WCA Vision and Strategy

2021-2026

Developed by the WCA Board

Next Revision October 2022

Background

The WCA Board is responsible for guiding, serving, and uniting the WCA Community and overseeing, guiding, and supervising all structural and day-to-day activities of the World Cube Association. As such, the Board has drafted a strategy document to implement our vision of how the organization should run.

Review of the Mission and Spirit

As part of the process of creating this strategic plan the Board reviewed the Mission and Spirit of the organization comparing how we are currently meeting these statements along with adapting plans to better meet these. Throughout this review the Board agreed the most integral part of the Mission and Spirit is the reference to “fair and equal conditions". This is often forgotten in favor of “more competitions”. Maintaining fair and equal conditions across all WCA competitions is of the utmost importance for the continued service that the WCA provides to the community.

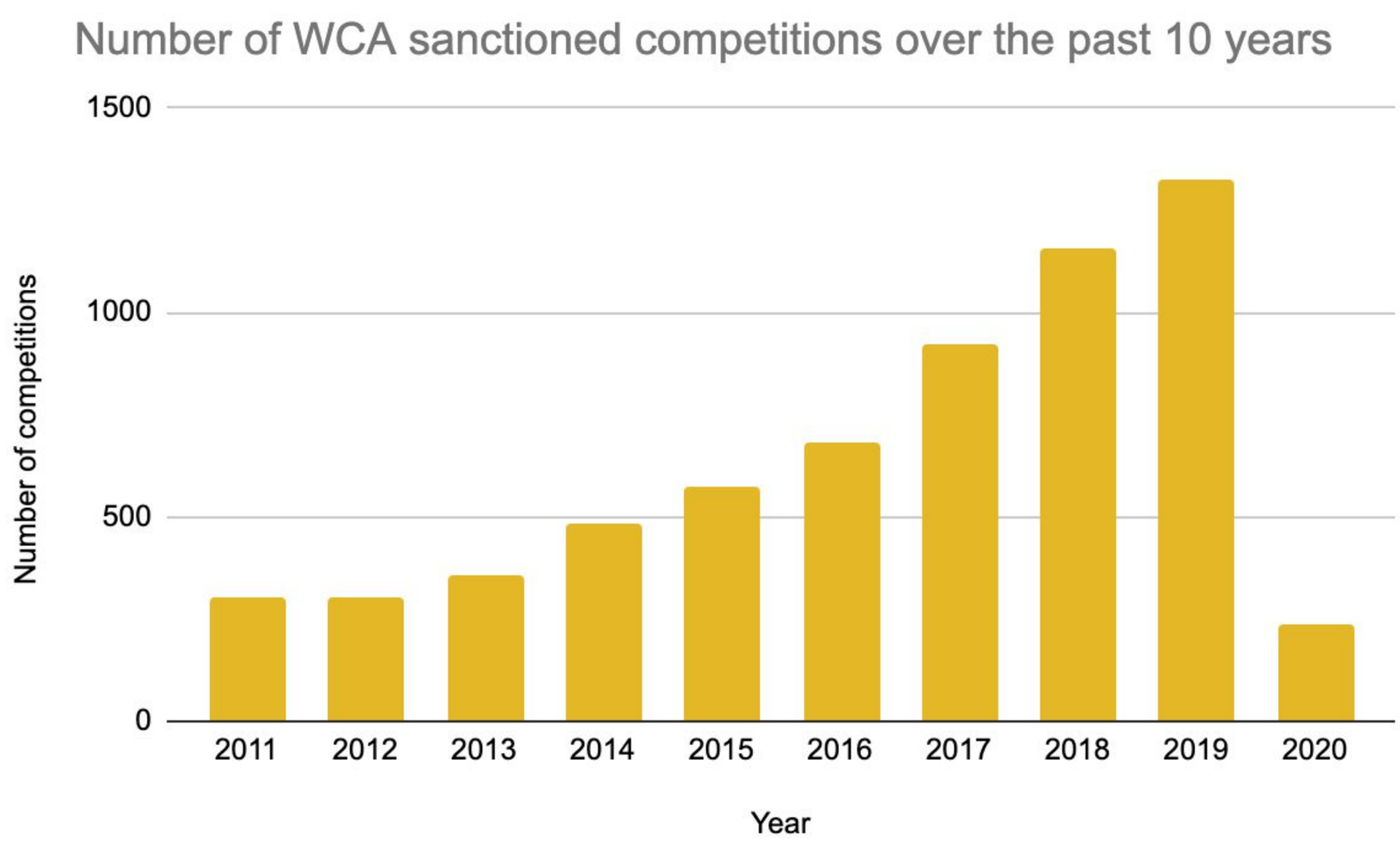
While reviewing how the organization has achieved the Mission and Spirit in the past years it was noted that unfortunately key safety measures resulting from the COVID-19 pandemic prevent the organization from achieving “more competition” while also potentially affecting “fair and equal conditions” due to the different local restrictions in place around the world.

Current situation

The Board has identified some key areas where the organization will face issues and challenges over the coming years as we continually work to grow the sport of speedcubing worldwide. The Board noted three key challenges that the WCA currently faces being the return to competitions after COVID-19, the engagement and motivation of volunteer staff and the lack of financial stability of the organization.

As a result of the COVID-19 pandemic, the WCA experienced unprecedented events in 2020 and 2021, including a hiatus of competitions and the first time WCA competitions did not grow to record numbers. While we are starting to observe a greater return to competitions it will take a great effort to bring the WCA to the level it was at before with regard to the number of competitions, number of competitors, and staff involvement.

At the time of writing the Board is actively working on the safe return to competitions to manage the increased risk with holding in person events around the world. A key cornerstone to this has been the WCA Competition Safety Policy setting out key recommendations for organizers and Delegates as they return to hosting in person competitions. This document is under consistent review as the situation quickly changes on a global scale to ensure it is up to date with current health advice and feedback received from organizing teams.



Current situation (Continued)

Another issue the WCA faces is a deficiency in Staff and a high turnover of Staff due to high workloads. The rate of growth of the WCA community has exceeded the rate of Staff growth, resulting in higher workloads for individual members. The Board fears this will be even more apparent following a return to competitions as the community will likely consist of a higher percentage of inexperienced competitors.

Currently the Board is working on ways to engage existing and potential new staff to ensure a suitably sized team of volunteers to manage the increasing demands. Additionally supporting documents such as the WCA Organizer Guidelines aim to assist those who would like to become more involved in the organization aspect of the community.

As a reasonably small organization the cash position of the organization is a key area of focus for the Board to ensure stability. As was observed in 2020 given the income streams of the WCA are all based through the running of competitions the worldwide halt to competing had a significant effect on the organizations finances. While the income was effectively halted the organization still had key expenses to cover in the form of website and trademarking costs resulting in a significant reduction in the cash position of the organization.

It is clear to the Board that the organization should seek alternative sources of funding to support the current competition dues income. To achieve this the Board is actively working on the production of a WCA merchandise line with the aim of being ready to distribute before the end of 2021. Additionally the Board is actively working with key partners to develop sponsorship agreements that support the organization in its worldwide activities.

The Next Steps

Taking into consideration the current situation with the key challenges listed above the Board has prepared a strategy with key goals to meet over the coming 5 years. While this is not an exhaustive list of the goals of the organization we believe it highlights key projects to ensure the growth and success of speedcubing on a worldwide scale.

Short Term Future

Focusing on the short term future of the organization the Board has two key goals to meet prior to the end of 2022 to ensure that the organization is on track with the overall strategic plan.

The main focus for the coming year is the return to competitions to a level similar to that prior to the COVID-19 pandemic. By the end of 2022 the Board aims to have the organization in a position where competitions are happening frequently across the globe to a point where the focus is no longer on returning to competitions but growing competitions to new regions. Within this goal the Board aims to support the organization of continental championships on every continent in 2022.

An additional focus for the next year is securing the finances of the organization, specifically around the major championships. By the end of 2022 the Board aims to have established agreements with corporate partners to ensure the funding of major events as well as miscellaneous activities of the organization.

The Next Steps (Continued)

Medium Term Future

Looking further ahead the Board has three more key goals for the organization to meet by the end of 2024 to maintain direction with the strategic plan.

To support the growth of speedcubing on a worldwide scale the Board aims to be ready to submit all required documents for the WCA to become a registered sports organization with the Global Association of International Sports Federations. Successful registration ensures the legitimacy of speedcubing as a recognised sport and additionally opens up additional channels of funding for the WCA and its partnered Regional Organization.

Stemming from the goals for the short term future the Board hopes to be in a place to secure strong partnerships with other entities that can provide support for the promotion of speedcubing. With this the Board aims to have a strong financial position for the organization which is resistant to events which may impact the income stream.

Finally the Board sees the organization in a position where it is actively able to assist the organization of competition in countries which may currently have little representation in the community. Promoting the sport of speedcubing to new areas will be a key focus of the organization.

The Next Steps (Continued)

Long Term Future

With the view of the overall strategic plan in mind the Board has an additional two goals to achieve by the end of 2026 at the expiry of this plan.

At the end of 2026 the Board expects the WCA to be a registered sports organization having met all the requirements for membership of the Global Association of International Sports Federations. Additionally the Board hopes that the WCA will be actively working towards recognition as an IOC sport given the further benefit that is obtained from achieving this status.

Additionally by the end of 2026 the Board aims to have established partnerships that ensure the spread of speedcubing further to an audience outside of the direct community. We expect to be in a place to implement agreements with either networks or streaming services for the broadcast of WCA competitions to a broader audience.

The Next Steps (Continued)

2021

Returning to competitions
Staff and community engagement

2022

Return to pre-pandemic activity
Development of partnerships

2024

Sports recognition
Competition growth

2026

Media presence through TV/streaming partnerships
Strong structure and partnerships

SWOT Analysis of the WCA

Strengths	Weaknesses
Opportunities	**Threats**

SWOT Analysis of the WCA

As part of the strategic plan the Board conducted a SWOT analysis of the organization. Below is a brief list under each category of the analysis for the organization.

The Board assessed that the current strengths of the organization lie within the community and staff/volunteers of the organization. The ability to run as many competitions of varying sizes around the world purely off the efforts of volunteers is one of the main strengths the WCA possesses.

As for the weaknesses of the organization a key area of concern is the technology through which we deliver our services. There have been significant steps to update the technology over the past year however this remains a key weakness of focus for our organization. Additionally the current lack of funding has proved to be a weakness specifically throughout the COVID-19 pandemic where the major income stream of the organization was drastically reduced.

In the future some key opportunities the WCA will be presented with revolve around the establishment of corporate sponsorship agreements to be able to support competitions and other activities of the organization. Additionally there will likely be key marketing partnerships that may be established to further promote the sport of speedcubing.

Some threats which the WCA may face in the future specifically include the reduced number of staff members that return from the covid-19 pandemic. This may place further strain on the existing staff creating a workload that is too high to manage. A key position of concern is the Board which if reduced below three members will cause the complete halt of all WCA activities until a solution is found.

Review

This strategic plan is hereby implemented by the WCA Board effective October 17, 2021 and will be in effect until December 31, 2026 unless replaced by an updated version. This plan will be reviewed annually by the WCA Board with the next review due October 17, 2022.

The World Cube Association

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