USJF Strategic/Operational Planning Meeting

Las Vegas, Nevada, November 12, 2026

Agenda

1. Welcome and Introduction

Purpose and General Overview of the Process

Self-analysis and Planning with active incorporation of new leaders

- On Boarding / Refreshing
- Strategic Process, Terminology, Utility, Implementation
- Optimizing the functions of the federation structure

Introduction of attendees

2. Volunteers / Administrators

Definitions, Structure, Focus, Voice, Recognition, Perks

3. Setting the Stage

- Brief History of the Organization
- National Amateur Sports Act
- “Grassroots” concept
- Current status of USJF/USA Judo Corporate Relationship
- Structure of the USJF
- Membership
- The Budget
- The Website and Social Media
- Current Mission and Vision of the USJF
- Prior Strategic Planning Efforts
- The Nonprofit Federation
- The Customer(s)
- Marketing in 2026

4. Brief Introductions

Committees and Programs of the USJF

- Board of Examiners
    - Promotion Committee, Rank Requirements
- Development

    - Jr Development, Sr Development, Kata, Referee Development & Certification, Coach Development & Certification, High Performance, Self-Defense
- Teachers Institute
- Adaptive Judo
- Life Membership
- Scholarship Programs
- National Events (Clinics, Tournaments)
- Support of Local/Regional Events
- Financial Management
    - Structure, History, Mid-term future, Fund Raising
- Marketing

National Office

Sanctions, Insurance, COI management, Rank Registration, USJF budget (inputs, reports), Fund Raising, Office personnel management, Office supply management, Phone calls, e-mail correspondence, Ensuring compliance with state and federal work requirements, PCI (credit card safety) compliance, Prep and coordination of off-site corporate meetings

5. Comprehensive open discussions

Purpose, current status, recent advances and setbacks, and desired mid-term future description of each of the structures, roles, and programs of the USJF, including:

- Customers & Value Propositions
- SWOT analysis (internal strengths & weaknesses; external opportunities & threats/challenges).
- Leveraging the federation structure
- Development of explicit tactics with clearly stated responsibility, methods & timing of results assessment
- *(Marketing as a potential component for each of the categories, including traditional techniques (4Ps), recent digital transformation and technology, and customer-centric practices.)*

6. Fine Tuning of Corporate Mission, Vision

7. Summary and Restatement of Explicit Plans

8. Post-meeting Report to BOD