



STRATEGIC PLAN 2026 – 2030

MISSION

IEA connects equestrians nationally through team competition and educational opportunities that build community and foster leadership.

VISION

IEA is where the future of equestrian sport begins.

CORE VALUES

- **Horsemanship** | We believe that care for the horse, skill development, and respect for the sport are at the heart of everything we do.
- **Accessibility** | We believe equestrian sport and education should be available and open to all who want to ride, learn, and grow.
- **Integrity** | We hold ourselves to high standards in how we compete, lead, and operate.
- **Community** | We foster relationships and collaboration among our members, families, and the broader equine industry.
- **Leadership** | We develop equestrians who lead in and out of the saddle.

GOAL 1

FOCUS ON MEMBER EXPERIENCE AND RETENTION

- A. Analyze membership trends
- B. Improve the onboarding experience for new teams and first-year riders (and their families)
- C. Develop targeted outreach plan to grow membership
- D. Support coaches in team-building and rider recruitment
- E. Strengthen communication across Zones to keep members connected and informed

GOAL 2

STANDARDIZE PROGRAM QUALITY AND PROCESSES

- A. Maintain clear, consistent quality standards across the horse show experience
- B. Improve consistency across Zones in how rules, events, and communications are handled
- C. Gather, review, and act on participant feedback in a systematic way
- D. Expand educational and development programming (clinics, college recruitment, youth leadership)
- E. Recruit, support, and retain experienced coaches
- F. Address the horse and facility supply challenges

GOAL 3

STRENGTHEN ORGANIZATIONAL INFRASTRUCTURE

- A. Evaluate and redesign organizational structure
- B. Review and update board and committee structure, composition, and practices
- C. Continue training, implementation, and refinement of data management and communications systems
- D. Establish a dedicated HR function
- E. Strengthen organizational culture

GOAL 4

ENSURE CONTINUED FINANCIAL SUSTAINABILITY

- A. Analyze revenue opportunities and expense concerns
- B. Develop a multi-year financial plan with clear targets
- C. Prioritize the expansion of fundraising and development
- D. Establish criteria and process to evaluate any potential new initiatives
- E. Clarify, standardize, and coordinate IEA pricing, sponsorships, and fundraising at the National, Zone, and Regional levels