

APRIL 7, 2019



PGA
Southern California

SOUTHERN CALIFORNIA PGA

2019 STRATEGIC PLAN

UPDATE PLAN INITIATIVES

AREAS FOR PLANNING

- *Section & Membership Services, Mentoring, Engagement; elevate the PGA professional*
 - SUPPORT ASSOCIATES TO ENSURE THEIR SATISFACTORY COMPLETION FOR MEMBERSHIP**
 - INCREASE THE VALUE OF THE PGA PROFESSIONAL AT THEIR FACILITY/WHAT IS A PGA PROFESSIONAL AND WHAT DO WE DO? CAMPAIGN**
 - EXPAND, COMMUNICATIONS, MEDIA & SOCIAL MEDIA PRESENCE**
 - EXPAND RECRUITING EFFORTS**

- *Player Development & Foundation Programs*
 - SCPGA LEARNING AND TRAINING FACILITY, COTTONWOOD GC, MORENO VALLEY/FAIRMONT PARK, RIVERSIDE**
 - PACE OF PLAY PROGRAMMING**
 - COMMUNITY ENGAGEMENT**
 - GATHER DATA/INFORMATION TO ENSURE FUTURE PROGRAMMING WILL GROW THE GAME & RETAIN GOLFERS**
 - SECTION-WIDE GOLF INSTRUCTION PROGRAMS FACILITATED BY SCPGA**

- *Organizational Structure & Governance*
 - CHAPTER SUPPORT & LIAISON**
 - SECTION CAPITAL RESERVE ALLOCATION**

SECTION & MEMBERSHIP SERVICES

1. Elevate the standards of PGA professionals
 - a. Employment
 - i. Provide owners with assistance in marketing and promotion to grow their business
 - ii. Set up instruction programming for those facilities in need
 - iii. Career path education for Associates
 - iv. Increase number of women Associates/Members by recruiting
 - b. Education
 - i. Extend One-on-One workshops
 - ii. Increase Rules of Golf Education for covering changes in 2019
 - iii. Educate membership regarding proper terminology, behavior and social media in the workplace and community including Associate and New Member Orientations
 - iv. Conduct child safety programs
 - v. Invite the associates to additional education following the meetings
 - vi. PGA members mentor and assist Associates in their progression through the PGM Program
 - vii. As part of the associate orientations enhance the Kickstart Program with the three new career paths and highlight the need for engagement to advance career opportunities
2. Enhance playing opportunities for PGA professionals
 - a. Tournament Activities
 - i. Continue to grow partnership with the LPGA

- ii. Provide support for Senior Division & Women's Division
- iii. Enhance AA and women's activities to increase participation
- iv. Secure event sites three years in advance for major events

3. Business Development

- a. Target additional non-endemic donors, partners and any non-golf related entity that many benefit from an affiliation with the PGA
- b. Expand division sponsorships (APA, Seniors, Women)
- c. Increase section championship purse to \$110,000
- d. Explore alternative investments ie real estate

4. Marketing/Communications/Media

- a. Additional promotion of PGA professionals through social media
- b. Utilize texting/reverse Engage Communications Consultant to assist with methods of reaching and utilizing all media -
- c. Texting for notifications and information push
- d. Article (s) in PROgram, non-golf sports stars who play golf/contribute to golf
- e. Utilize PROgram Magazine as print or digital
- f. Feature article in PROgram of alums, jr, PGA professional exceptional accomplishment
- g. Grow media relationships and communications
- h. Restructure and revamp scpga.com and scpgajrtour.com
- i. Added support for CAG; allocate staff time and support and track impact
- j. Staff videos created to help the overall understanding of the function of staff

5. Engagement

- a. Conduct an Associate event each year in each Chapter that includes a bbq lunch, 9 holes of golf or the like
- b. On the personal invitation, phone call, and/or email of the president and the officers, at the Summer Meeting and the Annual Meeting provide reserved seating for associates to be seated with at least one Board member.
- c. PGA members mentor and assist Associates in their progression through the PGM Program
- d. Procure celebrity and motivational speakers for SCPGA membership meetings
- e. Provide education programs including business marketing, influencers, social media, financial sales, instruction and human resource regulations
- f. Update Section mentorship program and committee ; Women's task group, mentoring program "Girls Night Out"
- g. Reach out to Class "F" members in order to help those interested in regaining their active classification
- h. Associates paired with a class A member should participate in meetings golf
- i. Actively recruit, especially women, for Associate Program

PLAYER DEVELOPMENT & FOUNDATION PROGRAMS

Budget implications

- 1. Expand all Foundation fundraising programs
 - a. Generate a minimum \$150,000 per annum through fundraising and golf outings
 - i. Keeping in mind a 200,000 potential
 - ii. Work with Cornerstone communications (PR/Marketing Firm) in hopes of expanding our reach within & outside of the golf community and corporate support
 - b. Enhance and ensure up-to-date benefits and recognition for donors
- 2. Player and Golfer Development
 - a. Enhance SCPGA LINK
 - i. Utilizing the link to direct amateurs to professionals

- ii. Work with the SCGA directory (Communications Crossover)
 - iii. Admin team – Establish a Link Liaison
 - iv. Tracking system
 - b. Improve and increase Neighborhood Golf through various strategies
 - i. Partner with parks and recreation departments, especially in smaller cities, to reach families by partnering with allied sports organizations (little league), DCP, Jr. League, JDT
 - ii. Attend various ski shows, auto shows, corporate events, golf shows
 - iii. Partner with every tour event in SoCal- Genesis Open
 - iv. Track and communicate with all participants
 - c. Market to, capture and retain the next generations of golfers
 - i. Marketing through Jr League, DCP , Jr Tour, Latina Golfers and others
 - d. Utilize, and compensate, PGA professionals to conduct player development golf clinics
 - e. Add/renew pace of play campaign: partner with golf organizations; articles, video posting, on course in events; allocate staff and track time
 - f. Develop and sustain recruiting program to enhance the golfer base and enhance opportunity for higher education
 - g. Increase retention of golfers through programming by SCPGA professionals
 - i. Collaborate with the SCGA to identify growth and retention data
 - h. Enhance, and track through High school golf programs via the ClubsForeYouth Program that leads to membership in the SCPGA Jr Tour, SCGA Jr Players Pass and golf beyond graduation.
 - i. Update the SCPGA Player Pathway
 - j. Add PGA coaches and field instructors
 - k. Promote forward tee additions to facilitate interest in the game
- 3. Junior Golf
 - a. Bridge Golf in Schools, PGA Jr. League, SCGA Jr, DCP and Neighborhood Golf participants to golf instruction and golf facilities
 - b. Evaluate other junior tour programs to ensure the SCPGA is competitive and relevant
 - c. Upgrade digital marketing strategies including enhanced and responsive junior golf website, scpgajrtour.com
 - d. Schedule JDT clinics around DCP events to bridge the excitement of the Jr. Tour into action
 - e. Utilize, and compensate, PGA professionals to conduct instructional clinics and opportunities for SCPGA Jr. Tour members

ORGANIZATIONAL STRUCTURE & GOVERNANCE

- 1. Section, Chapters and Committees
 - a. Recruit and engage board members, officers, chapter and committee leadership to increase long range continuity
 - i. Mentor of future and current leaders; PGA & SCPGA Lead program
 - ii. Succession plan with co-chairman and vice-chairman
 - iii. Committee accountability
 - iv. Quarterly update to/and from Chapters
 - v. Contact section board members to evaluate priorities and continuity
 - b. Examine structure for effectiveness
 - c. Conduct board updating training
 - d. Monthly video “snapshot” of activities, programs, finances to Board
 - e. Consistent Strategic Plan updates
 - f. CEO/COO/CMO & SCPGA Officers to visit each chapter officer corp annually
- 2. Section Staff
 - a. Continually evaluate positions to ensure staffing levels meet programming needs

- b. Actively recruit interns to support departments
- c. Staff orientation ppt/video presentation
- d. Video presentation to educate PGA professionals regarding staff roles and daily activity
- e. Cross train staff in each department to foster a more well -rounded understanding of Section operations