

World Lacrosse Strategic Priorities Pivot During COVID

#	Strategic Priorities	Owner(s)	Target Date	Notes	Current Status	Completed
1	Revise and communicate austerity budget to membership.	Eric Parthen	15-May	Revised Austerity budget approved by the Board and was sent to the membership on April 21, 2020		Completed
2	Effectively manage the membership dues hardship program.	Eric Parthen	15-Jun	Membership dues program communicated to members and was managed effectively		Completed
2a	Promote and collect membership waiver request by June 1.	Eric Parthen	1-Jun	Accomplished waiver request sent to members on April 17		Completed
2b	Review and advise Board to waive membership fees for select NGBs by 6/15	Eric Parthen	15-Jun	All waivers submitted were approved		Completed
3	Revise the IR strategy and event attendance. Renegotiate the IR consultant agreements.	Jim Scherr, Darryl Seibel	31-Oct	Strategy for Q4 2020 and for 2021 has been revised, reflecting impact of COVID-19 on international meetings and events		On-going
4	Continue working with the IOC Sport Department to move from "Provisional Recognition" to "Full Recognition."	Jim Scherr, Eric Parthen	31-Dec	Accomplished, IOC Sports Department has moved process forward for WL to be considered as a full member in August. Vote to conclude at IOC Session at Tokyo Olympic Games. Staff managing application process with the IOC.		On-going
5	Organize and set the dates for the postponed 2020 General Assembly as a virtual meeting.	Jim Scherr, Eric Parthen, Natasha Brophy	15-May	New date of October 18, 2020 has been announced.		Completed
6	Effectively manage the Governance Working Group process. Support the development of appropriate legislation and manage the political process to achieve successful outcomes for WL.	Jim Scherr, Eric Parthen, Board	18-Oct	Staff has supported the GWG process and all legislation has been forwarded to the GA for vote.		On-going
6a	Determine as part of the GWG and GA management if a 'mid-term' postal vote is needed and what legislation should be part of that vote.	Jim Scherr, Eric Parthen, GWG	15-Jul	The only mid-term vote that was conducted was for the Finance and Governance Director election. Additional postal votes will occur after the GA.		Completed
6b	In addition to the above potential legislation, determine whether the Finance and Governance Director (formerly Sec Gen) election should be held prior to the GA via postal vote or during the rescheduled GA.	Jim Scherr, Eric Parthen, GWG	15-Jun	Board determined the election should be held prior to the GA and it was completed by the board with assistance from staff.		Completed
7	Reach terms with the 2022 Men's World Championship Organizing Committee. August 1, 2020. Officially postpone the event and secure venue and dates for the Championship in 2023.	Jim Scherr, Lindsay Impett	1-Aug	Negotiation of terms is ongoing and proposal for postponement is subject to approval by the GA.		In process
8	Finalize 2021 Towson Women's World Championship contract(s)	Jim Scherr, Darryl Seibel, Lindsay Impett	1-Jul	Operational contract with Towson. Awaiting confirmation of postponement of Men's Champs from 2022 to 2023 as intention is to create combined commercial contract for both events.		Partial completion and on-going
9	Finalize and publicize final dates for Limerick (summer) and secure team participation.	Darryl Seibel, Lindsay Impett	15-Jun	Limerick event postponed to 2021 and age group updated to U20. Two additional teams included		Completed
10	Reach joint marketing agreements and be prepared to enter the market with the sponsor and television/media rights for Limerick, Towson, and Los Angeles.	Jim Scherr, Darryl Seibel, Lindsay Impett	15-Jul	Due to postponement this has been delayed, but verbal agreement and work for the rights for Limerick and Towson being progressed		Partial completion and on-going
11	Achieve a television/media agreement covering all three events.	Darryl Seibel	15-Oct	In process, but due to global pandemic will not happen by October 15		On-going
11a	Post a television agreement, create a sponsorship sales plan between WL, the LA 2023 Organizing Committee and US Lacrosse to effectively sell sponsorships and WL sponsorship rights for all three events.	Darryl Seibel	15-Oct	Awaiting confirmation of postponement of Men's Champs from 2022 to 2023 before executing broadcast and commercial agreements.		On-going
12	Seat and announce Steve Govett as one of the two WL Board Independent Directors.	Jim Scherr, Board	15-Jul	Accomplished but not seated until the September board meeting		Completed
13	Successfully manage the CF and NGB grant program: promoting and prospecting the grants, involving the Development Committee in recommending final grants, WL management determines final grants, announce the grants mid-June, manage the grant recipients to utilize grants in accordance with grant guidelines.	Jim Scherr, Eric Parthen, TJ Buchanan	6/15, on-going	Grants to NGBs have been awarded and paid. CF grants have been received, reviewed and notifications are going out this week and will be paid in the coming weeks.		Completed but late
13a	Prior to the implementation of the CF grant program, propose and gain agreement to hold CFs accountable in reaching an agreement on CF strategy. CF funds will not be released without each CF's signoff.	Jim Scherr, Eric Parthen, TJ Buchanan	TBD	WL and the CF's nearing resolution on the CF structure proposal. Funds have been committed and will be released prior to the GA.		On-going
14	Develop and implement the plan for member communications.	Jim Scherr, Eric Parthen, Darryl Seibel, Natasha Brophy	15-May	A robust Stakeholder Engagement Series has been rolled out and has been well-received by membership. Eventually, a newsletter may be added but that will need to be weighed against a heavy volume of written material that is already being shared with membership.		Completed
14a	Hold first "stakeholder engagement" webinar	Jim Scherr, Eric Parthen, Darryl Seibel, Natasha Brophy	15-May	Done. The first Stakeholder Engagement Series Webinar was held on May 15.		Completed
15	Develop and implement coordinated strategy for WL webinars across events, member communications, membership programs, etc.	Eric Parthen, Darryl Seibel, TJ Buchanan	6/15/2020, ongoing	Done. To date, six Stakeholder Engagement webinars have been held and there are another 5 planned between now and the end of the year.		On-going
16	Provide comprehensive set of digital learning platforms for member nations and their constituents including NGB portal/toolkit, e-learning for CDM and ODM, ADM (anti-doping), medical, and others.	Eric Parthen, Darryl Seibel, TJ Buchanan	6/17, ongoing	Tools are ready to go; platforms to be launched by mid-November 2020		On-going
17	Working with TD and ITA, adjust WL anti-doping program for 2020.	Jim Scherr, Eric Parthen, Darryl Seibel	31-Jul	In process. Team whereabouts have been requested from all members, processing relevant TUEs, working with WADA to finalize WL's 2021 Anti-Doping Code.		On-going
18	WL successfully complies with World anti-doping code and WADA code compliance questionnaire process.	Eric Parthen	15-Oct	In process. Finalizing WADA's approval of WL's 2021 AD Code and then focus will shift to WADA compliance.		On-going
19	Successfully launch the WL website and updated social media strategy.	Darryl Seibel	17-Jun	New website successfully launched in June 17, 2020, to coincide with One Year To Go to Limerick 2021. New social media strategy implemented, resulting in double-digit audience growth across all social platforms.		Completed
19a	Continue to manage COVID-19 social media strategy	Darryl Seibel	Ongoing	Frequency of communication with WL members increased beginning in February 2020, with updates on critical decisions being taken by World Lacrosse and custom content to support members in managing the COVID-19 crisis		On-Going
19b	Launch first phase of WL white label merchandise program (merchandise store connected to website)	Jim Scherr, Eric Parthen, Darryl Seibel	17-Jun	Licensed product e-commerce platform introduced through new WL web site in July 2020. White label equipment program in development, with planned introduction in Q1 2021		On-going
19c	Launch second phase of WL merchandise offering program in 2020-2021 to include equipment to support member nation grassroots programs and member nation national teams and equipment grants	Eric Parthen, Darryl Seibel, TJ Buchanan	TBD	First phase launched second phase moving ahead		On-going
19d	Achieve agreed audience growth targets across digital / social platforms	Amanda Mastera	31-Dec	Accomplished. From Aug. 31, 2019 to Oct. 12, 2020, Net Audience Growth of +327%, growth in published posts of +96.7%, growth in impressions of +75.3% and growth in engagements of +62.2%.		On-going
19e	Launch World Lacrosse podcast series	Darryl Seibel, Amanda Mastera	TBD	Revised launch date of Q1 2021		On-going
20	Set and hold several lacrosse sixes exhibitions with streaming media and launch the lacrosse sixes brand identity system. <i>Dependent on others and health and safety issues.</i>	Darryl Seibel, Lindsay Impett	31-Dec	On hold due to global pandemic, but work is completed awaiting launch.		
21	Working with the Board and fundraising committee, revamp the WL strategy for private donor engagement and explore the prospects for developing a WL foundation.	Jim Scherr, Eric Parthen	15-Sep	On-going delayed until December.		

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22	Improve financial transparency	Jim Scherr, Eric Parthen	Ongoing	Ongoing. New financial policies have been submitted to Membership for approval at the GA, streamlining banking by working to close BoFA, cleaning up excess, unused Quick Books account to make more usable books.		On-going
22a	Close the 2019 year-end finances and produce the 2019 year-end financial statement for the BOD	Jim Scherr, Eric Parthen	15-Jun	Delayed until final documentation is submitted by Sec. Gen.		
22b	Produce Q1 financials for the Board	Jim Scherr, Eric Parthen	15-Jun	Accomplished		Completed
22c	Support the audit process to produce audited statements.	Jim Scherr, Eric Parthen	18-Oct	In process		On-going
23	Finish the financial transfer to management and fully seat the F&A Committee.	Jim Scherr, Eric Parthen	1-May	Partial completion. Still need to have Management added to BoFA and ultimately close those accounts. Credit cards have been applied for through Wells Fargo. Cliff is conducting all financial transactions		
23a	Apply for Payroll Protection Program support	Eric Parthen	1-May	Done. \$92,220 of support was approved.		Completed
23b	If successful with PPP, follow subsequent requirements for PPP forgiveness	Eric Parthen	15-Jul	Ongoing		
24	Support the election process for the Board Finance and Governance Director.	Jim Scherr, Eric Parthen	1-Aug	Accomplished		Completed
25	Continuing to monitor local conditions on when WL may reopen international HQ.	Eric Parthen, Natasha Brophy	Ongoing	Accomplished and monitoring.		
26	Carefully monitor expected conditions for events in Limerick and Towson and any qualifiers and other CF events.	Jim Scherr, Eric Parthen, Darryl Seibel, Lindsay Impett	Ongoing	Risk analysis complete. To be discussed with GA on 18 October		Partial Completion and On-Going
27	Maintaining and improving relationship with LA 2028 and leadership team.	Jim Scherr, Eric Parthen, Darryl Seibel	Ongoing	Relationships and engagement with leadership of LA 2028 at various levels (President, Chief of Sport, Chief Communications Officer) remain very strong		On-going
28	GDPR compliance (and Board education) <i>October 18, 2020.</i>	Eric Parthen	18-Oct	This will become a focus in the coming weeks after GA and WADA obligations.		
29	Support BSWG phase 2 on progressing objectives to resolution. <i>June 2, and October 18.</i>	Jim Scherr, Lindsay Impett	6/2, 10/18	All phase two objectives have been presented to GA for voting on 15 Nov 2020, excluding Event Format (Blue group) which will be re-addressed following GA.		Awaiting GA Vote
29a	Revised international calendar 2021-2028 and new event calendar including 6v6	Jim Scherr, Lindsay Impett	2-Jun	Revised Calendar has been presented to GA. Awaiting feedback and approval at 15 Nov meeting		Awaiting GA Vote
29b	Format for world events, bidding and technical manual	Jim Scherr, Lindsay Impett	18-Oct	Manual updates presented to GA for approval. Bid book on-going		Awaiting GA Vote
30	Develop holistic strategy for developing lacrosse in Africa, including a functioning CF, develop a strategy to support/manage entities that are fundraising for Africa lacrosse in the US and elsewhere	Jim Scherr, Eric Parthen, TJ Buchanan	31-Dec	Lacrosse for all accomplished, CF is in development and have had calls with several philanthropic stakeholders.		On-going
30a	Report back to IOC on success of Africa grant received in 2019 and propose 2020 grant	Jim Scherr, Eric Parthen, TJ Buchanan	15-Apr	2019 Activity Report submitted to the IOC. We also received a 2020 grant in the amount of \$32,000. Activity delivery TBD due to COVID.		Completed
31	Produce the 2019-2020 World Lacrosse Annual Report and have it available for electronic distribution at least 30 days before the 2020 General Assembly.	Darryl Seibel	15-Sep	2019-20 Annual Report completed as of Oct. 6, minus Auditor's Report and Financial Statement		On-going