



Strategic Plan 2024-2026

Our Strategy is to Develop a Quality High Performance Program for all kids and college students of the Puerto Rico island chain, especially the northwest District of Aguadilla to develop the necessary skills to succeed in high level surfing competition





Our Mission

Creating a Pathway for the young athletes / students to Professional Surfing



PURPOSE

To support our students / athletes to become the best professional surfers and citizens.



VISION

Educate about the great sport of surfing, inspiring kids to achieve their athletic goals, dreams and academic success, always with character and courage.



GOALS

1 National NSSA Champion 2026
Finalist for 2024, 2025, 2026
Grow our athletic base in 2025
Develop WQS quality surfers by 2026



PHILOSOPHY

Athlete Centered, Coach Supported, Performance Focused, Integrated Team



VALUES

Real
Respectful
Progressive
Inquisitive
Integrity

OUR STRATEGIC DRIVERS

Athlete

Supporting our students / athletes with the aim to have an impact on performance gains through individualized support and initiatives related to the highest international standards.

Focused Trainings

Designing focused trainings that contribute to our athletes' needs, development and technical and competition preparation for their major benchmark events, i.e. NSSA East Coast & National Championships and the World Qualifying Series

Performance Support

Providing the resources, support and guidance to our athletes' and coaches day-to-day training and preparation to achieve key performance targets and outcomes

Leadership & Culture

Leading with integrity and manage programs strategies, processes and cultures in alignment with our surf community and our members & stakeholders priorities



Coaching

Identifying, engaging and developing quality coaches across the pathway, with the vision that all our students/athletes have access to best coaches

Competition

Supporting NSSA and WQS relevant competition formats with the use of the best technology and professional staff

Research & Innovation

Bringing new knowledge and the application as a game changing innovation that gives our athletes an advantage to positively impact their performance outcomes

NSSA & WSL

Supporting the National Scholastic Surfing Association championship and the JR WSL and the World Qualifying Series events with the goal to provide a consistent pathway of seeded athletes from our island

ATHLETE PATHWAY

Support athletes across the pathway from Emerging to Podium and Transition.





PERFORMANCE SUPPORT SERVICES

Resources, support and guidance to our athletes' and coaches day-to-day training and preparation to achieve key performance targets and outcomes.



