

USA Archery
2019 Annual Meeting Minutes
Thursday, August 15, 2019
Embassy Suites, Dublin, OH

USAA Staff in attendance: Rod Menzer CEO, Mary Emmons, Sam Bauer, Sarah Boyd

USAA Board members in attendance: Rob Kaufhold, Mike Cullumber, EG LeBre, John Stover, Dee Falks, Reo Wilde

Meeting called to order at 8:01pm ET

25 members attended

- I. Mary introduced Rod and Board members
- II. Emily Beach is new to staff as Director of Marketing and Member Experience – joined staff through partnership with ATA
 - A. Beach will work to improve marketing efforts and member experience
- III. Budget review
 - A. Rod provided an overview of USAA’s revenue sources which include membership, USOC grants and support for high performance (recurve), Easton Sports Development Foundation support for high performance (compound), events and programs
 - I. Note: expenses for events outweigh revenue – when you look at all budgets, events break even. This is an improvement from a few years ago where events were heavily subsidized and operated at a loss
 - B. The overall budget is around 4.6 million, up from 4.5 last year
 - C. The highest expense is high performance – international travel, training, RA program, followed by staff costs (administration), national events, membership, grassroots, coach development, and then para
- IV. Social Media – USAA continues to lead worldwide, which helps with growing the sport and obtaining sponsor dollars
 - A. Social media is largely fan based – keep content relevant for fans, many of whom are international
 - B. Email is where most administrative and important member notices go – please make sure to stay subscribed and check your communications preferences in your membership profile (subscribe to everything!)
 - C. USAA also leads among all other archery organizations in the nation when it comes to social media numbers
- V. Membership and Growth
 - A. Membership is up approx. 1400 members from last year (at a record high for membership)
 - B. Club membership is also up 200 from last year and we are at an all-time high
- VI. Event participation
 - A. Every event this year has had a new attendance record, and event participation is up 151% since 2012

- B. While the industry is struggling on the hunting side, the target side is growing, and it is good to see more and new people at events
 - C. 3D – USA Archery has added regional collegiate 3D championships, in addition to the collegiate 3D national championship and will likely partner with ASA to add a 3D national championship for all membership
- VII. Athlete Safety Update
- A. The revised SafeSport Code is available for review on USA Archery website
 - B. USA Archery provided a SafeSport presentation, given at JOAD nationals and earlier this evening
 - C. New Minor Athlete Abuse and Prevention (MAAPP) policies are available online with the revised USAA code of conduct and terms and conditions
 - D. USA Archery will be audited on SafeSport by USOPC in September and by the U.S. Center for SafeSport in October
 - E. USA Archery expects the USOPC to require all NGBs to adopt a revised background screen policy before the end of 2019.
 - F. If you are banned from a different sport, you will not be able to join USA Archery via SafeSport directory and records
- VIII. 2019 World and Para World Champions
- A. USA Archery congratulated Brady Ellison, James Lutz, Ben Thompson, Eric Bennett, Timothy Palumbo and Michael Lukow
- IX. 2020 Olympic and Paralympic Trials
- A. Reviewed schedule of events
 - B. Reviewed dates and travel for 2020 Games
 - C. USA Archery is working with USOPC to ensure athletes have nothing to worry about but competing when they arrive in Tokyo – test event, site visits, etc.
- X. High Performance Culture Training
- A. Via tactical plan for this year, USA Archery worked with the People Academy for a phase 2 training/team building to further develop a high performance culture for the organization at all levels. Goal is to ensure anyone can succeed at any level in a healthy environment.
 - B. This initiative is a work in progress that will happen over a long period of time
- XI. Regional Elite Development Program (RED)
- A. Launched in 2019 for recurve as a replacement for recurve JDT – concept expands across six regions and was a bit of a learning curve – lessons learned will help us pivot for next year, including adding a RED coordinator
 - B. Expanding in 2019 to add compound
 - C. We want to meet athletes where they are – you do not have to shoot NTS
 - D. RED involves personal coaches and the goal includes developing high performance coaches around the country
 - E. USA Archery working to get regional sponsors to alleviate costs of camps
- XII. Athlete Development Model
- A. Free resource available on USA Archery website for long term athlete development, age appropriate training and competition plans

- B. Stems from a movement across all sports and NGBs to reduce burnout, specialization, etc.
 - C. Gives you an idea of how athletes at all age groups should be training
- XIII. USAA and US Collegiate Archery Association Merger
- A. Merger completed so USAA is only collegiate organization for archery in the U.S.
 - B. USA Archery has expanded the Collegiate Advisory Council to include representation from the former USCA
 - C. The collegiate program now has 101 clubs and almost 1400 members
 - D. Schools can now update their club profile to advertise scholarship opportunities
 - E. Schools have offered scholarships at last two JOAD Nationals totaling near \$1million/year
- XIV. Free Club Websites
- A. Optional benefit for all current clubs
 - B. For those who do not have a website, or want a professional look, keep members up to speed with club activities and events
 - C. It's pretty turnkey – does not require knowledge of coding or web-building
 - D. Club websites are also available to state associations
 - E. USA Archery also has a new website
- XV. USA Archery Coach and Judge Education
- A. Coach symposium expanded to national symposium this year to include judges, club leaders, athletes, parents, etc.
 - B. Oct 18-20 in Houston this year – full speaker lineup is available on USA Archery website
- XVI. Floor Opened for Member Questions
- XVII. If you have 22,000 members how many are youth members? Answer: 5,900 youth members, 5,700 family memberships.
- XVIII. How many are recreational? Answer: 1126
- XIX. What is the retention rate? Answer: Average for all NGBs is near 33% turnover. USA Archery is about the same, but with increased effort on retention now and auto renewals, we expect to improve in this area.
- XX. Recommended considering monthly renewal – based on data from Homebuilders Association
- XXI. With World Archery recognizing barebow, will there be more barebow USAT inclusion?
- A. WA is recognizing barebow records, not inclusion at events. That said, there are more tournaments and opportunities for barebow on local and state level, Pan Am Championships next spring, inclusion at Indoor Final, at this time, no plan to bring into USAT events as USAT is part of high performance national team system, and barebow still uses three events (indoor, target, field) and with continued growth there will be more opportunities. This was the first year at JOAD Nationals that two barebow divisions actually met the minimum participation requirement.
- XXII. Last year we discussed efforts to partner with NASP and bring more kids into USAA – is that continuing?

- A. The best method we have found is to work on a state by state basis as it is not easy to contact the kids directly. NASP has added our locators, collegiate info, sent emails on our behalf. We continue to go to their national event and have a booth, and efforts continue.
 - B. S3DA has been a great partner with easier access to reach their athletes and to share program information
- XXIII. What are we doing to increase sponsorship and fundraising efforts?
- A. Donor fundraising request mailer is going out soon through a contracted company
 - B. We've seen growth on individual donations in the past year but are still not where we need to be, and this is our first concerted effort on that front
 - C. We are also working with some larger non-endemics on putting some programs together.