



USA ARCHERY 2020 ANNUAL MEETING

Please submit questions via the Q&A box



2020 GRANT PROGRAM AWARDS

- \$134,790 Awarded in 2020
 - Women and Athlete Coaching Grant Program - \$10,000
 - Coach and Para Coach Observer Course Grant Program - \$4,000
 - Collegiate Coach Development Grant Programs - \$23,790
 - JOAD Grant Program - \$40,000
 - Collegiate Grant Program - \$25,000
 - Veteran Athlete Equipment and Athlete Development Grant Program - \$32,000





COVID-19 INITIATIVES AND RESOURCES

- Updated renewal messaging to reflect the unique time and difficult choices members are experiencing
- Distributed COVID-19 survey and used data to create the weekly At Home newsletter and At Home Resource webpage for all levels of Athletes, Clubs, Coaches and Judges
- Established Return to Play, Training and Work Guidelines
- Extended collegiate eligibility for one year
- In partnership with USOPC, provided the Resident Athlete Program athletes and staff with medical screenings and COVID-19 testing and antibody testing





2020 ATHLETE ELECTIONS

USA Archery will hold the following athlete elections in 2020:

1. USOPC Athlete Advisory Council (AAC)

- Representative + Alternate
- Both will be placed on the USAA AAC
- Representative will be placed on the USAA BOD

2. USAA AAC

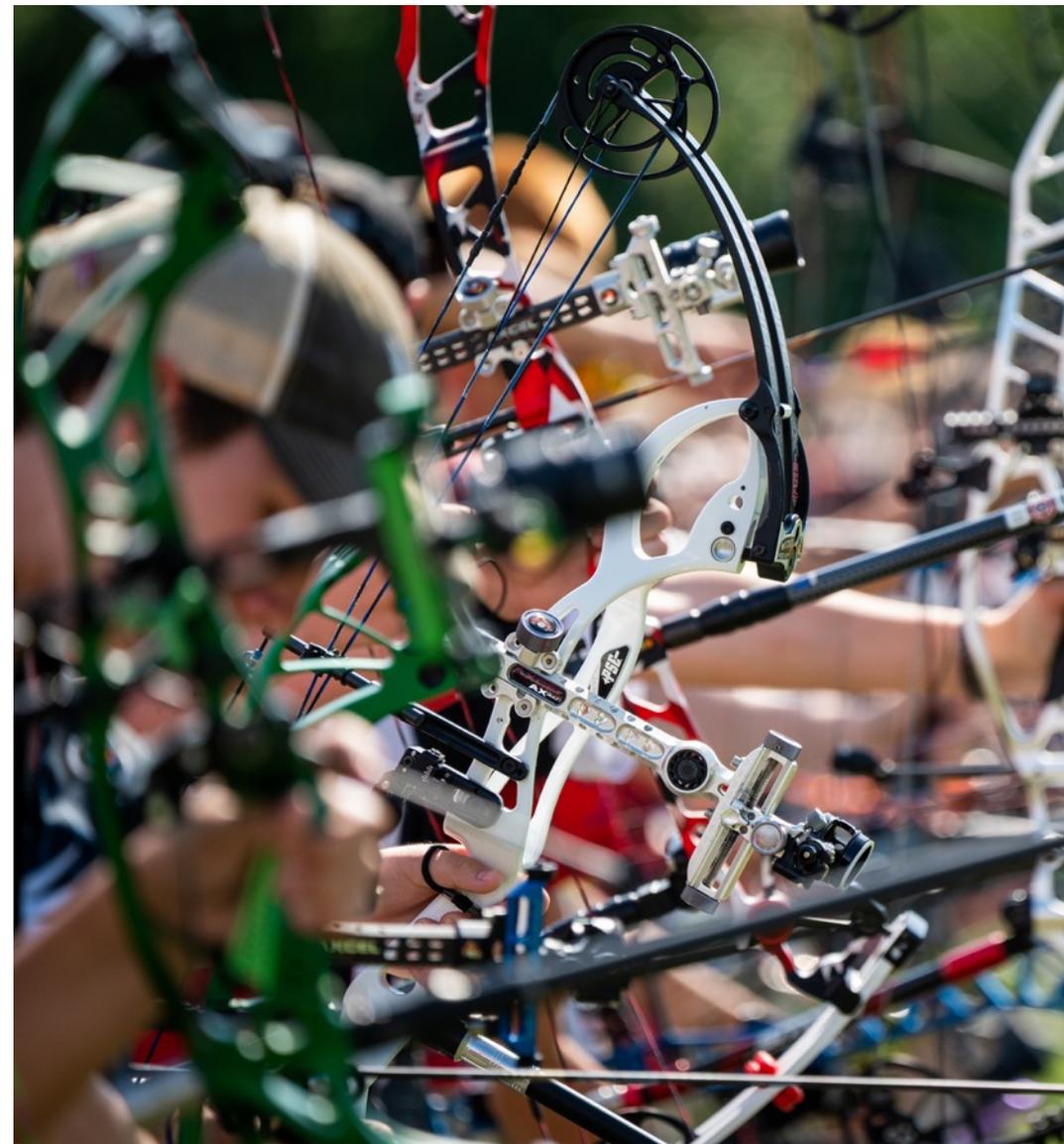
- 2 Recurve Positions
- 3 Compound Positions

3. USAA Para AAC

- 3 Recurve Positions

4. USAA BOD

- 1 Compound Director (2 Year Term to establish staggered terms)





2020 ATHLETE ELECTION TIMELINES

USOPC AAC, AAC AND PARA AAC ELECTIONS

BOD COMPOUND ELECTION

CALL FOR
NOMINATIONS
AUGUST 17

POLLS OPEN
OCTOBER 9

POLLS OPEN
NOVEMBER 16

NOMINATION
FORMS DUE
SEPTEMBER
21

POLLS CLOSE
NOVEMBER 9

POLLS CLOSE
DECEMBER 16



ORGANIZATIONAL UPDATES

FUNDRAISING

- Ongoing participation in the first-ever Giving Games Campaign, a joint NGB fundraising initiative to support athlete development programs.

CUSTOMER/MEMBER SERVICES

- Implemented a Customer Service Training Program for USAA staff to enhance member experience and track all help tickets to ensure a timely resolution along with customer satisfaction questionnaire.

GOVERNANCE

- Revised Board of Justice Hearing Procedures
- Adopted new USAA Background Screen Appeal Process
- Developed New Ethics Committee Conflict of Interest Procedures
- Developed New USA Archery SafeSport Reporting and Investigation Procedures
- USAA will now adhere to the USOPC NGB Certification Standards and Annual Checklist
- Participated in the USOPC Diversity and Inclusion webinar series and will look to establish a USAA D&I Task Force





ATHLETE SAFETY UPDATES

U.S. Center for SafeSport

- The Refresher 2 course is now available
 - The Refresher 3 course will launch fall of 2020
 - Once all refresher courses are completed the Core Course will once again be required.
- A revised MAAPP will go into effect January 1, 2021

New - Athlete Safety Procedures for Event Organizers

- Event Personnel Tracking Tool



U.S. CENTER FOR
SAFESPORT

Access parent, coach and club leader resources at usarchery.org/about/safesport.

5

TIPS FOR KEEPING KIDS SAFE IN YOUTH SPORTS

USA Archery is committed to providing a safe, healthy and fun learning environment for our athletes. SafeSport is the foundation of USA Archery's commitment to athlete safety.

1 GET EDUCATED

Education is the most important tool for combating misconduct. Use USA Archery's SafeSport resources to help you understand how abuse occurs and what you can do about it. Learn to recognize signs of grooming behavior and boundary violations and know what to do when you suspect a child's safety is at risk.

2 CREATE HEALTHY BOUNDARIES

It's important to establish healthy boundaries between athletes and coaches and have clear expectations about the coach's role. USA Archery club leaders and coaches agree to USA Archery's Code of Conduct and are required to follow the SafeSport Code to ensure there are strong and safe boundaries between adults and athletes.

3 IDENTIFY & ADDRESS HIGH RISK AREAS

For misconduct to take place, an offender needs privacy, access and control. One way to reduce the risk for abuse is to follow USA Archery's Minor Athlete Abuse and Prevention Policy (MAAPP) which spells out expectations and creates boundaries for one-on-one interactions.

4 SPEAK UP

If you see questionable behavior, say something! Report all sexual misconduct to law enforcement and file a report with the U.S. Center for SafeSport at SafeSport.org. All other SafeSport violations should be reported to USA Archery at safesport@usarchery.org.

5 TALK TO YOUR KIDS!

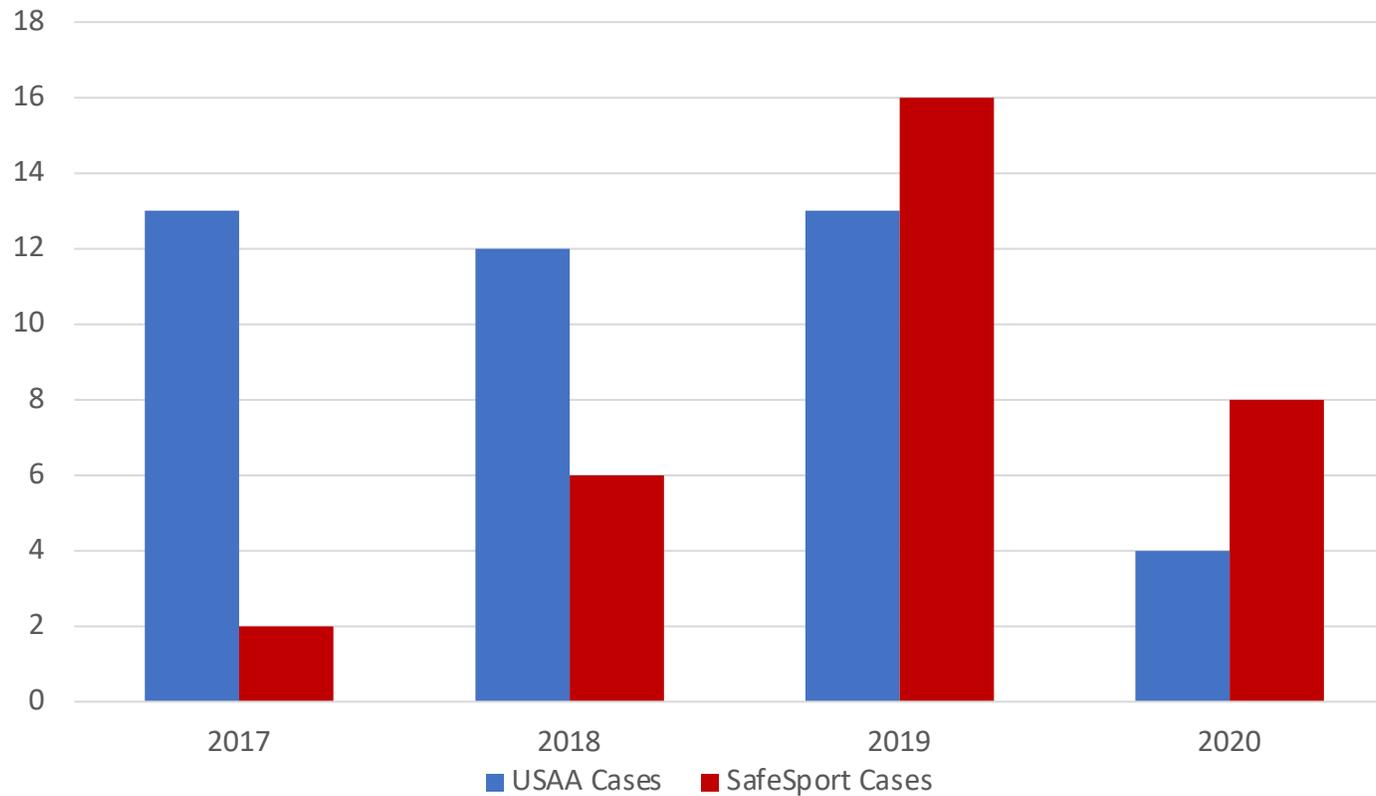
Physical and sexual misconduct can be a hard topic for parents to talk about with their children. It is extremely important to have these to help prevent your child from becoming a victim of abuse. Ongoing and open conversations with children about their bodies and appropriate boundaries will make it easier for them to talk to you if anyone is making them feel uncomfortable.

Access parent, athlete, coach and club leader resources at usarchery.org



ATHLETE SAFETY DASHBOARD 2017-2020

USA Archery vs U.S. Center for SafeSport Cases



Total USA Archery Cases
2017 – 2020

42

Total U.S. Center for SafeSport
Cases
2017 – 2020

32

Total Suspensions 2017 - 2020

12

Current: 5



OUTREACH MARKETING INITIATIVES

- Initiated digital advertising campaigns with multiple Multi Sport, Adaptive and Collegiate organizations
- Initiated 6-month collegiate print marketing campaign with Campus Rec Magazines to include organization Spotlight, Buyer's guide product placements and ads. This also includes a one-time "Must See" Company placement in the Club Solutions Magazine.
- Initiated 2-month Multi Sport print marketing campaign with Community Rec Magazine to include Buyer's Guide product placement and organization Spotlight
- Launched the newly updated USA Archery Club Handbook. This free resource is now an online flipbook
- Conducted virtual archery clinics for Move United and the Endeavor Games
- Expanded USA Archery involvement in Recruitment, Retention and Reactivation "R3" Initiatives





FUN ONLINE ENGAGEMENT OPPORTUNITY

- Created and executed a T-Shirt design contest to boost member and non-member engagement during these times of event cancellations, postponements and uncertainty.
 - 46 designs from 44 designers were accepted
 - 2,355 votes were cast
 - 1 winner and 2 runner-ups were decided
 - Three winning designs available for sale at www.usarchery.org





CORPORATE SPONSORSHIP AND FUNDRAISING UPDATES

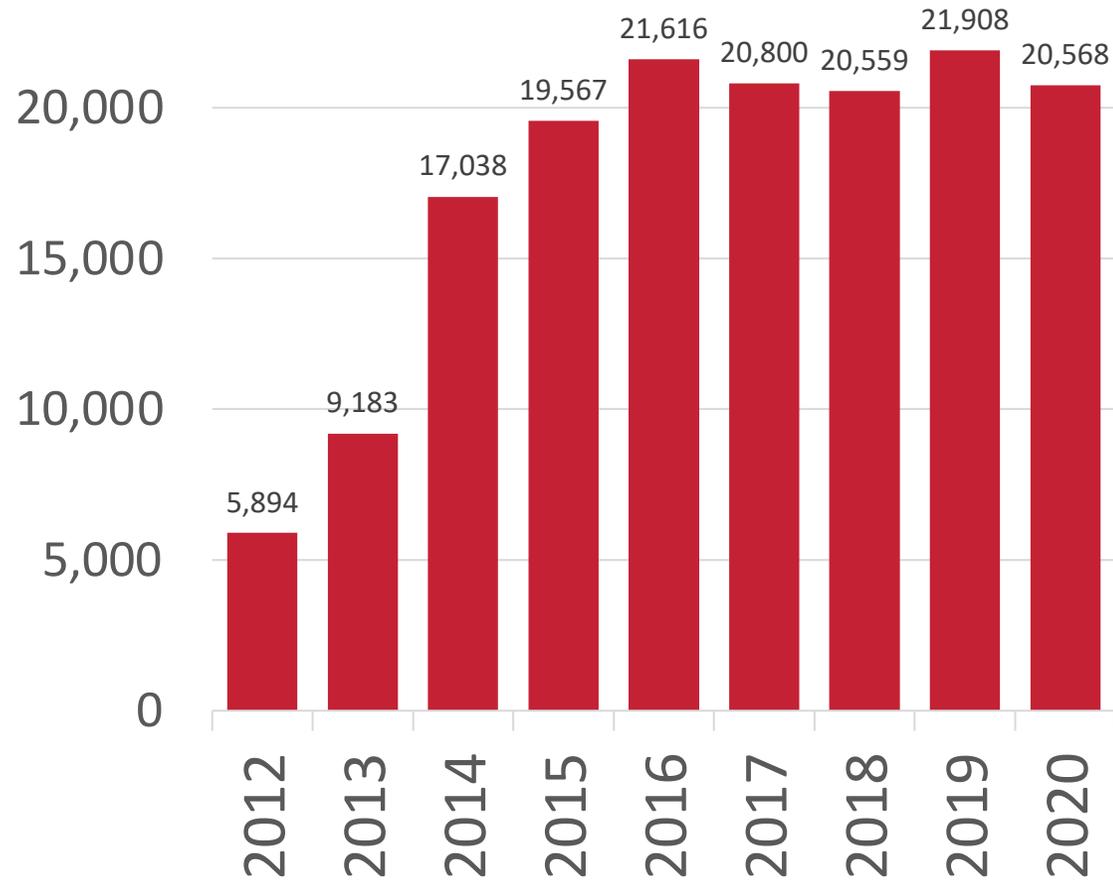
- New corporate partners include Black Gold Bowsights, Vortex Optics, AccuBow, Stop, Breathe & Think APP, and ERREA with member benefits and revenue sharing programs
- Three corporate partners paused their planned investments with USA Archery in 2020 citing uncertainty with the COVID-19 pandemic as their reason.
- Remained flexible and creative to deliver sponsorship value to National Event Sponsors and Uniform Sponsors while events were postponed
- Participated in Giving Games, a multi-sport fundraising campaign to support NGBs and athletes through the delayed Olympic and Paralympic Games
- Will continue fundraising program with the year-end Annual Fund campaign



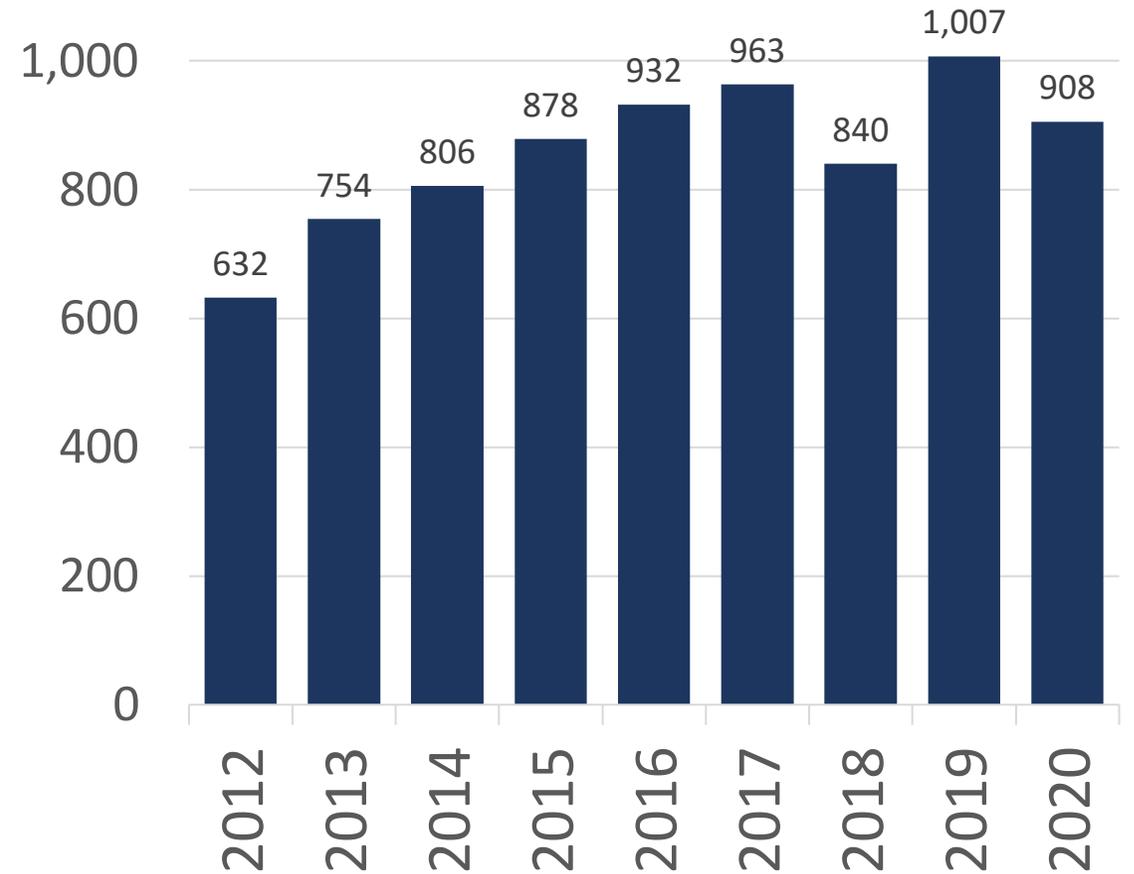


MEMBER AND CLUB DASHBOARD

Membership



Club Membership



Current as of 8/11/2020



2020 MEMBERSHIP BENEFITS UPDATE

- Launched a Free Trial Youth Membership for participants of S3DA, NASP and OAS
- Launched the USA Archery Membership Dashboard (SSO) at www.usarchery.org
- Launched Bullseye Benefits Program
- Introduced the new 2020 USA Archery Event Magazine
- Increased sponsor benefits for USAT team members
- In partnership with the USOPC, offer DeVry University 30% tuition discount and a free course to USAA members and their families
- Conducted two member-only DeVry Virtual Open Houses in April and May





WEBSITE AND COMMUNICATIONS UPDATES

- Updated the Become a Member page to be more personal and to provide a clearer call to action with the intent to increase conversion rates
- New Membership Discount page for easy access to benefits that will increase use of benefits
- Redesigned monthly member newsletter with a more mobile friendly design, consistent branding, increased ability to create dynamic content targeted to different audiences and space to include more ads.

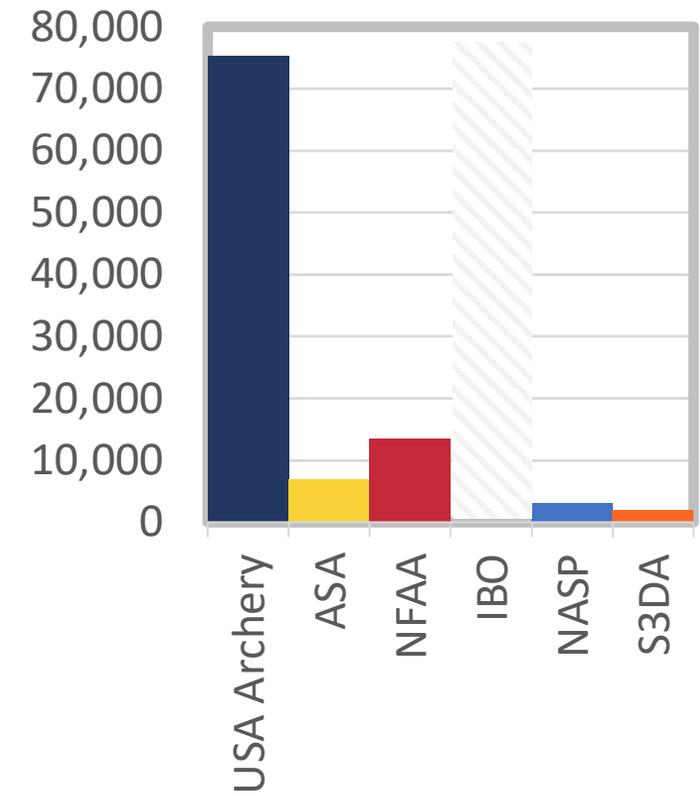
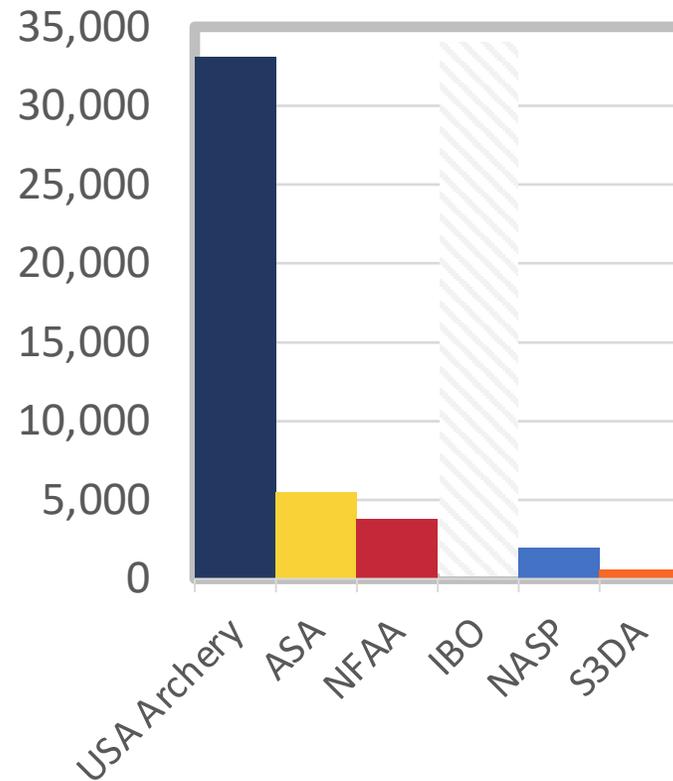
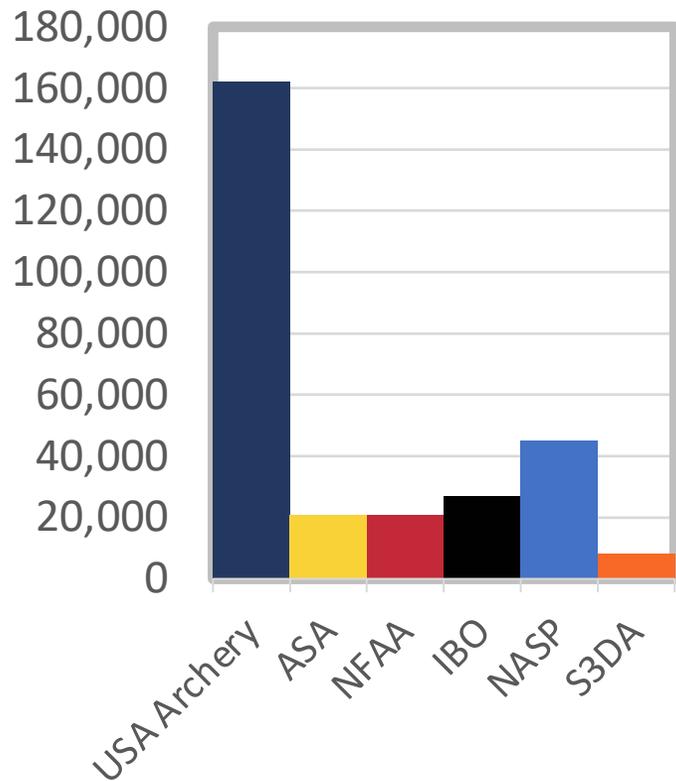
The collage displays several digital assets:

- ON POINT JULY 2020 Newsletter:** Features sections for 'IN THIS ISSUE' (Virtual Symposium, Giving Games, NEW: National Events Updates, Athlete Safety Resources, Achievement Awards), 'UPCOMING NATIONAL EVENTS' (Target Nationals & U.S. Open, Buckeye Classic), and 'NATIONAL EVENTS UPDATES' regarding safe competition environments and international team selection.
- USA ARCHERY LAUNCHES VIRTUAL SYMPOSIUM:** Announces the 2020 Virtual Symposium for coaches, athletes, and club leaders, including a 'Read More Series Spotlight' link.
- ATHLETE SAFETY RESOURCES + VIRTUAL MEETING:** Promotes the U.S. Center for SafeSport Athlete Safety Presentation on August 4 at 6 PM MT.
- USA ARCHERY JOINS GIVING GAMES:** Promotes a multi-sport effort to support U.S. sports federations, featuring a 'GIVING GAMES' graphic and a 'Read more Donate now' link.
- NEW TEAM USA ARCHERY GEAR:** Shows 'TEAM USA ARCHERY' apparel with a 'SHOP NOW' button.
- ACHIEVEMENT AWARDS:** Celebrates archers' accomplishments through the JOAD Olympian Adult Gold, Silver, and Bronze Awards.
- BULLSEYE BENEFITS:** Lists featured discounts for July from sponsors like Oakley, Ray-Ban, and Sunglass Hut.
- THANKS TO USA ARCHERY'S SPONSORS:** A grid of logos for Lancaster Archery Supply, Hoyt Archery, Easton, WIAWIS, Vortex, Corquest, Black Eagle Archery, and Black Gold.
- AND OUR PREFERRED TRAVEL PARTNERS:** Promotes travel discounts from United and IHG (InterContinental Hotels Group).



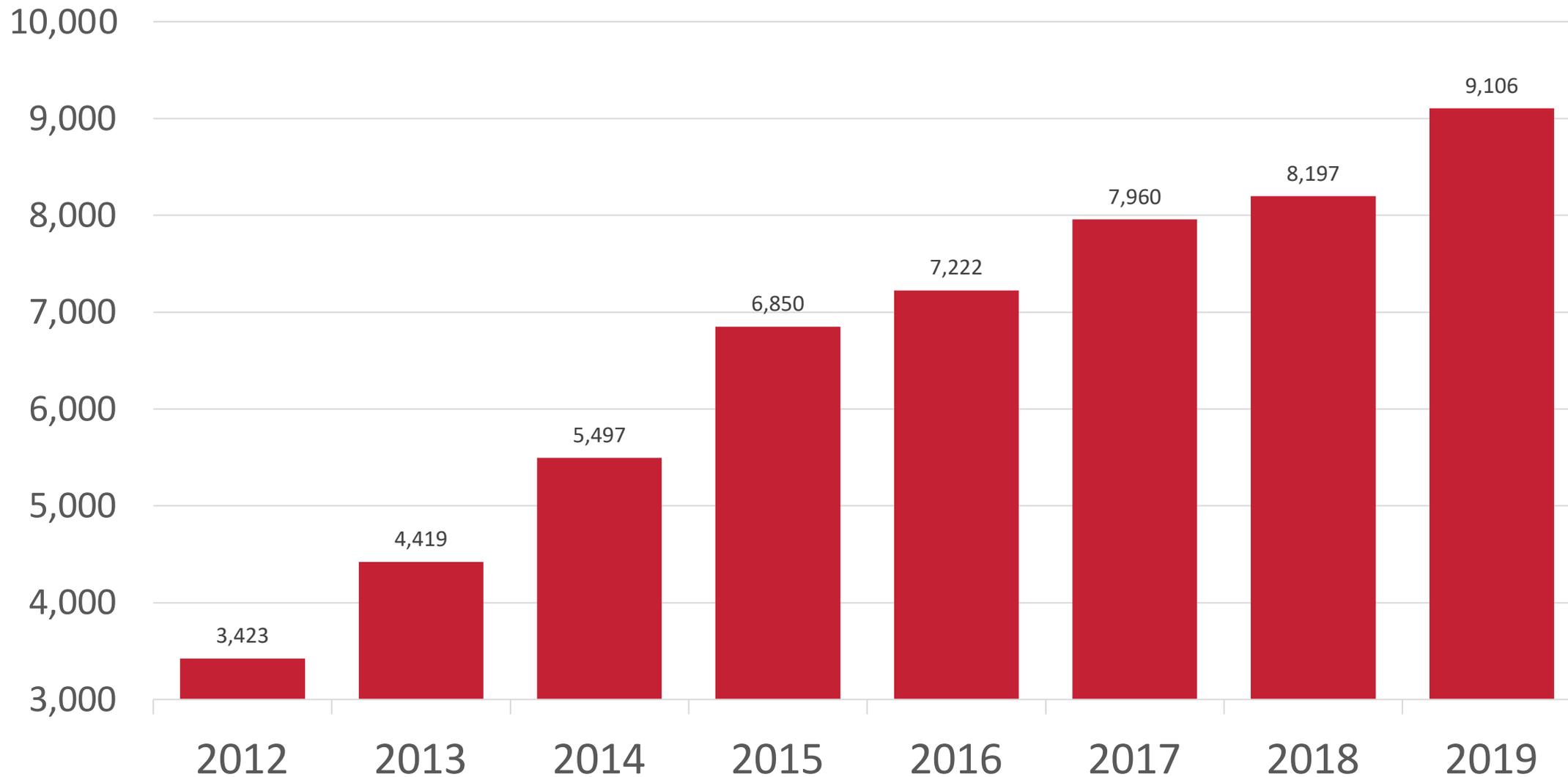


SOCIAL MEDIA DASHBOARD





EVENT PARTICIPATION DASHBOARD





2020 NATIONAL AND USAT EVENT SCHEDULE



August 28 - 30, 2020



October 2 - 4, 2020



OCTOBER 15 - 18, 2020



October 23 - 25, 2020

CANCELED



November 6 - 8, 2020



SELECTION PROCEDURES UPDATES

The following selection procedures have been adjusted due to COVID19:

- United States Archery Team (USAT)
- Olympic and Paralympic Games Athlete
- Olympic and Paralympic Games Staff
- 2021 World Cup and other International Events





2021 INTERNATIONAL EVENTS CALENDAR



TOKYO 2020

JULY 23 - AUGUST 8, 2021



TOKYO 2020
PARALYMPIC GAMES

AUGUST 24 -
SEPTEMBER 5, 2021



ARCHERY
WORLD CUP

STAGE 1
GUATEMALA CITY,
GUATEMALA
APRIL 19 - 25, 2021

STAGE 2
SHANGHAI, CHINA
MAY 17 - 23 2021

STAGE 3
PARIS, FRANCE
JUNE 22 - 27 2021

FINAL
SEPTEMBER - 19 - 26,
2021



**WORLD ARCHERY YOUTH
CHAMPIONSHIPS**
OCTOBER 4 - 10, 2021



**WORLD UNIVERSITY
GAMES**
AUGUST 18 - 29, 2021



**YOUTH PAN
AM GAMES**
SEPTEMBER
9 - 12, 2021



STATE AND NATIONAL EVENTS UPDATE

State Championship Event Management

- 20 State Associations
- 23 State Coordinators

2020 Indoor State Championship Events

- Indoor State Championship Events were hosted in 24 states and 7 states saw record participation.

National Event Initiative's

- Established a Champions Purse for all USAT events, Outdoor Target Nationals and National Indoor Championships.
- Distributed \$5,920 across all categories for the 2020 Indoor Nationals and 11 athletes received a payout.
- Evaluating Indoor National event protocol and format





ATHLETE RESOURCES AND SUPPORT PROGRAMS

- Increased 2020 Sponsor Benefits for RED, RA Program and Collegiate All-Americans
- Offered Olympians and Paralympians free access to Mission Au79 online courses (value \$500 each) in public speaking and creating a career
- Instituted High Performance Culture Development Programs in partnership with the People Academy
- Through USOPC offered extended support for Mental Health Resources





2020 CAMP PROGRAMS

- Hosted a Para USAT Camp March 4-8 Salt Lake City, UT
- Hosted a RED "Form Off" competition and developed a RED Virtual Camp program due to COVID-19
- Hosted the USA Archery "International Camp" with 15 countries and 84 athletes registered from:

- Sweden
- Germany
- Colombia
- Trinidad and Tobago
- USVI
- Ireland
- Slovenia
- USA
- Mexico
- Ecuador
- Canada
- Guatemala
- Dominic Republic
- El Salvador
- Luxemburg



2020 RED PROGRAM FORM-OFF COMPETITION RULES

The first RED Program Region "Form Off" and National "Form Off" will help archers continue to progress in development with a fun, virtual challenge. Finalists from each Region will be entered into a National competition with special prizes!

How to Enter:

1. Before any video submission, all RED participants must return a signed Letter of Parental Consent Form to lmalavasi@usarchery.org by May 17, 2020. USA Archery asks that a parent or legal guardian be present or copied on all virtual/electronic communications per the [Minor Athlete Abuse Prevention Policy](#) - Electronic Communications guidelines.
2. To participate in the "Form Off" RED athletes will be required to [email their RED region's head coaching staff](#) a video (not to exceed 25 seconds) of themselves performing their shot cycle with a stretch band (compound can use a device such as a Saunders Firing Line) or their bow (if they are able to shoot in a safe location). **The deadline to email your video to your region's head coach is 5pm Mountain Time, May 17, 2020.**

Videos should be recorded to show the entire body of the archer like the photo below:



Selection Criteria: Respective regional coaching staff will select one finalist in the following divisions in their region: Compound Female, Compound Male, Recurve Female, and Recurve Male. Athletes will be evaluated on their shot process and the finalist in each category will have their video presented to the USA Archery National Coaching Staff to select an overall winner in each category. Winners will be selected based on shot process control, perceived back tension, execution (release), follow through and mental focus.

Prizes: The overall winners in the two recurve divisions will receive free access to [The Ultimate Tuning Guide for Recurve with Brady Ellison](#) and the overall winners in the two compound divisions will receive free access to [The Ultimate Tuning Guide for Compound with Jesse Broadwater](#).

Please contact your regional head coach with any questions.

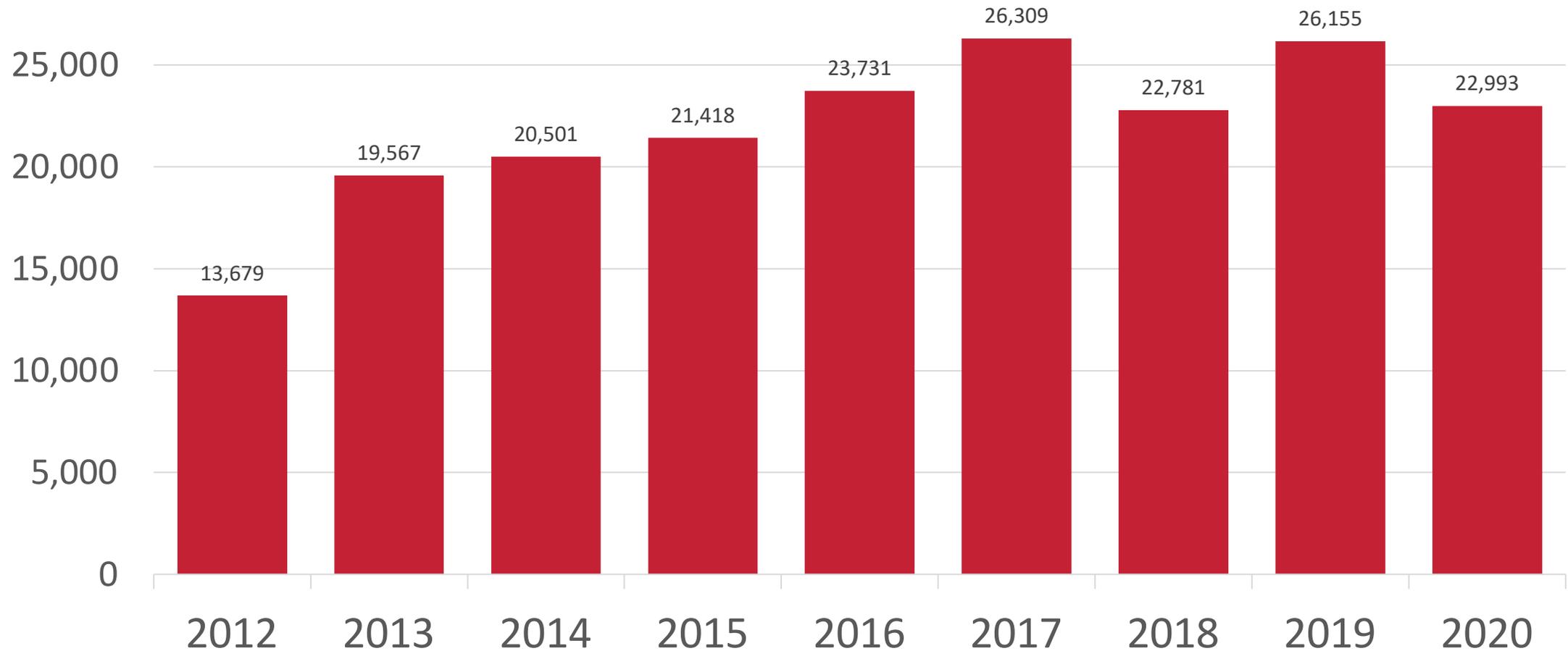
Regional Head Coach Contact List

RED EAST - Heather Pfeil (hpfeil@lancasterarchery.com)	RED SOUTHEAST - Laval Falks (dfalks@gmail.com)
RED NORTH - Linda Beck (lbeck73@gmail.com)	RED SOUTHWEST - Judi Adams (J.Coe.Adams@cox.net)
RED SOUTH - Jesse Johnson (aitcoachjesse@gmail.com)	RED WEST - Tom Hinojosa (redcoachtom@gmail.com)



INSTRUCTOR AND COACH DASHBOARD

Certified Instructor and Coaches



Current as of 8/11/2020



COACH AND JUDGE DEVELOPMENT UPDATES

- The 2020 USA Archery National Symposium was transitioned to the 2020 Virtual Symposium with 6 series, 18 sessions and 25 speakers through November
- USAA launched the 12-Month Club Excellence Program with 18 clubs and 32 coaches enrolled
- USAA certified 61 Level 1 Instructors and 57 Level 2 Instructors at the Archery Trade Association (ATA) Trade Show and expanded partnership with ATA for 2021
- The content of the USA Archery Level 1 and Level 2 Instructor Materials have been updated
- USAA hosted 5 free USA Archery Judge Webinars
- USAA is hosting Virtual Level 3-NTS and 4-NTS Coach Courses in 2020





ADAPTIVE AND PARA ARCHERY UPDATES

- Para Divisions have been added to Collegiate Archery Program events
- The Adaptive Archery Manual has been updated
- The Adaptive Archery Video Series has been expanded
- Visually Impaired is now included in the VA Monthly Grant Program
- New Digital Marketing Brochures for Adaptive Archery are now available
- Expanded Para Classification opportunities for 2020, but later many were canceled due to COVID-19





COMING SOON!

- Updated USA Archery Strategic Plan and Sub Plans 2021-2028
- NEW USA Archery Virtual Tournament APP
 - Club Tournaments
 - Open Tournaments
- NEW USA Archery Online Course Offerings for:
 - Level 1 Judge
 - Level 2 Certified Judge
 - Level 3 National Judge
 - Level 1 Instructor
 - Level 2 Instructor





2020 FINANCIAL BUDGET

Revenue by Source	Dollar Amt.	Percent
Membership Dues	\$1,134,240	23%
USOPC Performance Grants & Other Support	\$892,250	18%
Easton Sports Development Foundation II - Other	\$863,014	18%
Tournament Registrations and Fees, Merchandise, Credential Fees and Premium Seating	\$602,425	12%
Inventory & Equipment Sales	\$318,541	7%
Corp. & Individual Contributions & Sponsorships, License Agreements, VIK Equipment , Marketing/Advertising	\$236,350	5%
Coach & Official Certification Fees & Background Screening	\$233,500	5%
Camp Registration Fees	\$157,840	3%
Federal Grants	\$136,395	3%
Seminars, Course Fees, FITA & Sanction Fees	\$111,220	2%
NAA Foundation Grant	\$95,000	2%
Investment Income, Other Misc. (Credit Card Rewards, Collected Bad Debt)	\$72,060	1%
Corporate and Business Grants	\$40,000	1%

Expense Breakdown by Activity	Dollar Amt.	Percent
High Performance	\$905,273	19%
Administration	\$815,271	17%
National Events	\$794,252	16%
International Events	\$406,332	8%
Membership	\$515,408	11%
Grassroots	\$503,949	10%
Coach and Judge Development	\$498,949	10%
Para	\$441,799	9%

Note: Cancellation of events and lower event participation, sponsorships and membership levels due to COVID 19 will result in significant variances to this budget. USA Archery was able to obtain a \$337,200 PPP loan; however even with this loan, the organization is expecting a shortfall to this budget by up to \$300,000.



Member, United States
Olympic & Paralympic Committee

Please submit questions via the Q&A Box

WWW.USARCHERY.ORG