



PGA

Southern Ohio Section

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Southern Ohio PGA

2020-2021 Business Plan Highlights

October 2020

Awards and SOPGA Hall of Fame

Host a **joint, stand alone celebration** in 2021 to honor '20 and '21 classes

Continue to **modernize** the nomination process for Awards and Hall of Fame

Clarify the process for nominations and voting

Further **celebrate our members** for their awards/recognition through new mediums

Communications

Focus on the **Brand** of the Southern Ohio PGA

Create an all encompassing **Communication calendar/strategy** to speak with one voice

Hire a **contracted journalist** to supplement current staff team efforts

Governance

Update **Governance** policies in line with Operational Audit and Industry Best Practices

Develop a comprehensive **Board Meeting Schedule** (5 in-person meetings, 4 conference calls)

Education

Align with PGA of America to deliver **Specialized, Certified** and **Master Professional** programs

Launch a series of **SOPGA Webinars** to deliver timely, quality web-based education

Continue hosting our **Teaching and Coaching Summit** and **Adaptive Instruction Training**

Finances

Clean up and streamline **Accounting** and **Budgeting**

Move **Junior Golf** projects (revenue and corresponding expenses) to PGA REACH Southern Ohio

Workday being adopted as HR and Finance tool

PGA of America working to finalize a new **Banking Partner**

Evaluate **capital projects** for the next 3-5 year (Office - restroom, handicap ramp, parking lot)

Junior Golf

Create a detailed, deliberate **Player Development Pathway** to make sure our programs align in the community and with our PGA Professionals

Redefine **Futures Tour** to be one-day events and **Players Tour** to be two-day events, with tiered levels of membership

Provide **further support** of PGA Junior League and Drive, Chip and Putt

Begin working with the Northern Ohio PGA to facilitate **Middle School Golf** across Ohio



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Membership

Revamp our Section and Chapter Spring and Fall Meetings (Goal - 2 hour meeting, 1 hour of education, 1 hour chapter breakout, 18-hole golf event)

Increase Member engagement through new member outreach, member recognition

Partners (Not Sponsors)

Refine our process, **creating custom partnerships** by sunsetting our Partners in Golf program

Focus on **aligning our goals** more closely with the goals of the partners ensuring a ROI

Improve our communication with current, future and past partners

Focus on partnering with **endemic** properties and **non-endemic** partners

Player Development

Support the launch of **Doubles Golf** in Southern Ohio

Support **PGA Family Cup** in Southern Ohio

Develop **FUN**, outreach programs to create awareness of the game and local offerings

Tournaments

Ensure **financial accountability** for our individual events and program as a whole

Continue to evaluate our **Senior Tees** and **Player of the Year/Ohio Cup Points**

Annually update our **tournament policies** and **tournament operations procedures**

Update our equipment to ensure we are hosting **first-class events**

Develop a plan for Section Staff to **facilitate Chapter events**

Create a first-class **Tournament Schedule** with the best facilities and formats possible

PGA REACH Southern Ohio

Evaluate **Managing Directors** (PGA Professionals)

Launch a **Birdies for Charity** event in conjunction with Play Yellow (Children's Miracle Network)

Redevelop our **SOPGA REACH Pro-Am** as we build out trustees

Bring on **PGA REACH Southern Ohio Trustees** (Goal - 8 to 12 trustees in 2021)

Create a local **website** on our current platform for PGA REACH Southern Ohio

Youth Pillar

Create a **SOPGA Player Development Pathway**

Move SOPGA Junior programs moved under PGA REACH Southern Ohio

Military Pillar

Expand **PGA HOPE** programs across Southern Ohio

Create a **SOPGA HOPE Cup** to celebrate the success of the program with a year-end event

Provide a **discounted access card** to participants of PGA HOPE programs

Diversity and Inclusion

Continue hosting our **PGA WORKS Fellow**

Create a **SOPGA Scholarship** for the kids and grandchildren of PGA Professionals