



Thinking & Planning Strategically

**United States Dressage Federation
Summary of Strategic Plan
February 2007**

USDF

STATUS OF USDF STRATEGIC PLAN

- As of February 2007, USDF has updated its strategic plan, which will serve as the organization's road map to change.
- An implementation task force has been assigned by the USDF President to make implementation recommendations to the USDF Executive Board.
- The plan targets what we are not doing today, but need to do in the future.
- The plan examines those things that we currently do well, but should be done differently in the future.
- The plan brings focus to USDF's future activities

LONG RANGE STRATEGIC PLANNING HORIZON

- Core Purpose: Reason for Existing

The United States Dressage Federation is dedicated to education, recognition of achievement, and promotion of dressage.

USDF

LONG RANGE STRATEGIC PLANNING HORIZON

Core Values: Timeless, Guiding Principles

- Excellent service to members
- Quality education
- Honesty, integrity and accountability
- Open communication
- Welfare of the horse
- Harmonious relationship between horse and rider
- Respect for all members

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LONG RANGE STRATEGIC PLANNING HORIZON

- **Big Audacious Goal: Ultimate Vision**

USDF will be the MUST-JOIN organization for all dressage and related horse enthusiasts.

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WHEN USDF COMPLETES ITS BIG AUDACIOUS GOAL, ACCESS TO DRESSAGE AND USDF WILL BE:

- widely known as the voice of dressage in North America with no confusion about its role and responsibilities in its relationship to other equine organizations
- taking advantage of its location at the Kentucky Horse Park to promote dressage and USDF to the public
- financially strong and able
- enjoying a significantly increased membership

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WHEN USDF COMPLETES ITS BIG AUDACIOUS GOAL, ACCESS TO DRESSAGE AND USDF WILL BE:

- involved in a number of beneficial relationships, partnerships, and coalitions that advance dressage
- providing a number of new, consistent, quality educational programs
- meeting the varied needs of adult amateurs, junior/young riders, professionals, breeders, officials, high performance riders, and non-riding dressage enthusiasts
- recognized for a culture that is more inclusive and less exclusive

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THREE- TO FIVE-YEAR GOALS

Goal A. USDF will be its members' indispensable resource for education and training.

Goal B. USDF will be an advocate for the improvement and development of competitions and awards.

Goal C. USDF will be the recognized voice and information portal for dressage.

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THREE- TO FIVE-YEAR GOALS



Goal D. USDF will be known for its state-of-the-art infrastructure that supports and sustains its success.

Goal E. USDF will be financially secure and able to support and implement its strategic plan.

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NEXT STEPS

- Implement the Strategic Plan, which may require Bylaws changes.
- The implementation will use strategies and milestones for each three- to five-year goal, so that USDF's resources and actions are directed to achieve them.
- The plan should set the priorities and provide the focus for USDF's future.

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