



# **BWA Strategic Plan**

## **Mission Statement**

To Inspire, Connect, and Empower Black Wrestlers and Allies to Grow Wrestling through Representation, Equality, and Opportunity.

## **Background:**

Towards the end of May 2020, Nate Jackson and Kyven Gadson had a phone conversation about the current environment specifically related to how black people, males in particular, are being treated in our society. After their conversation, they began to reach out to other black men, who they had relationships with, to seek support and counsel.

Through their efforts a large group of black men, from a variety of backgrounds and experiences, participated in a call to share experiences and support each other. The call crystalized a need to shift focus from simply creating a “safe space” for black men to share experiences and support each other to focusing on generating a plan to create positive change on a broader scale using wrestling as the common platform.

A leadership group or Founding Members (Jordan Burroughs, J’Den Cox, BJ Futrell, Kyven Gadson, James Green, Mark Hall, Kevin Jackson, Nate Jackson, Kerry McCoy, Kenny Monday and Gabriel Townsell) was established and began regular communications. These communications lead to formation of the Black Wrestling Association - BWA.

The founding members recognized the need to be efficient and effective in order to create positive change, have a meaningful impact in our community and provide pathways for maximum success on and off the mats. With this in mind, the founding members conducted a strategic planning session. The group reviewed its current environment by assessing internal strengths and weaknesses and external threats and opportunities. This information was used to establish, prioritize and achieve goals (both short and long term) and create a plan to manage potential obstacles.

## **Guiding Principles**

- Commit to active engagement towards accomplishing our mission
- Maintain commitment to diversity and inclusion within our membership
- Operate in a spirit of transparency and mutual respect
- Initiate and maintain strategic partnerships with individuals and organizations to advance our mission
- Promote educational programming supporting racial and social justice, equity, equality



## **2020-2024 Strategic Plan**

The BWA is distinctively positioned to promote change, in the wrestling community and beyond, through efforts focused on providing encouragement and increasing opportunities for sustained excellence for Black Wrestlers on and off the mats. The 2020-2024 Strategic Plan will guide BWA efforts over the next four years to maximize this opportunity.

### **BWA Core Strategic Vision**

By 2024, the BWA will have created a foundation for a legacy as an empowerment organization by:

- Being a well-known and highly regarded organization amongst the wrestling community and beyond as the leading supporter and advocate for Black Wrestlers
- Defining a robust representative identity and purpose focused on maintaining a high level of member satisfaction
- Fortifying outreach efforts among organizations throughout the nation
- Achieving change through education and advocacy while building partnerships within and outside of the Black Wrestling Community
- Establishing a multimedia marketing and branding collaboration strategy
- Demanding equitable opportunities for personal and professional development for Black Wrestlers in all areas

### **BWA Strategic Initiatives**

#### **Initiative 1**

Build a strong marketing plan to establish and grow our brand and awareness of the organization

#### **Initiative 2**

Develop a program to advocate for professional opportunities for Black Wrestlers with an emphasis on coaching and administrative positions as well as expanding representation in media and officiating.

#### **Initiative 3**

Create a mentorship program to help develop affiliate groups and leaders in underserved communities

#### **Initiative 4**

Hold an Annual Gala to celebrate the accomplishments of the year and award a scholarship to a deserving individual.