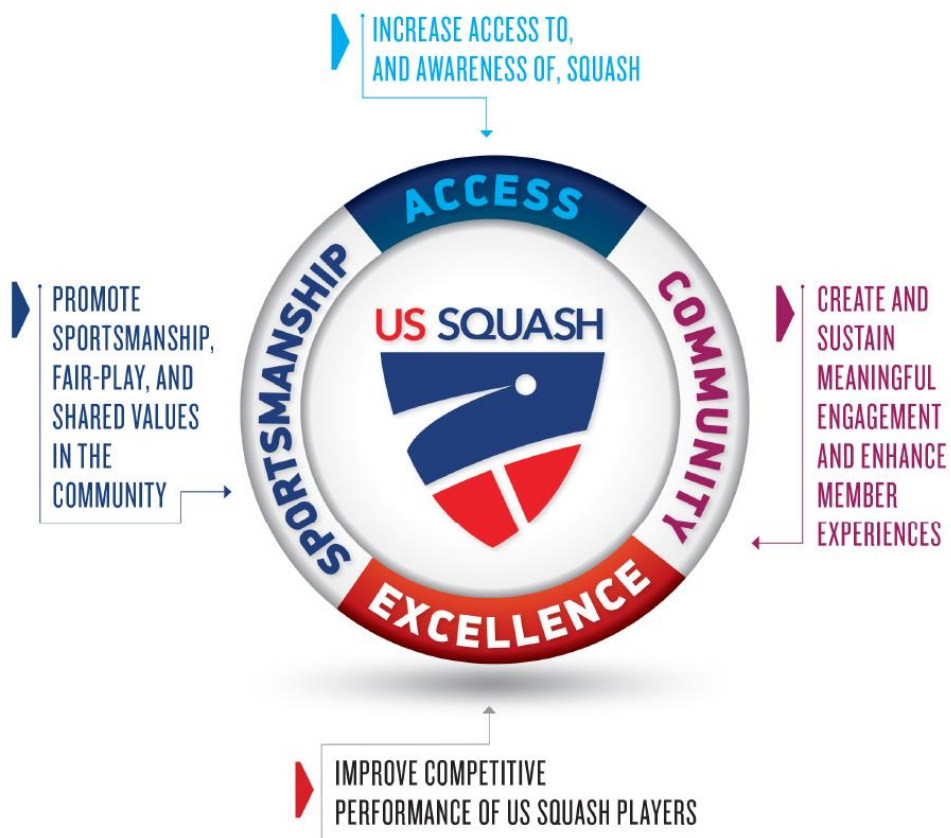


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US Squash's Mission

US Squash's mission is to lead squash's growth and development by increasing access and awareness, supporting meaningful lifelong engagement in the sport, and encouraging sportsmanship while achieving competitive excellence at the highest levels.

US Squash's Vision

US Squash's vision is to be the best national sports governing body in the United States. In pursuing this aspiration, we envision people of all ages, abilities and backgrounds across the country enjoying squash, playing the game with a positive spirit, and participating in programs that foster camaraderie, facilitate competition and encourage healthy lifestyles. We create and promote opportunities to become part of an ever-broadening squash community, one widely known to value excellence, diversity, fair-play and sportsmanship. We continually invest in the development of the sport to sustain growth, broaden access, and we embrace innovation. We support teaching professionals and coaches in their effort to engage and mentor players during their lifelong involvement in the sport. We operate the world's preeminent squash facility serving as a national center of excellence and provide all the resources required to train and coach high performance athletes who excel in competition and proudly represent their country.

Situational Analysis

Strengths:

- Strong tradition and history in the sport
- High-performance athletes and programs
- Established infrastructure, proven technology and national center

Weaknesses:

- Limited awareness and access to courts in some regions
- Resource constraints for grassroots programs and to take high performance to the next level
- Need for more coaches and officials

Opportunities:

- Increased visibility through digital platforms and inclusion in LA28 Olympic Games
- Growing interest in fitness and racquet sports
- Potential for partnerships and sponsorships

Threats:

- Competition from other sports and activities
- Economic fluctuations affecting funding
- Retention of players and coaches

The Importance of Innovation

Innovation will drive access and is essential to remain fresh and relevant in today's fast-changing world. Innovation will determine:

1. How **relatable** pro squash is – awareness of squash/interest in pro squash personalities
2. How **convenient** squash is – for all demographics, in all geographies, enabled by technology
3. How **adaptable** squash is – playable in meaningful ways by all ages and abilities

Strategic Goals

1. Increase participation at all levels.
2. Enhance competitive excellence and athlete development.
3. Ensure accessibility and inclusivity.
4. Improve visibility and engagement.
5. Strengthen organizational capacity and resources.

Metrics

- 1.1. Increase junior participation by 100% in five years.
- 1.2. Expand adult championships participation by 10% annually.
- 1.3. Introduce squash in 50 new schools over the next five years.
- 2.1. Develop a comprehensive athlete development pathway.
- 2.2. Achieve podium finishes in major international competitions.
- 2.3. Increase the number of certified coaches by 10% annually.
- 3.1. Promote gender equality by achieving equal participation rates.
- 3.2. Retain and increase the number of programs that serve underrepresented communities in squash including people with disabilities.
- 3.3. Provide best practices and turnkey solutions to expanding court capacity.
- 4.1. Develop partnerships with media outlets to increase coverage of squash events.
- 4.2. Utilize social media and digital platforms to engage 20% more followers annually.
- 5.1. Reduce operating deficit by controlling costs and increasing annual earned revenue.
- 5.2. Strengthen the volunteer base by engaging Districts in support of core programs.
- 5.3. Maintain efficient governance practices and board development programs.

Strategies

1. Participation Growth

- Sustain and expand youth, scholastic, collegiate club and varsity, and community squash activity via accredited programming offered nationally.
- Organize additional competitive opportunities to increase beginner and adult engagement.
- Expand continuing education opportunities for coaches nationally.

2. Athlete Development

- Cultivate a national coaching network and program to mentor and support growing pipeline.
- Coordinate regional training activity to provide high-level coaching and competition.
- Increase athlete stipends and centralized services.

3. Accessibility and Inclusivity

- Promote the value of sportsmanship, character and integrity broadly.
- Serve as a centralized resource for program development, facility and court building.
- Launch initiatives aimed at developing wheelchair squash.
- Partner with organizations advocating for diversity and inclusion in sports.

4. Visibility and Engagement

- Engage with major national media partners on the broadcasting of squash.
- Produce and promote content on social media and online platforms.
- Maintain high-profile national and international squash events in the U.S.
- Collaborate with schools and universities to include squash in their programs.

5. Organizational Capacity

- Enhance internal operations and efficiency with technology and staff development.
- Leverage technology to optimize revenue from current and new programming.
- Launch an Olympics-focused fundraising campaign to attract new donors.
- Pursue sponsorship and partnership agreements to leverage Olympic inclusion.

Resource Allocation

- Budget to ensure adequate support for revenue generating and fundraising programs.
- Provide funding for Specter Center operations and athlete stipends.
- Invest in marketing and digital engagement.

Stakeholder Engagement

- Regular communication with athletes, members, facilities, and volunteers.
- Feedback loops with participants to improve programs.
- Collaboration with sponsors, partners and donors.
- Continuous improvement through stakeholder feedback and market analysis.