**[Program Name] 2021 Plan**

 **SWOT Analysis of Program internal and external factors:**



|  |
| --- |
| Strengths: |
| Weaknesses: |
| Opportunities (political, economic, social, technological, organizational): |
| Threats (political, economic, social, technological, organizational): |

**S1. Improve quality and reach of local programming**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. | 1. Choose an item.
 |  |  |  |
| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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**S2. Empower athlete leaders and other change-makers**

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| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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**S3. Foster inclusive practices and settings**

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| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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| Choose an item. | 1. Choose an item.
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**E1. Digitize the Movement**

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| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |

**E2. Diversify revenue**

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| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. | * Choose an item.
 |  |  |  |
| Choose an item. | * Choose an item.
 |  |  |  |
| Choose an item. | * Choose an item.
 |  |  |  |

**E3. Build the brand**

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| --- | --- | --- | --- | --- |
| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |

**E4. Drive excellence**

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| **Strategic Initiative** | **Measure of success** | **2021 Target** | **2021 Actions** | **Owner** |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |
| Choose an item. |  |  |  |  |