

## SCCA Mission, Vision, Values, and Welcoming Environment Statement Talking Points & FAQs

The intent of this document is to serve our Staff, our Region Leaders and our Members to better understand and share the new *SCCA Mission, Vision, and Values*, and in support of our new *Welcoming Environment Statement*. Through this, we hope our Leaders will begin the process of clarifying who and what the SCCA is and why it exists for our Members.

If you ask 10 people to describe the SCCA, you'll likely get 9 different answers. This is because we all see our Club from our own experiences and our own personal interests. Add 67,500+ Members to the equation and defining who and what we are has been challenging at best. While our core purpose has remained constant, we need to "plant a flag" to ensure everyone understands these tenets and can share them with new or potential Members, and to remind ourselves why we joined.

*Q: What is a mission statement?*

A mission statement is a written declaration of an organization's core purpose. It is used to focus leadership and employees and informs other stakeholders as to the organization's reason for being. It normally remains unchanged over time.

*Q: Why does the SCCA exist? What is our mission?*

**The Mission of the SCCA is to fuel a safe, fun and exciting motorsports experience for auto enthusiasts.**

For nearly 75 years, the primary goal of the Sports Car Club of America has been to provide a place where auto and motorsports enthusiasts could come together with like-minded people to share their hobby and feed their passion.

*Q: What is a vision statement?*

A vision statement is an aspirational description of what an organization would like to achieve or accomplish in the mid-term or long-term future. It is intended to serve as a clear guide for choosing current and future courses of action.

*Q: Where are we going? What is our vision?*

**Our Vision is to be the preferred motorsports community in the U.S., built on fun, shared passion and access to an exhilarating motorsports experience.**

For nearly 75 years, the SCCA has been an auto and motorsports enthusiast membership organization and sanctioning body for amateur and professional motorsports, and we have spawned several competitors. In the future, we want to be the *preferred motorsports community* in the U.S.

*Q: What is a values statement?*

A values statement lists the core principles and competencies that guide and direct an organization and its culture. In a values-led organization, the values create a moral compass for the organization and its employees and stakeholders. These core values are an internalized framework that is shared and acted on by leadership to drive behaviors and performance.

*Q: What is most important to the SCCA? What are our values and how should we demonstrate them?*

Excellence – *The Spirit of a Competitor*

- Strive to be the best
- Display a sense of urgency
- Never give up

Service – *The Heart of a Volunteer*

- Follow the Golden Rule
- Treat others with respect
- Embrace our SCCA Family

Passion – *The Attitude of an Enthusiast*

- Be a passionate Team Player
- Take your job seriously, but don't take yourself too seriously
- Celebrate success and have FUN

Team – *The Art of Working Together*

- Collaborate consistently
- Be courageous
- Maintain perspective (balance)

Experience – *The Act of Wowing our Community*

- Deliver world-class events
- Create memorable connections
- Be famous for friendly service

Stewardship – *The Mindset of an Owner*

- Show up, work hard and take initiative
- Protect the SCCA brand
- Learn continually

For nearly 75 years, the SCCA has focused on organizing and delivering outstanding events while providing an outstanding value for its Members and participants in the motorsports community. Safety has been a top priority, and efficiency has been a demonstrated competency. Sportsmanship and “fairness” has always been a key to our success. Moving forward, the SCCA Values will be used to help Staff leadership select, guide, coach and reward employees. The Values should also help Club leadership in the same ways with their volunteers and even with participants at events. Feedback on performance and behaviors is more easily shared when there is a clear set of expectations that is well-communicated and understood.

*Q: What is a “welcoming environment”*

A welcoming environment is a space where people can find themselves represented and reflected in other like-minded individuals, and where they understand that all people are treated with respect and dignity.

For newcomers, experiencing something for the first time can be exciting. But for many it can also be accompanied by some nervousness and trepidation as they encounter new peers, new experiences, and new environments and surroundings. They need to feel their questions will be answered quickly and honestly, and their concerns are handled with care and concern.

For experienced participants, a welcoming environment is a place where they can be confident that their ideas are welcomed, and their concerns will be heard, understood and considered without judgement.

For everyone, a welcoming environment happens when services consider and are equitable and accessible to all members of the community, including participants, staff, and volunteers.

*Q: What is the SCCA Welcoming Environment Statement?*

The SCCA strives to ensure that ALL participants in its events and activities enjoy a welcoming environment. The SCCA supports equality of opportunity and treatment for all participants and will make every effort to maintain an environment that is free of harassment, discrimination, and any behavior that interferes with a safe, fun, and exciting experience. A commitment to a welcoming environment and the SCCA Values is expected of all its members and attendees, including drivers, workers, crew, guests, staff, contractors and exhibitors, and other participants at SCCA activities, sessions and social events and when representing the SCCA in print or electronic media.

*Q: Why was it necessary to develop this statement? What problem is it trying to solve?*

A: The genesis of the SCCA *Welcoming Environment Statement* (WES) was a desire to be clear about how we wanted our Members to be treated and to treat each other. For years, maybe even decades, behavior unbecoming of what the SCCA represents has been left unchecked. Here are a few recent examples:

- At the Runoffs, a driver stops on course and waits to avenge a mishap under green, and rams the other driver with his racecar
  - At a Divisional road race, a Steward uses belittling words and a condescending tone with an already-upset driver, who then strikes the Steward with his fist
  - At a Regional autocross, a young woman puts up with a verbal assault of a sexual nature for an entire event, and is then stalked online by the aggressor
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While these glaringly heinous behaviors are rare, it's also happening daily on social media as "keyboard warriors" use bullying tactics against anyone that may disagree with them.

We looked at other motorsports organizations to see where they stood, and most all of them had punitive policies in place to police "members behaving badly." We wrote the statement using aspirational "positive language" rather than making another set of rules as we feel the above situations are covered in our Operations Manual, Rules, and Event Supps. But many poor behaviors are subtler in nature and happen more frequently, and we wanted to address those as well.

Such situations include new or potential Members being ignored or dismissed at meetings; Members being bullied online; event officials not welcoming new participants; etc.

There has also been a steady increase in an "us versus them" mentality, where one group looks at another as less important. The SCCA is made up of automobile & motorsports enthusiasts with a wide variety of interests. In that way, we're more alike than not.

We want to not just survive but thrive as an organization. While our Regions rely on participants at events, the success of the organization relies on memberships. We grow our membership each year only to see nearly the same number of people leave. We've been working hard this year to understand what was causing such a disconnect with new and potential members so that we could improve satisfaction and retention.

The SCCA needed to take a stand, and along with the new *SCCA Mission, Vision and Values*, the *Welcoming Environment Statement* is the flag we've planted. If the *SCCA Mission, Vision, and Values* are our new compass, then the *Welcoming Environment Statement* will serve as a barometer for us to measure how we're doing.

We hope to turn our culture into one we can all be proud of, where we can enjoy our hobby with other like-minded individuals who also want to have #funwithcars and will come and stay to play with us because we have a welcoming environment.

*Q: What should we do if/when someone behaves in a way that goes against our desire to have a welcoming environment or interferes with a safe, fun, and exciting experience?*

First, treat them with the same respect and dignity you expect, to model the desired behavior. Consult the rules if they are specifically in place for such behavior. Then, remember to give the BEST feedback:

B = Behavior: express the specific behavior that was witnessed

E = Express impact: share the impact of that behavior on the person, the event, or others' perceptions of them or the Club

S = Solicit input: ask for their viewpoint, their "side of the story" and why they behaved in such a way

T = Talk next steps: what's going to happen next; what you expect in the future; what you want them to start or stop doing; and the benefits for – or consequences for not – improving the behavior

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