



Mission, Vision, Value, Goals and Objectives

**...advancing women's
professional cycling
worldwide**

OUR VISION

Professional women cyclists have an exciting career path with recognition, fiscal security and advancement opportunities.

Professional women cyclists are among the most visible and respected female athletes and issues spokespersons in the world.

Professional cycling participation, event purses, media coverage and leadership opportunities are equal for males and females.

All major world cycling events have highly competitive women's divisions which are extensively promoted media properties.

Membership in WCA is viewed as a rewarding professional development and leadership experience.

Thousands of girls all over the world
Aspire to become professional cyclists.

WE VALUE...

Women cyclists who work every day to achieve performance excellence.

The **unique nature of a career in professional cycling.**

Sponsors, volunteers and donors who passionately support women's professional cycling.

Coaches, support staff and families who provide knowledge, guidance and encouragement.

WE ARE COMMITTED TO THE IMPORTANCE OF...

All cycling events and disciplines— because each plays an important role in developing women's cycling

Treating all persons with **dignity, respect and kindheartedness**

Demonstrating **fair play, sportsmanship, and leadership**

Acting in the best interest of the **health and welfare of all cyclists**, especially in the area of anti-doping and ethical conduct

Demonstrating **trust, transparency, accountability and honesty** in all communication and decision-making

Diversity – encouraging women cyclists of every race, color, religion, sex, sexual orientation, age, disability, marital status and national origin

Stewardship – carefully utilizing the resources available to us

Serving others – contributing to the development of young female competitive cyclists



GOALS

OBJECTIVES

STRATEGIC PLAN (2014-17)

EQUITY

Achieve event, discipline and purse gender equity in professional cycling

The UCI and every national cycling federation adopt gender equity policies or principles governing sanctioned events and national teams.

Annually increase the number of professional women's races in all cycling disciplines.

Annually increase women's professional cycling race purses overall and the number of events offering equal purses for men and women.

Annually Increase salaries and benefits afforded women's professional cycling teams and the number of sponsored teams worldwide.

Annually increase the number of professional races that provide equal treatment of male and female professional cyclists (housing, team meals, etc.).

LEADERSHIP

Increase the participation of women in world and national cycling governance

Increase the percentage of women on the UCI Board of Directors and other UCI committees.

Increase the percentage of women serving on national cycling federations boards and committees.

Increase the number of female coaches, managers and other professional staff working in the cycling industry.

MISSION

To advance women's professional cycling worldwide

PROMOTION

Increase media coverage and sponsorship of women's professional cycling

Demonstrate annual increases in media coverage of women's professional cycling on the top ten cycling web sites and electronic and print cycling publications and televised events.

Demonstrate increased brand awareness of women's professional cycling and the WCA among cycling media, fans, sponsors, and the leadership of national and international cycling organizations.

Annually increase the number of female professional cyclists named among the top national and international professional athlete lists.

Annually increase the numbers of sponsors of women's professional cycling events and teams.

MEMBERSHIP

Be the foremost international organization of professional female cyclists

Annually increase the number of licensed professional female cyclists in all cycling disciplines and countries who are regular WCA members.

Annually increase the number of members and countries represented in all non-professional membership categories.

Develop and provide team/rider education, mentoring and other educational programs and services designated as highly important by WCA regular members .

MANAGEMENT EXCELLENCE

Manage staff and resources in a manner that ensures stakeholder trust

95% of all members rate their WCA membership experience as "very good" or "excellent" .

Manage resources in a manner that generates exemplary audited financials.

Manage the organization budget in a manner in which expenditures do not exceed allocated revenues and revenues annually increase.

All employees have up-to-date job descriptions, succession plans, professional development goals, performance measures fully aligned with strategic plan objectives, and demonstrate "effective", "exceeds" or "excellent" performances on their annual evaluations.