

STRATEGIC PLAN

OF THE GEORGIA STATE GOLF ASSOCIATION 2023-2027



VISION

To make golf the game of a lifetime.

MISSION STATEMENT

We serve and advance the game of golf by providing opportunities for everyone to play, through promoting its best interests and in celebrating its storied history.

KEY CUSTOMERS & PARTNERS

- Golfers of all ages and abilities, with an emphasis on GSGA members
- Golf facilities, with an emphasis on GSGA member clubs and courses
- Allied associations and other organizations that support the game

VALUES

INNOVATIVE

We constantly explore and evaluate unique opportunities to engage golfers and support the game's stakeholders.

INTEGRITY

We promote fairness, equality, consistency and transparency in our decision making to support our mission and vision.

SERVICE

We have a culture of passionate and dedicated service to the game by encouraging exemplary service to all customers.

INCLUSIVE

We promote golf as a game for everyone and support all stakeholders within the golf ecosystem.

EXCELLENCE

We strive to be the best by staying well informed and educated in order to be prepared to meet all challenges.





STRATEGIC PRIORITY #1

We have highly skilled volunteers and staff with the expertise and capabilities to accomplish our mission and support our programs.

OBJECTIVES

- Enhance our education and training opportunities for volunteers and staff.
- Implement volunteer and staff recruitment strategies that promote diversity and inclusivity.

KEY OUTCOMES

- Maintain standards of excellence as we continue to grow our volunteer program and staff.
- Advance diversity and inclusiveness across all levels of the association.

STRATEGIC PRIORITY #2

We have a recognizable brand and more people know how we serve and advance the game of golf.

OBJECTIVES

- Develop awareness campaign which promotes the association and highlights those it serves.

KEY OUTCOMES

- More recognizable and respected brand within the golf community.
- We are known to provide exemplary programs and activities that promote diversity, inclusion, and accessibility in the game of golf.



STRATEGIC PRIORITY #3

We will elevate current programs and develop new ones to support recent growth in the game of golf.

OBJECTIVES

- Expand opportunities for golfers from growing demographics to play the game of golf by enhancing current activities and creating new program offerings.

KEY OUTCOMES

- Increase the quantity of golfers interested in our activities, events and programs.
- Elevate the golfer experience for those that participate in our activities, events and programs.

STRATEGIC PRIORITY #4

We have a sustainable financial model which supports our mission.

OBJECTIVES

- Broaden and diversify non-traditional revenue sources.
- Establish endowments to provide sustained funding for adaptive golf and junior golf programming.

KEY OUTCOMES

- Increased funding to help fulfill our mission and provide resources to support and grow our activities, events and programs.

