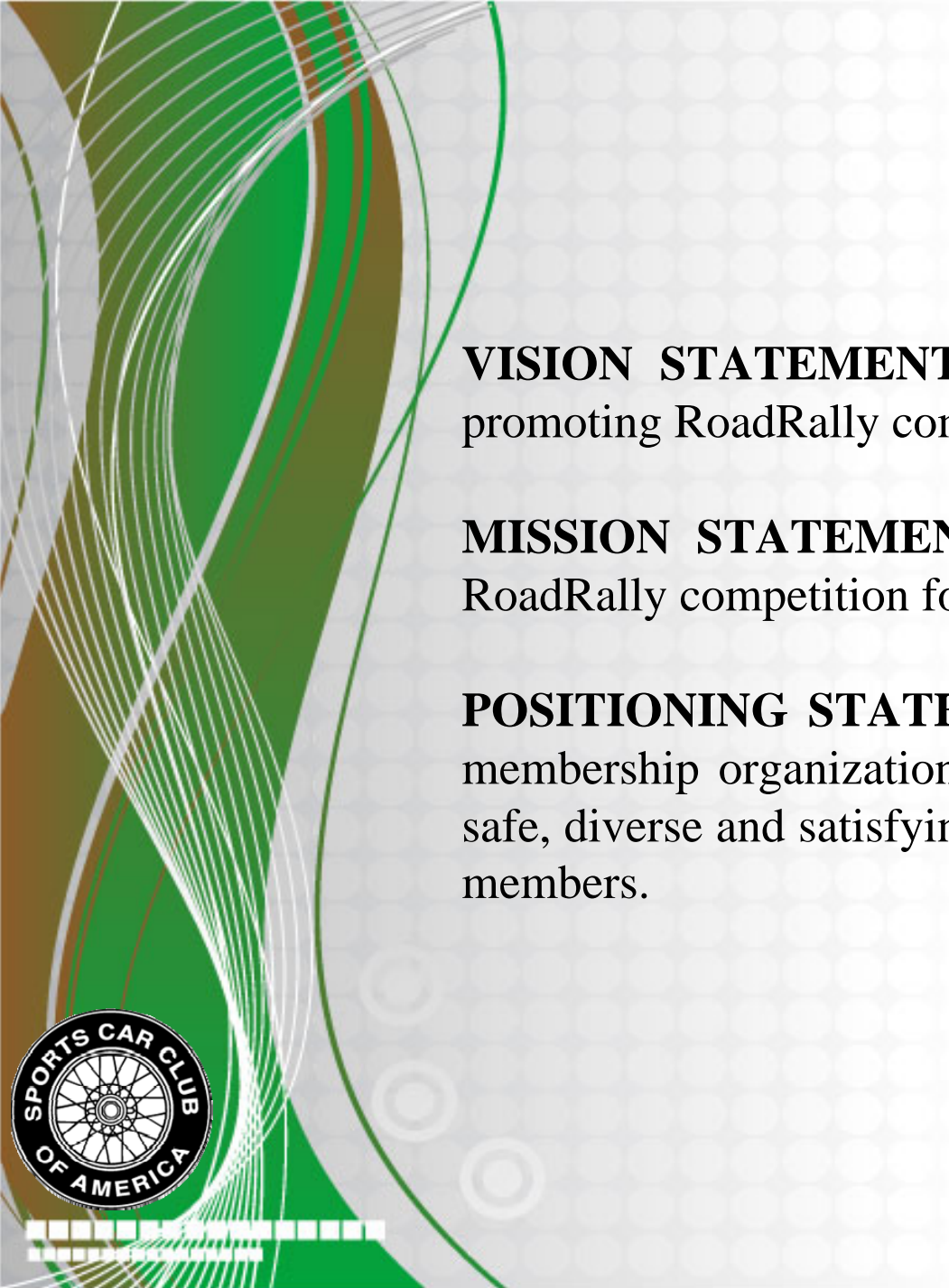


ROADRALLY STRATEGIC PLAN OVERVIEW 2009



SCCA Rally



VISION STATEMENT: To be the premier organization promoting RoadRally competition for SCCA members.

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

POSITIONING STATEMENT: The SCCA is the leading membership organization for the promotion and delivery of safe, diverse and satisfying RoadRally competition for SCCA members.



SCCA Rally

MAJOR STRATEGIC INITIATIVES

- I. Expand all levels of participation in the National Championship
- II. Build Regional Programs and develop the importance of the Divisional relationships
- III. Increase the emphasis on good administrative practices



SCCA Rally

I. Expand All Levels of Participation in the National Championship

1. Make the USRRC THE National Championship Event
2. Increase quality of contestant experience
3. Gather “Best Practices” from successful Divisions and Regions
4. Retain organizers, participants and weekend members
5. Broaden knowledge and participation by new organizers in National Rallies



SCCA Rally

II. Build Regional Programs and Develop the Importance of the Divisional Relationships

1. Firmly establish the RoadRally Divisional Stewards' importance to and involvement with the RoadRally Board
2. Create a Curriculum of Print, Peer-Tutor, Mentor and On-Line Training for contestants and organizers
3. Promote RoadRally at the SCCA regional level and survey the existing participants
4. Develop better communication between RoadRally Board, the Divisional Stewards and the Regions



SCCA Rally

III. Increase the Emphasis on Good Administrative Practices

1. Focus the RoadRally Board's attention on solidifying a viable and financially secure program with appropriate sanction fees and by increasing the number of events and participants.
2. Recognize at all levels the importance of fiscal constraints
 1. Address Championship Trophy line-item
 2. Ease the financial risk of the USRRC committee
3. Rebuild the RoadRally Safety Steward program
 1. Establish license parameters and constraints
 2. Assess needs for additional Safety Stewards

