Hutcherson Flying Queens Foundation
Strategic Plan
2025-2027

Mission: The mission of the HFQF is threefold: to assure that Queens are competitive at the highest level within the sports governance association chosen by Wayland Baptist University; to provide the players special experiences that enhance their college education; and to help preserve the unique history of the Flying Queens' program.

Consensus: Build **G**oals, **S**trategies and **A**ctions around the Foundation's Mission Statement and Vision Statements

Acronym code: VP F/S = 2nd Vice President of Funding and Social Activities; VP TS = 2nd Vide President of Team Support; VP M&M = 2nd Vice President of Membership and Marketing; FQM = Flying Queens Museum; GSAL = Goals, Strategies, Actions, Leadership; Naismith = Naismith Memorial Basketball Hall of Fame; HFQF = Hutcherson Flying Queens Foundation

Part One: Organizational Strategic Plan

Vision for the Organization: We will increase the leadership capacity and develop the organizational structures and transition plans necessary to make the Hutcherson Flying Queens Foundation a sustainable organization capable of fulfilling the threefold mission of the Foundation.

Section I. Assure the Flying Queens are competitive at the highest level and provide special experiences

G1. Raise at least $25,000 dollars (on average) per fiscal year (January 1-December 31) to support program enhancing experiences for the current Flying Queens

- **S1.** At least two fundraising campaign per year built around an endearing theme
  - A1. Determine Leadership: VP F/S and fundraising committee supported by the VP M&M
  - **A2.** Leadership determines the remaining steps needed to accomplish the goal.
- **S2.** Annual Golf Tournament
  - **A1.** Determine Leadership: VP F/S and golf tournament committee supported by the VP M&M
  - **A2.** Leadership determines remaining steps needed.

G2. Review the program enhancing grant applications submitted by the Head Coach---Fund grants depending on the cost and viability of the request(s)

- **S1.** In concert with the Head Coach, determine things we could provide or do to enhance the Flying Queen program and what things we could do to provide special experiences or opportunities for the players

A1. Determine Leadership: VP of TS

A2. Meet with coach at least quarterly prior to board meetings to discover how the Foundation can best support the team and what s/he would consider "special experiences."

A3. Inform the Board of projected costs of special trips, special experiences and other program enhancing needs at least a year in advance (preferably farther out) so we can plan fund raising endeavors accordingly.

A4. Assist Head Coach in writing grant applications (if needed) and present to Board.

A5. Work with Coach to include the Heritage/Museum needs the video footage for archival needs.

G3. Support the current team and coaches by building relationships between them and Foundation members

S1. Be a visible presence at Flying Queens' home games, e.g., member(s) in attendance.

A1. Determine Leadership: VP TS and VP F/S

A2. Leadership (individual/committee) explores and determines what remaining action steps are needed and what coordination is needed

S2. Create support clusters of former Queens/Bees in targeted Texas and Oklahoma cities to attend the games in their areas and to host after-game socials for the Queens and their families.

A1. Determine Leadership: VP TS; VP F/S; VP M&M

A2. Recruit committee members from each targeted cities or areas

A3. Plan additional action steps and execute.

Suggestions: Buy and attend pre- and/or post-game meals. Buy or host Thanksgiving dinner.

S3. Demonstrate Foundation support for away games by notifying former Queens of games

A1. Determine Leadership: VP TS

A2. Leadership (individual/committee) explores and determines what remaining action steps are needed and what coordination is needed

S4. Make a significant Foundation connection with Queens who are graduating before they leave Wayland. *Ideas: Attend senior night and present something special to the graduating seniors, i.e., a Foundation memento and/or certificate, provide them information about the Foundation and let them know they get a free 5-year membership, get their post-graduation contact information, assist them with networking that could lead to employment opportunities.*

A1. Determine Leadership: VP TS, VP M/M

A2. Leadership (individual/committee) explores and determines what remaining action steps are needed and what coordination is needed

S5. Host a professional women's luncheon for Flying Queens and other Wayland women athletes featuring successful Queens and/or other successful athletes and coaches as speakers and/or mentors. In consultation with the director of alumni relations at Wayland.

A1. Determine Leadership: VP TS and VP F/S or special committee

A2. Leadership (individual/committee) explores and determines what remaining action steps are needed and what coordination is needed

Section II. Preserve the unique history of the Flying Queens' program

G1. 100 Player Stories by the end of 2027 *(69 as of 09/05/2024)*

S1. Actively recruit former Queens and Bees to write their stories or to be interviewed so we can write their stories.

A1. Determine Leadership: VP of M & M

A2. Request that each Board Member submit her story and recruit at least one other person to write their story or to be interviewed.

A3. Interviewer(s) will make calls to targeted individuals and solicit their stories

G2. Obtain inclusion or induction of the Queens program and or individual Queens or Queens Coaches into various halls of fame

S1. Investigate cost and/or requirements for getting a Flying Queens Display in the Texas Sports Hall of Fame, the Oklahoma Sports Hall of Fame, and possibly others.

A1. Determine Leadership: History Honors Committee and other designees as needed.

A2. Leadership explores and determines remaining action steps, including needs for research, communication to displayable location administrators, fundraising, publicity.

S2. Nominate individual Queens and Queens' coaches for induction into national and state basketball and sports halls of fame/honors.

A1. Determine Leadership: History Honors Committee

A2. Nominate deserving Queen and/or Queens' coach for Naismith's Memorial Basketball Hall of Fame Women Veterans category.

A3. Nominate deserving Queen or Queens' coach for the Women's Basketball Hall Of Fame

A4. Nominate deserving Queen or Queens' coach for Texas Sports Hall Of Fame

A5. Nominate deserving Queen or Queens' coach for Oklahoma Sports Hall Of Fame

A6. Nominate deserving Queen or Queens' coach for induction into the Wayland Baptist University Hall of Honor

A7. Committee explores and determines remaining action steps needed--- research, publicity and additional honors to pursue

G.3 Preserve the unique history of the program in the Flying Queens Museum (Reference Part Two of this document, "Flying Queens Museum Strategic Plan")

Section III. Secure the future of the Hutcherson Flying Queens Foundation

G1. Make the Foundation a sustainable organization

S1. Grow the membership base

A1. Determine Leadership: VP for M&M

A2. Leadership (individual/committee) explores and determines remaining action steps needed.

S2. Develop Leadership capacity

A1. Determine Leadership: President, Officers, and other designees

A2. Recruit people to serve on the Board who have the skill sets needed and the time and willingness to serve.

A3. Put in place structures for appropriate transfer of knowledge and from outgoing Officers and committee chairs to incoming Officers and chairs.

A4. Include former Queens/Bees on Foundation committees to increase support for the Foundation's mission and as a means of assessing their potential as future Board Members.

A5. Develop a Future Leaders list and create leadership pathways for engaging and developing these leaders for the Foundation's Board of Directors and officer positions.

A6. Concentrate on building a complete contact list for Former Queens/Bees, team staff, and coaches from the Cathy Wilson, Dave Ketterman/Floyd Evans, and Sheryl Estes coaching eras. *(Rationale: These 130+ players/people would be the next group of Queens needed for a smooth transition in Foundation leadership. Note: We will continue to seek members from all eras but between now and 2027 we will focus our efforts on contacting people from the eras listed above)*

S3. Write grant monies and/or approaching Foundations for monetary support

A1. Determine Leadership

A2. Log volunteer hours as this is data we need to support funding requests.

A3. Log in-kind gifts as this is data we need to support funding requests.

A4. Leadership explores and determines remaining action steps needed.

S4. Build and/or strengthen enduring relationships among the Flying Queens teams. *It is networking and personal relationships that will keep the Foundation sustainable*

A1. Determine Leadership: VP F/S, VP M&M, VP TS

A2. Recruit key players from each Flying Queen era to instigate mini reunions for players from that era.

A3. At any special event with a significant number of former Queens in attendance, have an evening get-together to encourage multi-era interaction and camaraderie, *e.g., dinner at a local restaurant.*

A4. Create team challenges to enhance participation in events or fundraising.

A5. Create Queens' clusters in Texas and Oklahoma cities.

See also Section I, Goal 3, Strategy 5. Cross reference

Note: Leadership will determine the appropriate strategies and actions in real time as the three-year period unfolds.

Part Two: Museum Strategic Plan

Vision for Museum: To celebrate and preserve the rich history of the Flying Queens program, via both technology-based and physical displays with provision for the secure receipt and storage of related artifacts and archival materials and to create an endowment sufficient to sustain the Flying Queens Museum (FQM) into perpetuity.

Section I. Fundraising Goals, Strategies, Actions, Leadership

G1. Raise $50,000 per year for operation of the FQM

S1. Secure ten successful $5,000 asks in each of the 3 years (any combo acceptable)

A1. Identify former Flying Queens, Bees, Coaches, family members and supporters who could potentially give at this level.

A2. Decide who is the best person or persons to make each ask.

A3. Make the ask.

A4. Thank donors, provide tax documentation, and proper level of recognition.

L. Museum/Heritage Committee and the HFQF Treasurer.

G2. Raise $ 50,000 per year for the FQM Endowment

S1. Secure two successful asks for $25,000, 5 successful asks of $10,000. (any combo acceptable)

A1. Identify former Flying Queens, Bees, Coaches, family members and supporters who could potentially give at this level.

A2. Decide who is the best person or persons to make each ask.

A3. Make the ask.

A4. Thank donors, provide tax documentation, and proper level of recognition.

L. Museum/Heritage Committee

G3. Secure five donors per year who will sign the Intent to Leave a Legacy Gift form

S1. Focus on former Flying Queens, Bees, Coaches, family members and supporters ages sixty and up.

A1. Make contact and educate concerning options.

A2. Assist with appropriate paperwork.

A3. Thank donors, provide tax documentation, and proper level of recognition.

A5. Develop and maintain significant relationships with these donors.

A6. If the gift becomes effective upon the death of the donor, provide proper condolences and appropriate level of recognition.

L. Cathy Wilson and the Museum/Heritage Committee

G4. Raise $25,000 per year for content and archive development

S1. Incremental giving in amounts appropriate for years in the work force and annual income.

A1. Ask all former Queens and Bees ages sixty and below to acknowledge the part Flying Queen Basketball played in their personal growth and professional success by committing to give an annual or monthly gift to the FQM.

A2. Work through coaches to ask players from different coaching eras to donate to offset the expense of digitizing game films from their era, developing digital content from their era, preserving archives from their era, developing special exhibits from their era, etc.

A3. Conduct fundraisers "in honor of" or "in memory of" persons significant to each era of Queens.

A4. If appropriate, help family members direct memorial funds to the FQM Endowment Trust.

A5. Thank donors, provide tax documentation in conjunction with the HFQF Treasurer, and acknowledge proper level of recognition.

A6. Develop a publicity package for use in fundraising.

L. Museum/Heritage Committee

G5. Build comradery and enhance fundraising through special events held at the Flying Queens Museum

S1. Harley Redin Naismith Memorial Basketball Hall of Fame Exhibit night

A1. In conjunction with Van and Kenny Redin and the museum staff select a date, time, and space.

A2. Figure out how to get the loaned items to Plainview so exhibit can be prepared.

A3. Figure out how to get the loaned items back to Van and Kenny Redin

L. Linda Price

S2. Annual Flying Queens weekend includes exclusive access to Flying Queens Museum

A1. In conjunction with the museum staff select a date, time, and space for the former Queens to have exclusive access to the Flying Queens Museum.

L. Linda Price

A2. Plan at least two additional fellowship events for the weekend (e.g. game attendance, meals together, etc.)

L. Darla Ford with the help of volunteers

A3. Evaluate the success of the 2025 weekend and determine modifications and/or whether to continue.

S3. Have prominent/successful former Flying Queens players and coaches share their stories with current players, with other members of the Wayland and Plainview communities, and with a broader audience through virtual access

A1. In conjunction with the museum staff select a date, time, and space.

A2. Recruit speakers and plan the program in conjunctions with museum staff.

L. Barbara McAninch

G6. Submit at least one grant proposal per year

S1. Identify Foundations with whom a Heritage Committee member or HFQ Foundation Board member or supporter has a personal relationship.

S2. Identify Foundations who are interested in women's history, women's basketball, women in sports.

A1. Review grant criteria.

A2. Send letter of inquiry

A3. If we meet the criteria, write the grant proposal.

L. Sylvia Nadler and Linda Price

Section II. Legal. G,S,A,L (Goals, Strategies, Actions, Leadership)

G1. Be sure that HFQ Foundation officers remain aware that the HFQ Foundation's patent on the documentary, Flying Queens A Basketball Dynasty by Kelli Mitchell has been filed with the US Patent Office and accepted but hasn't been published on the public registry due to Patent Office work backlog. When the law firm (Munck Wilson Mandala) notifies us that the process is complete, the final bill will need to be paid

S1. Include this information in the strategic plan to keep it recognized by the HFQ Foundation officers.

Section III. Audio-Visual Equipment. G,S,A,L (Goals, Strategies, Actions, Leadership)

G1. Add a kiosk dedicated to the NAIA era

S1. Make an appeal to all persons who played in the NAIA era to donate to raise the money needed for this kiosk and the NAIA content development.

A1. Determine the location for the kiosk.

A2. Check with the Moyer group and get a quote for the kiosk and installation of the Kiosk.

A3. Get an estimate from Stuart Blalock for production of the NAIA segments.

A4. Design and execute the fundraising campaign.

A5. Work with a Wayland designated administrator to purchase and install kiosk.

L1. Linda Price-interface with Wayland on A1 and A5

L2. Marsha Sharp-interface with Blalock and Moyer on A2 and A3

L3. Heritage Committee-Design and execute the fundraising campaign.

Section IV. Exhibits and Archives G,S,A,L (Goals, Strategies, Actions, Leadership)

G1. Create a Harley Redin Naismith Exhibit

S1. Create a special temporary exhibit so the Plainview and Wayland Baptist University Communities **c**an view the artifacts.

A1. Ask Van Redin if the family will loan us the Naismith jacket, ring, trophy, program, picture he takes of the event, and other such items for a limited time exhibit.

A2. Set the dates via coordination with KayLyn Bean and Van Redin

A3. Create the exhibit and consider if an opening event is desirable.

L1. Linda Price-discuss with Van Redin

L2. Linda Price-interface with KayLyn Bean and Van Redin

L3. KayLyn Bean and FQM staff-exhibit and opening event

S2. Dedicate a permanent space within the Naismith exhibit for artifacts that Van Redin and the Redin Family are willing to permanently donate to the FQM.

A1. Maintain connection with Van Redin and the Redin family.

L. Linda Price

A2. Create permanent exhibit.

L. Museum director and museum staff

Note: This may or may not occur during the life of the 2025-2027 strategic plan.

G2. Maximize impact of the FQMs limited display and storage space.

S1. Use of rotating exhibits

S2. Use digital displays within the museum to showcase artifacts.

S3. Develop digital displays of museum exhibits and artifacts that can be viewed on-line.

A1. Meet with KayLyn Bean and Kasey Porr and assess where we stand with storage capacity.

A2. Re-assess our acquisition policy and see if changes need to be made and if so, revise policy.

A3. Have Kaylyn Bean and Kasey Porr to submit a plan and timeline for rotating exhibits.

A4. Determine equipment needed to create digital displays of artifacts and exhibits.

A5. Determine if museum staff can create these digital displays or would this need to be outsourced.

A6. Determine costs for creating such digital displays.

L. Museum/Heritage Committee

G3. Keep the primary focus of the FQM on showcasing the history of Hutcherson Flying Queens Basketball that preceded the NAIA and NCAA taking on governance of women's sports.

S1. Maintain this focus in the permanent exhibits.

S2. Showcase the following eras primarily through rotating exhibits.

A1. Develop policy and procedures that maintain this focus.

A2. Submit for HFQF Board approval.

L. Museum/Heritage Committee

Section V. Audio- Visual Material G,S,A,L

G1. To produce the scripts that were not produced prior to the Grand Opening of the Museum: AAU Era 1947-1961, AAU Era 1962-1976, AIAW Era 1974-1976, AIAW Era 1977-1983, NAIA Era, Club Sports Era, and the Dr. Bill Marshall Story

S1. Prioritize and produce segments as we have funds to do so.

A1. Digitize or download VHS tapes, DVDs and cassette tapes that have not been transferred.

A2. Download footage of games that are stored on commercial servers.

A3. Watch films and look through annuals and scrapbooks to find pictures that best convey the narrative.

A4. Work with Stuart Blalock to produce the segments.

L. Marsha Sharp, Betty Cagle, Darla Ford

Note: Dependent on having funds to do so.

G2. To more fully develop the NAIA era.

S1. Divide into two segments: 1983-2003 and 2004-2024.

A1. Find individual(s) willing to research and write scripts.

A2. Find someone to proof for factual and statistical accuracy.

A3. See if Brenda VanLengen would record scripts or find another female narrator.

L. Sylvia Nadler

Note: Dependent on having funds to do so unless volunteers can be found.

Section VI. Staffing and Maintenance G,S,A,L (Goals, Strategies, Actions, Leadership)

G1. To direct the $30,000 that we budget per year for staffing to cover three areas: 1) work on tactile exhibits, 2) work on archives, **and** 3) work on the digital exhibits

S1. Current staff becomes competent in all three areas.

A1. Get a written statement from Stuart Blalock of competencies expected of the museum staff and submit to KayLyn Bean, Director of Museums

A2. Provide museum curator, Kasey Porr, training on the expected competencies.

A3. Six months out evaluate Kasey Porr's competence and decide which of the above strategy options best meets the needs of the FQM.

L. Marsha Sharp and Stuart Blalock

S2. Or contract out the digital piece and reduce payment to Wayland for this staff position accordingly.

L. Marsha Sharp (Stuart Blalock) and Linda Price (Wayland Administration)

S3. Or hire someone who is competent in all three areas.

L. Wayland Administration

Note: Leadership will determine the appropriate strategies and actions in real time as the three year period unfolds.

CERTIFICATION

As Secretary, I hereby certify that the Strategic Plan 2025-2027 was adopted by the Board of Directors of The Hutcherson Flying Queens Foundation, Inc. on September 5, 2024.

Rosemary Bowser