

Strategic Plan Scorecard					
Goal	2010 Results	2011 Results	2012 Results	2013 Results (est.)	Performance
STARTS					
Grow local meet starts +5% annually		45,705	47,867		
percent increase over previous year			4.73	trending up	
Grow A-meet starts +5% annually	7399	7,027	7,318		
percent increase over previous year		-5.03	4.14	trending down	
MEMBERSHIP					
Increase OUSA members/ memberships +5% annually		1,328	1,450		
percent increase over previous year			9.19		
Increase club members +5% annually		5,487	5,694		
percent increase over previous year			3.77		
VOLUNTEERISM					
Board memebers accountable for goals and measures	no measures in place	no measures in place	no measures in place		
NON STARTS REVENUE					
Increase non memb/non starts revenue +10% annually		83,894	129,493		
percent increase over previous year			54.35		
MAPS					
Increase accessible and mapped acreage of active maps	data not reported	data not reported	data not reported	data not reported	
MARKETING & BRANDING					
Promote the brand "Orienteering" 100,000,000 impressions per year		website updated	Twitter account, digital ONA	Many press articles published	

Strategic Plan Scorecard					
Goal	2010 Results	2011 Results	2012 Results	2013 Results (est.)	Performance
ENVIRONMENTAL POSITIONING					
Maximize environmental positioning to promote the growth of orienteering	little to no action	little to no action	little to no action	little to no action	
ALLIANCES					
Form at least one alliance per year that will benefit OUSA and its members	KY Sports Authority	Boy Scouts	none	National State Games; USOC Olympic Day	
CLUBS					
Prepare a local club kit and best practices of the website	not completed	not completed	not completed	gathered data	
TEAM USA					
Have our national team programs compete at high levels of international excellence under one name and banner - Team USA		Team Goals published	Team Goals published; Junior coach hired	Team Goals Published; Active Junior program	
REVIEW					
Annual review of progress made on goal including financial status of the organization		Numbers sent to President but not shared publically	Numbers sent to President but not shared publically		
Scoring:					
Green: 90% to above goal					
Yellow: 70 to 89% to goal					
Red: 0 to 69% to goal					
Black: Not Started					

Strategic Plan Scorecard					
Goal	2010 Results	2011 Results	2012 Results	2013 Results (est.)	Performance
<i>Grey: Pending report</i>					