



# Pathway to Excellence

## For Quality Volkssporting

Year one, 2014

### What is AVA's Pathway to Excellence Program?

The Pathway to Excellence Program is the new, **entirely voluntary**, performance assessment and communication program for AVA clubs. *Clubs ARE NOT required to participate in this program.*

### What do Volkssporters want from your Club?

Fun, Fitness, New Friends

Opportunity to walk, bike, and swim with others in a stress free environment

Safe, well organized, not too expensive, outdoor activities for families

### What do you want from your Club?

Fun, rewarding chance to help others and promote our sport

Help from others, not take too much of your time, be and feel successful

Opportunity to socialize and make new friends

Feel useful and a part of something worthwhile

### What does AVA want from your Club?

Provide non-competitive sports as a service to the public

Use IVV/AVA methods and policies

Be strong, healthy and growing

### Pathway to Excellence Program brings:

- A **framework** for planning by your club
- A **method** for evaluating your club
- **Assessment** of how your club is doing in the key areas found in successful clubs
- **Guidance** in areas where you might do better
- **Specific guidelines and standards** of what is good performance

## **You assess your club's performance in key areas including:**

- Club Membership
- Club Leadership
- Traditional and Year Round/Seasonal Events
- Communication
- Club Administration

In each category, you report your club's performance in meeting specific opportunities

## **Emphasis of Pathway to Excellence Program:**

- Continuous Improvement is a Goal
  - Did your club do measurably better in key areas than last year
  - Or is the club already performing at a high level in those areas
  - Either way, the club can qualify for recognition
- Events and Participation are most important factors
- Administrative factors are considered
- Factors which are early indicators of club strength and health are easily identified

## **Here's an Example**

Traditional Events – The club conducts Traditional Events throughout the year

Bronze – Conduct 4 Traditional Events - 50 points

Silver – Conduct 6 Traditional Events – 75 points

Gold – Conduct 8 Traditional Events – 100 points

With additional points for participation increase: 50 points for 10% increase; 100 points for 15% increase; and, 200 points for 20% increase

## **Here's another Example**

Communications – The club promotes its events and keeps members informed

Bronze – Club has newsletter (electronic and/or paper), Club has an email list to announce club meetings and events, Club distributes Checkpoint and state/regional communications to membership, and Club places brochures and club information where interest is likely – 50 points

Silver – Additionally, the club has a website – 75 points

Gold – When the club regularly participates in health and wellness fairs and events, gives presentations to local groups where interest is likely, and Club officers carry business cards or other information to hand out to prospects - 100 points

## How is your overall rating determined?

- You receive points in each of the categories Gold, Silver, Bronze (or no points)
- Your total points are added to give your total score
- Categories and Opportunities are weighted as they correlate most with success receiving the most points
- Hosting at least four Traditional Events and being in Good Standing is mandatory for an award
- All Opportunities at the Bronze level must be fulfilled before points can be earned at the Silver level and all at the Silver level to reach the Gold level
- Your total score determines your overall rating: Gold is 1600, Silver is 1000, Bronze is 700

## Here's how you might calculate the points for a typical club

	Bronze	Silver	Gold
1) Membership Retention	50		
2) Growing Membership	50		
3) Leadership	50		
4) Members		75	
5) Associate Membership	50		
6) Member Achievements		150	
7) Recognition	50		
8) Meetings	50		
9) Communication	50		
10) Traditional Events Plus		100	
11) Traditional Event Organization			300
12) Year Round/Seasonal Events Plus	25		
13) Mutual Support		75	
14) Reporting		75	
15) Budget			100
SUM	375	475	400

The total points in this example are **1250**. Since Silver is 1000 and Gold is 1600, this club's assessment is at the Silver level.

## **You get Early Warning of Potential Problems**

- The program has several opportunities shown to be leading indicators of performance
- The more important the opportunity, the higher point value it has
- You can be alerted if these opportunities become negative and take early action to head off more severe problems

## **There is incentive for Continuous Improvement**

- Better Performance means better Volkssporting!
- Key opportunities are tracked and improvement can be quickly identified

## **Requirement Standards Change Each Year**

- The opportunities will be reconsidered each year, and may be changed to reflect the improved performance by clubs
- New standards for 2016 will likely be announced in early 2015
  - Performance for 2014 will determine the 2015 standards, so 2014 data will need to be collected and analyzed
- A Silver performance for 2015 might only rate Bronze in 2016

## **Pathway to Excellence Program Summary**

- Measuring your Continuous Improvement in Participation and Growth
- Encouraging Mutual Assistance and Support
- Building Better Volkssporting for More Volkssporters
- All material can be found at [http://www2.ava.org/Pathway\\_to\\_Excellence.php](http://www2.ava.org/Pathway_to_Excellence.php) and click on Pathway to Excellence Program