

USA Archery

2021 Annual Meeting Minutes

Tuesday, September 14, 2021, 4pm MT

Meeting held virtually via Zoom

USAA Staff in attendance: Rod Menzer, Mary Emmons, Sarah Boyd, Callie Grieser, Sheri Rhodes, Guy Krueger, KiSik Lee, Brad Fiala, Leticia Malavasi, Shelby Klein, Chris Webster, Emily Beach

BOD in attendance: Julio Mazzoli, Paige Pearce, Mike Cullumber, EG LeBre, Rob Kaufhold, Dee Falks

Total member attendance: 59

CEO Menzer detailed:

- Upcoming BOD election: voting will be open for 5 weeks and we are expanding the board by 5 new director seats to meet USOPC and congress of amateur sports requirement for 1/3 athlete representation
 - Make sure you vote!
- Financial Budget
 - Membership dues has moved up to our second highest source of revenue and is trending positively
 - Coach certification remains one of our most important avenues of revenue generation and is very important to our mission goals
 - Federal Grants includes VA Adaptive Sports Grant, U.S. Fish & Wildlife Service multi state grants, etc.
 - NAA Foundation Grant includes Ann Hoyt JOAD Club funding
 - Investment Income includes CD interest, etc.
 - Corporate Business Grants is largely ATA and Cabelas/Bass Pro
 - Expense breakdown:
 - Outreach contains the largest number of projected expenditures and includes coach and judge development, grassroots, collegiate, etc.
 - High performance includes Direct Athlete Support, RED Program, RA Program, etc.
 - International Events includes World Cups, delegation events and world ranking events, etc.
 - Events were budgeted to operate at a loss this year, but we see it paying off in the future
 - 14% administrative fees ~~is~~are outstanding, the goal is to be under 20%
- Mary Emmons presented on Outreach and other initiatives:
- Athlete Safety Updates
 - Clarifications in new MAAPP will include several terminology updates for “regular contact”, “minor athlete” etc.

- Adaptive Outreach
 - New national classifiers certified this year, goal to boost opportunities for national classification
 - Worked with Move United on their national event to get youth archers classified and into our athlete development pipeline
 - Working with other adaptive organizations and military events to recruit adaptive archers
- Sport Growth and Outreach
 - New Club Program Guide targeted at schools with existing fencing or shooting clubs to help them add archery to their offerings
 - Have created many new marketing materials and initiatives directed at Multi Sport Organizations and their marketing channels
 - Continue to work with Scouts
- DEI initiatives include a DEI Audit, DEI Task Force and new DEI Strategic Plan
- The new online Instructor and Coach certification courses has boosted accessibility in addition to benefits listed in the presentation
- Virtual Symposium is now running
 - Rod highlighted several speakers in the lineup and highly recommended everyone register to attend
- Annual Event Magazine is a free downloadable resource with all you need to know about indoor and outdoor national events and has had over 75,000 views
- Communications Updates
 - Our open rates are very high for the industry and new newsletter designs aim to communicate greater value information
 - Social media is largely targeted at fan engagement and USAA followers are industry leading
- Membership stats
 - Should see membership exceed 2019 numbers by end of the year, after dip in 2020 due to COVID19 pandemic
 - Club membership remains down since the pandemic but is starting to come back and we should see return to 2019 numbers by end of 2022
- Olympic Games
 - While we didn't win medals, athletes performed well
 - Mackenzie Brown finished 4th overall
 - USAA qualified all quota slots
- Paralympic Games
 - Highlighted by Kevin Mather winning a gold medal
 - Eric Bennett did great, Lia Coryell had a great Paralympics finishing 4th, set a continental record
 - Thrilled to see our performances, some of which were televised via NBC live stream (recurve open matches)
- Strategic Planning

- USAA will develop a new strategic plan this fall for 2022-2028 and will incorporate the 2028 Olympic and Paralympic Games into our vision for the future

Q&A:

- Patrick Quinn: What does the VA have to do with USAA? Being a veteran, this interests me.
 - You can learn more about VA grants here: <https://www.usarchery.org/about/grants>
 - USA Archery applies for funds from VA that we distribute out in many forms; this year we offered athlete equipment grants or support for event travel costs, classification opportunities, etc.
- Anon: What steps are USA Archery going to take to improve customer focus and member value for 2022? What improvements are in store for 2022 USAT and National events? What additional training is being provided for judges and coaches for 2022?
 - Judges and coaches – newsletter, club excellence program, virtual symposium
 - National events – there’s a lot of discussion around what we can do, we should have some final determination of what that will look like for 2022 in the next few months, looking at adding barebow, fixed pin divisions to grow scholarships for collegiate, trying to do more around teams and mixed team events.
 - Customer focus is something we’re always trying to improve. We’ve done customer service training, did a member feedback survey and are looking to expand member benefits beyond events.
- Anon: Any plans to create and develop high performance masters athletes for international masters events?
 - Right now, no plans, but there are some and more masters events on the calendar all the time and we’re hoping they will once again come back with the world masters event at world archery, so we’ll have to see but right now, nothing beyond coach education and training we are currently doing
- Jake Martin: Can USA Archery look at veteran grants to recruit and train coaches?
 - Through our VA adaptive sports grant, we have invested in coaching over the years. There have been opportunities through the para coach observer program and for coaches at para USAT camps and international events. If there is a need or a focus to direct funds that way further, it’s something we can look at
- Janice Walth: Any plans to promote the category of visually impaired archery? More inclusion with the other Para archers?
 - We have not seen any indication from World Archery to add VI to Paralympic Games, but it is in WAPC and USA Archery events
 - Classification is important, we need as many VI archers classified as possible to make a push for inclusion into more international events in the future
- Rod Menzer: There are three possible locations for Target Nationals next year, leading bids are Texas and Pennsylvania. We will return to Decatur, AL for JOAD Nationals.

- Anon: COVID-19: will USAA consider implementing vaxx cards or negative tests for national events?
 - We follow local and state guidelines, at this point in time it would be a decision for the USAA Board, but not sure if outdoors it would be something that would be implemented unless it is required locally
 - Julio Mazzoli concurred on behalf of BOD
- You can always reach out to info@usarchery.org with more questions as they arise – we are here to serve you!