

WCA Vision and Strategy

Reviewed September 2020



Background

The WCA Board of Directors is responsible for guiding, serving, and uniting the WCA Community and overseeing, guiding, and supervising all structural and day-to-day activities of the World Cube Association. As such, the Board has drafted a strategy document to implement our vision of how the organization should run.

Vision

Current Situation

As a result of the COVID-19 pandemic, the WCA experienced unprecedented events in 2020, including a hiatus of competitions and the first time WCA competitions did not grow to record numbers. It will take a great effort to bring the WCA to the level it was at before with regard to the number of competitions, number of competitors, and staff involvement.

We currently face a series of issues and challenges that are impeding the path of the WCA's growth. One such issue is a lack of coordinated communication among committees and teams, among WCA Staff members, and within the WCA community as a whole. These communication issues lead to inefficiencies in handling the day-to-day work of the organization.

Another issue the WCA faces is a deficiency in Staff and a high turnover of Staff due to high workloads. The rate of growth of the WCA community has exceeded the rate of Staff growth, resulting in higher workloads for individual members.

A third issue within the WCA is an imbalance of quality standards in some areas of the world. While it would be ideal for all Staff members to uphold the same level of quality in each region of the world, our experience indicates that some areas are still lagging far behind others. These problems stem from multiple sources, including Staff who were appointed based on a region's needs despite not possessing the requisite qualities, communication issues due to language barriers, and lack of oversight.

While many solutions have been conceived, the WCA lacks the necessary number of volunteers to keep up with our growing software needs. The failure to implement these ideas and solutions continues to impede the efficiency and progress of many committees and teams within the WCA, and thus the organization as a whole.

Additionally, the COVID-19 pandemic caused a stop to all competitions throughout a section of 2020. This brings in a fifth pillar of safety which, now more than ever, is a key focus as we plan our return to competitions.

Short-term Future

We anticipate that once competitions are able to return safely, the WCA will continue to grow for the next few years. The implementation of the [WCA Travel Reimbursement Policy](#) and [WCA Equipment Funding Policy](#) will both contribute to furthering the WCA's mission of having more competitions in more countries with more people, while the [WCA Competition Requirements Policy](#) and our well-established [Regulations](#) will allow this to take place with more fun, under equal and fair conditions.

Long-term Future

Eventually, probably within the next five years, the growth of the WCA will begin to slow. However, our [WCA Dues System Policy](#), in conjunction with some potential partnerships and sponsorships, will help us find our place as a global organization.

Strategy

The WCA Board believes that focus on five cornerstones will help our aim of bringing our vision to light. We believe the five essential areas of focus should be people, partnership, quality, technology, and safety. While there are other areas of focus, these are the most paramount for achieving our vision.

People

The WCA is able to exist for the community only because of the tremendous work performed by our many volunteers on Staff. It is necessary to continue to support our Staff while also recruiting additional Staff members to lessen the workload of the Staff. If Staff members are able to work more efficiently and spend less time working each week, we expect that Staff members will stay longer to support the organization.

The WCA community is at the heart of our strategy. The WCA exists only to serve the speedcubing community. It is important for us to provide the best experience possible to competitors, spectators, and Staff.

Partnership

Over the next few years, the WCA will expand our current partnerships and explore others in support of our mission and the elevation of speedcubing. We believe that Regional Organizations are valuable assets to our organization and that they will play a greater role over the next few years, especially as they officially become members of the WCA. Additionally, now that the WCA has established itself as a non-profit organization, we are looking to secure partnerships with potential sponsors who can provide financial support. Another area of exploration could include using merchandise vendors as partners through mutually beneficial commercial endeavors.

Quality

Elevating the quality standards of the WCA is essential, especially during this period of growth. While it is tempting to recruit Staff members in areas where we need support, it is only worthwhile to do so if those members can uphold the caliber of work that the WCA Community expects from us.

Technology

There are currently so many open software projects within the WCA that it would take a full team working around the clock for years to complete them all. Therefore, it is essential that these projects are prioritized to create a balance of improving the efficiency of our Staff members and updating the visual appeal and functionality of our website. An update to our website will make our mission and purpose more transparent to outsiders, thus improving our brand awareness and making it far more likely to catch the attention of corporate sponsors.

Safety

As competitions begin a slow return around the world following the break caused by the COVID-19 pandemic, a key focus must be around returning to compete in a manner which ensures safety for WCA Staff, competitors and spectators. Additionally, going forward, safety must become a key focus in regards to WCA competitions to ensure an enjoyable experience for all those involved in WCA sanctioned events.