

SCCA RoadRally

Strategic Plan

Overview

2011



SCCA Rally

Strategic Vision

POSITIONING STATEMENT: The SCCA is the leading membership organization for the promotion and delivery of RoadRally competition for its members.

MISSION STATEMENT: To provide safe, fair, and fun RoadRally competition for SCCA members.

VISION STATEMENT: To provide participant driven RoadRally competition for SCCA members.



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Major Strategic Initiatives

- I. Build diverse Regional Programs and develop the importance of their relationship to the Division.
- II. Extend involvement in the National Championship at multiple levels of experience and effort.
- III. Emphasize fiscal discipline, safety, and consistent administrative practices.



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I. Build Diverse Regional Programs

1. Retain and recruit organizers, participants and weekend members.
2. Through better communication, firmly establish the RoadRally Divisional Stewards' importance to and involvement with the RoadRally Board.
3. Organize a curriculum of print, peer-tutor, mentor and on-line training for contestants and organizers.
4. Use *Lead Car* to promote RoadRally at the SCCA regional level. and survey the existing participants.
5. Continuously gather “best practices” from successful Divisions and Regions and publish these methods as a public record.



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II. Extend Involvement in the National Championship

1. Make the USRRC THE National Championship Event.
2. Keep the Championship competitive and engaging at all levels of experience.
3. Broaden the knowledge and participation by new organizers in National Rallies.
4. Use *ITIS* to highlight and promote committees, events and methods that exemplify the best of SCCA **RoadRally**.
5. Solicit the opinions of contestants at all levels of involvement and experience.



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III. Emphasize Good Administrative Practices

1. Focus on solidifying a financially secure program and a clear sanctioning processes.
 1. Ease the financial risk of the USRRC committee.
2. Promote *RoadRally* outside SCCA.
3. Emphasize the RoadRally Safety Steward program.
 1. Enforce license requirements.
 2. Assess needs for additional Safety Stewards.
4. Increase the RRB's presence within SCCA.
 1. Assist in Regional Development.
 2. Alert *SportsCar* to events, programs and dates of interest to RoadRally participants.

