

Team USA Athletes' Commission **Strategic Plan**

2025-2028



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Who is Team USA AC?

The Team USA Athletes' Commission, formerly the USOPC Athletes' Advisory Council ("AAC"), serves as the representative group and voice of Team USA athletes. The Team USA AC is responsible for broadening communication between the USOPC and active athletes and serves as a source of input and advice to the USOPC board of directors.



Mission & Vision

Mission: To serve as the representative voice of all Team USA Athletes.

Vision: To protect, empower and advocate for, and on behalf of, Team USA athletes and serve as a catalyst for positive change for the Movement.



Core Values

● Integrity

● Community

● Excellence

● Teamwork





Strategic Priority #1

Transform into an Independent Organization

- Work in collaboration with Team USA AC leadership, USOPC staff, NGBs, and other stakeholders to establish full autonomy and independence for Team USA AC from the USOPC
- Establish short and long-term strategies to achieve adequate funding, decision-making authority, and legal and governance autonomy in a manner that allows Team USA AC to have a meaningful impact
- Remove barriers to access within the Movement to ensure, among other things, that Team USA AC can engage on issues that impact athletes
- Be transparent in working towards independence and share the story

Strategic Priority #2

Organizational Clarity & Leadership

- Improve Team USA AC's internal capabilities to be effective leaders and good stewards of the athletes' voice
- Foster a culture that encourages bold leadership, active and sustained engagement, and inclusion and equity, especially for Para
- Enhance leadership and representative training and mentorship
- Provide education to Team USA athletes on the existing roles and responsibilities of Team USA AC, and clarify differences with NGBs and the USOPC



Strategic Priority #3

Athlete Advocacy

- Establish mechanisms to serve as an independent and confidential resource, advocate, and change agent for Team USA athletes
- Push for a greater role for Team USA athletes in governance and on governing bodies
- Strengthen athlete's financial health and positioning through education, programming and negotiations, with an emphasis on increasing funding
- Work to establish improved healthcare during athlete active years and post-participation
- Ignite change on the world stage regarding fair play, integrity and social issues of consequence
- Enhance programming for members, with a focus on providing continuing education to athletes on areas of interest





Strategic Priority#4

Strengthen Partnerships with Stakeholders

- Increase frequency and depth of communications with all Team USA athletes and engage them in Team USA AC work
- Enhance relationships and partnerships with key stakeholders and organizations, Team USA AC representatives, NGB and IMS internal ACs and AAGs, NGBs, USOPC, USOPA, anti-doping advocates and others
- Focus on stronger collaboration with USOPC through increasing communication, exchanging information and ideas, and continuing to build trust and credibility

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Strategic Priority #5

Share the Team USA AC Story & Enhance the Brand

- Drive familiarity, understanding and excitement among the athlete community for Team USA AC and its role as the voice for athletes and an advocate for their needs and interests
- Inspire and inform through compelling content creation and narratives to heighten recognition and appreciation of Team USA AC
- Expand use of digital, social and video media to share the Team USA AC story

