



USATF Presidential Initiatives

Progress Update



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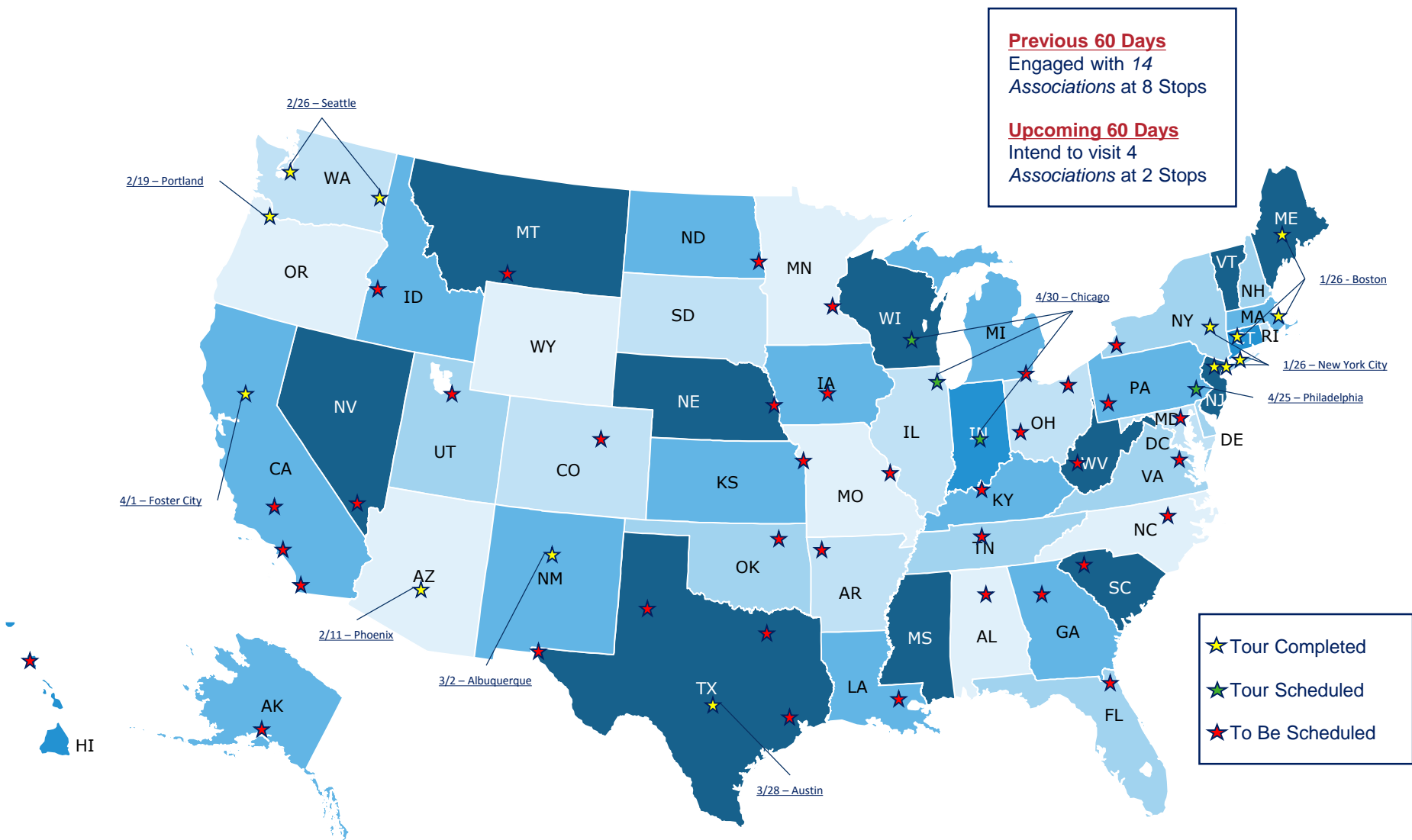


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USATF Presidential Listening Tours

USATF Tour Update



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USATF Presidential Listening Tours

Key Discoveries

1

Membership Growth

Expansion & growth of USATF Membership is a top priority across all Associations. What methods exist for reaching new markets? How to capitalize on the increase in participation of youth in track & field?

2

Membership Value

Creating value in being a Member of USATF is a critical function. What initiatives or incentives can be provided to increase retention and attract new Members?

3

Communications

Improving lines of communication between the National Office & Constituencies is imperative. What processes can be put in place to enhance communications? What internal controls can be implemented to ensure success?

4

Information Center

USATF.org must become the premier destination for fans, Members, Constituents, & stakeholders to obtain the latest news & information for our sport. What IT systems & social media trends can be leveraged to enhance our online presence?



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