

# STRATEGIC VISION



# PGA™

Southern Texas Section

**MISSION:** Serve the Members, grow the game through STPGA programs, and elevate the Association.

## CORE AREAS OF FOCUS & TOP PRIORITIES

### CHAMPIONSHIPS

- » Enhance tournament sites and player experience
- » Diversify tournament formats
- » Foster Member interaction with sponsors

### COMMUNICATION

- » Maintain cutting edge technology
- » Develop website for PGA Reach Southern Texas
- » Focus of telling PGA Member stories
- » Increase overall marketing efforts

### LEADERSHIP DEVELOPMENT & GOVERNANCE

- » Committee Evolution
- » Enhance Board and Committee recruiting and training
- » Update and review Constitution and Bylaws
- » Staff development

### MEMBER SERVICES

- » Enhance educational opportunities
- » Further integrate Career Consultant
- » Improve Member outreach and involvement

### PGA REACH SOUTHERN TEXAS

- » Rebrand of PGA Reach Southern Texas
- » Junior golf participation growth
- » Grow PGA HOPE chapters
- » Create National/Regional junior events
- » Strengthen High School coaches relationship

### REVENUE GROWTH

- » Creation of Charity Pro-Am
- » Non-Golf Corporate partnerships
- » Strengthen existing fundraising programs
- » Financial planning for the future