

# Intermountain Yudanshakai



## Mission Statement

**“Improving our youth through the teaching of the Kodokan Judo principles of mutual benefit and welfare”**

**July 30, 2011**

## 2012 Strategic Plan

Rock Lima (64)  
Bob Suyehira, Emmett (54)  
Allen Easterling, TF/CSI (37)  
Wayne Johnson, Kaizen (59)  
Brian Harmison, TF/CSI (48)

Randy King, Kaizen (62)  
Val Brisbin, BVJC (47)  
Bryan Matsuoka, TF/CSI (51)  
Barbara Porter, TF/CSI (41)

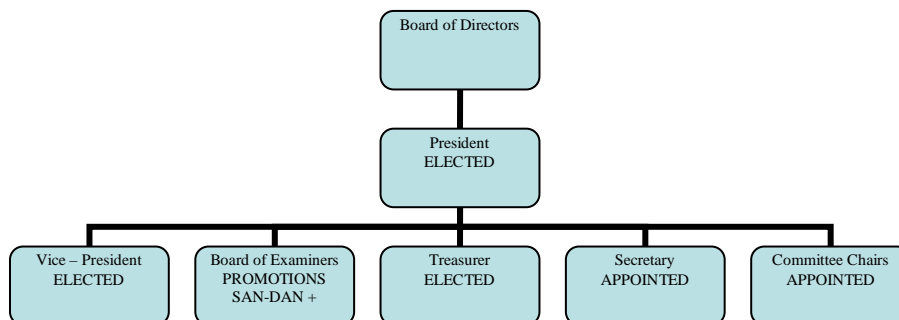
## COMMUNICATION/ORGANIZATION COMMITTEE

### **Goal:**

Establish a baseline of job descriptions for key tasks of each Yudanshakai Committee Chair, which will be the beginnings of an organization tree and create the communication loop.

### **Action Plans/Accountability:**

- Each Head Instructor to submit any changes at the Dojo Level for each Committee Chair position. Compose and submit the list to the YDK Vice-President by August. This can be a parent with regular USJF membership; given written approval of the Head Instructor with the ultimate responsibility for all dojo committee chair positions.
- YDK Vice-President will compose, submit, and distribute the organizational tree for each YDK Committee to the Board of Directors by the first quarter meeting.



- Each YDK Committee Chair is to complete and submit the form provided by IYDK:
  - Committee Chair Description and Contact information to be available by September via Email to the Vice-President
  - Completed form as due to YDK Vice-President Forms Include:
    - Intermountain YDK Mission Statement
    - Job Description
    - Long (5 year) and short term (1 year) goals
    - Budget - Allocation and Management
    - To be discussed at the winter meeting

## **RECRUITMENT**

Goal: Increase the membership in the Intermountain Yudanshakai 10% \*annually.

SEASON END	GOAL	MEMBERS AS OF JUNE 30	CHANGE	%
2001	NONE	416	0	
2002	NONE	543	127	23%
2003	597	436	-107	-25%
2004	657	380	-56	-15%
2005	418	394	14	4%
2006	433	331	-63	-19%
2007	364	242	-89	-37%
2008	267	338	96	28%
2009	375	399	61	15%
2010	439	458	59	13%
2011	504	393	-65	-17%
2012	433			

### ***Action plan:***

Each dojo's head sensei will assign a dojo member to be the Dojo Public Relations/Marketing Chairperson who will report to the YDK President or assigned Public Relations/Marketing Chair. The Dojo Public Relations/Marketing Chairperson will be responsible for the following:

- Develop a recruitment plan for each dojo, suggestions include:
  - Recruiting and Media Exposure
  - Presentations to schools, interest groups
  - Tournament results
    - Newspaper
    - Website
    - Television
- Business Cards for each Dojo ( )
- Distribute information and literature as on YDK web page (create YDK tri-fold/brochure with a dojo contact list, and business cards): (done)

- Use ‘how-to-kits’ for starting a USJF club. This is to send out to potential clubs – based on USJF information. Link to be added to IYDK web page.
- Update Links to individual club web-sites
  - Pocatello Judo Club – link?
  -
- Follow-up with calls, mailing to old members

***Accountability:***

- Registration Chair shall report membership results as of June 30; provided to Strategic Plan Chairperson by July 1. Report will include:
  - Totals and annual comparisons by dojo by: Junior, Intermediate, Senior, and Boosters

## **Club Summary Report for Intermountain**

<b>At Large:</b>	6
<b>Boise Valley Judo Club, Inc.:</b>	24
<b>Emmett Judo Club:</b>	67
<b>Fujime Judo Club:</b>	1
<b>Hidden Valley Judo &amp; Jiu-Jitsu Dojo:</b>	12
<b>Kaizen Judo Dojo:</b>	44
<b>Northglenn Judo Club:</b>	7
<b>Ore-Ida Judo Club:</b>	123
<b>Pocatello Judo Club:</b>	25
<b>Timberline Judo Club:</b>	18
<b>Treasure Valley Judo Club:</b>	25
<b>Twin Falls-CSI Judo Club:</b>	38
<b>Junior Members:</b>	223
<b>Senior Members:</b>	167
<b>Associate Members:</b>	0
<b>Regular Members:</b>	340
<b>Life Members:</b>	21
<b>Presidents Club Life Members:</b>	0
<b>Mudansha Members:</b>	314
<b>Yudansha Members:</b>	76
<b>Total Member Count:</b>	390
<b>Total Club Count:</b>	10

## **SCHOOL PROGRAM**

Goal: Develop and implement an educational program supplementing existing traditional education systems. This program will include:

- Sustainable guidelines
- Standard Intermountain curriculum for 11-14 year old students
- Intermountain contacts and resources
- National legitimacy of the USJF organization in the form of membership and existing educational programs.

### ***Action plan:***

- Curriculum and procedures draft to be completed by a team with representation from each dojo with draft distributed throughout the YDK to be reviewed by summer 2012 strategic planning meeting
- Team presentations draft to BOD at winter 2013 meeting to develop after-school programs and/or club programs by all Intermountain Clubs
- 
- Measure participation variance in Intermountain tournaments in the 11-12 and 13-14 year old divisions from relative seasons.
- As funds allow we will send students to USJF Jr. Nationals to compete in the novice division.

### ***Accountability:***

- Development Chairperson
- Curriculum and procedures team leader will be assigned by the Board of Directors at the summer 2011 meeting. Each dojo will provide a team member (USJF regular member) to be announced prior to the winter 2012 meeting.

DEVELOPMENT:  
**ELECTRONIC COMMUNICATIONS, LEADERSHIP**  
**TRAINING/RESOURCES**

***Goals:***

- The Intermountain YDK will provide resources and training opportunities to assist dojos with electronic communications and leadership training. Results to be reviewed at the following YDK meeting and provided to the USJF development Committee.
  
- Intermountain Clinic attendance will provide education in communication and leadership to:
  - Improve communication of resources, events, activities from IYDK and USJF. With the completed revisions each dojo or club will have a representative (USJF regular member) with access to the site to make appropriate changes and updates.
    - Research an agreement assigning rights and responsibilities to the dojo and individual representative with access to [www.IYDK.com](http://www.IYDK.com)
  - Provide a welcome feeling for attendees by all to increase attendance and provide mutual benefit. This would be measured by increases in attendance 2011 strategic plan attendance increase by 33% to nine members.
  - Begin the training of the next generation's leaders. Personal invitation from YDK yudansha based on the need of the organization; it needs to be (fun and entertaining) (respect and caring) enticing for the younger members. Instill a sense of ownership and respect to the organization on an individual basis. Measurement would be a decrease in the average age of meeting attendees by five years.
    - Strategic planning 2010 average is 48.33 years old.
    - Strategic planning 2011 goal is 43 year old average; actual is 51.44 years of age.
    - Strategic planning 2012 goal is 46 year old average