



USSA Club Excellence Conference

The Yarrow – May 12, 2015

"Creating different levels of programming for optimal *Participation and Performance* – ~~new~~ approaches to athlete *recruitment and retention* strategies."



Participation / Performance

“The fact is that solving problems is hard. If a given problem still exists, you can bet that a lot of people have already come along and failed to solve it. Easy problems evaporate; it is the hard ones that linger.”

Excerpt From: Steven D. Levitt & Stephen J. Dubner. “Freakonomics Rev Ed.” HarperCollinsPublishers. iBooks. This material may be protected by copyright.



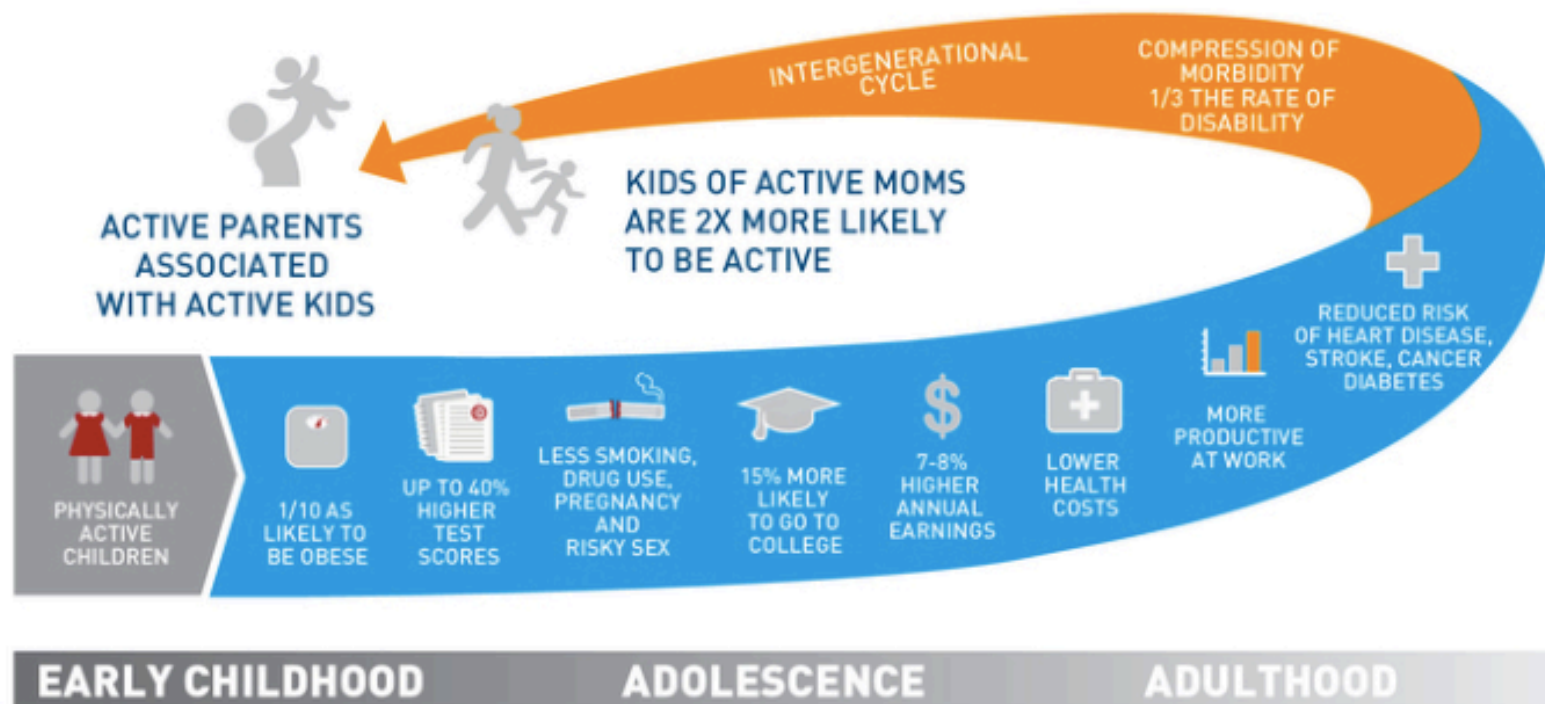
Participation / Performance

- Is your club focused on participation or performance?
- ***“Yes”!***
- There can be no performance without participation
- Fun, Friendships, Improvement – Key to children
- Healthy lifestyles and *“Sport for Life”*
- Improvement and developing potential = Performance



Active Kids Do Better In Life

What the research shows on the compounding benefit



- From Aspen Institute "Project Play – Playbook"



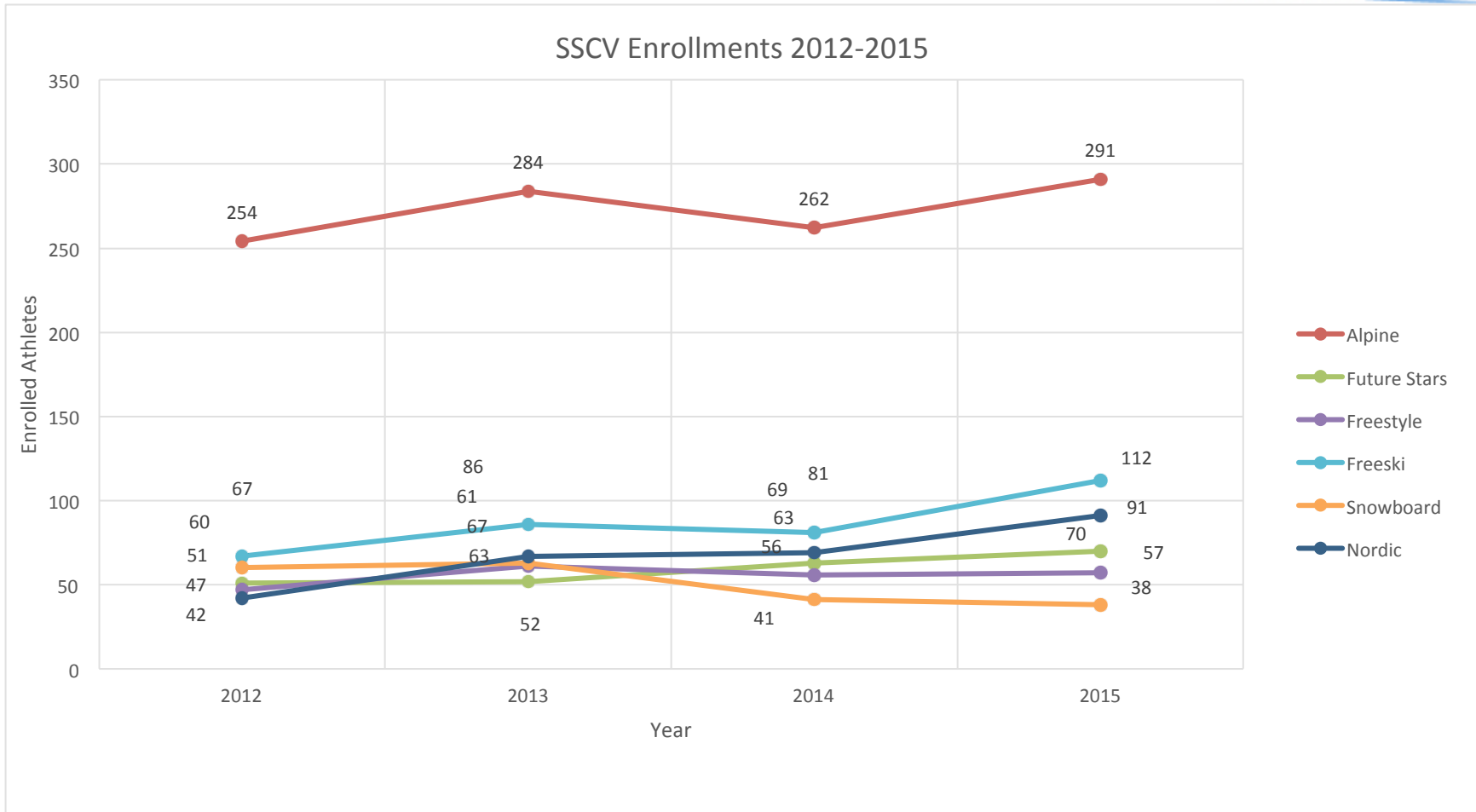
Table 1. Ages during various stages of development and progression of Olympic dream.

	Introduced to Sport	Achieved Local Competitive Success	First Dreamed of being an Olympian	Made Decisions to Actualize Dream	Believed it was Possible to Become an Olympian
Gymnastics	6.6	10.0	11.3	12.9	13.4
Swimming	6.6	9.4	11.5	14.3	15.9
Speed Skating	9.0	11.9	11.8	15.0	16.0
Alpine Skiing	4.9	10.6	11.6	14.9	16.6
Luge	14.7	15.1	10.9	16.5	18.1
Figure Skating	8.0	10.9	10.9	15.2	18.2
Nordic Skiing	10.8	15.2	14.0	16.7	18.5
Soccer	6.5	11.0	12.6	15.5	18.6
Ice Hockey	5.0	10.0	13.0	17.8	19.5
Cycling	13.7	16.9	14.7	19.2	19.6
Athletics	13.0	14.6	16.3	19.2	20.5
Fencing	13.3	15.8	16.1	19.6	21.1
Rowing	16.8	18.0	18.0	20.4	21.3
Shooting	14.8	16.9	17.6	20.7	22.4



Recruitment

- Excitement, visibility and successful role models
- Fun, skill building, lifetime sport
- Accessibility: 430 Local Clubs
- Cost, Value, Convenience, Reputation



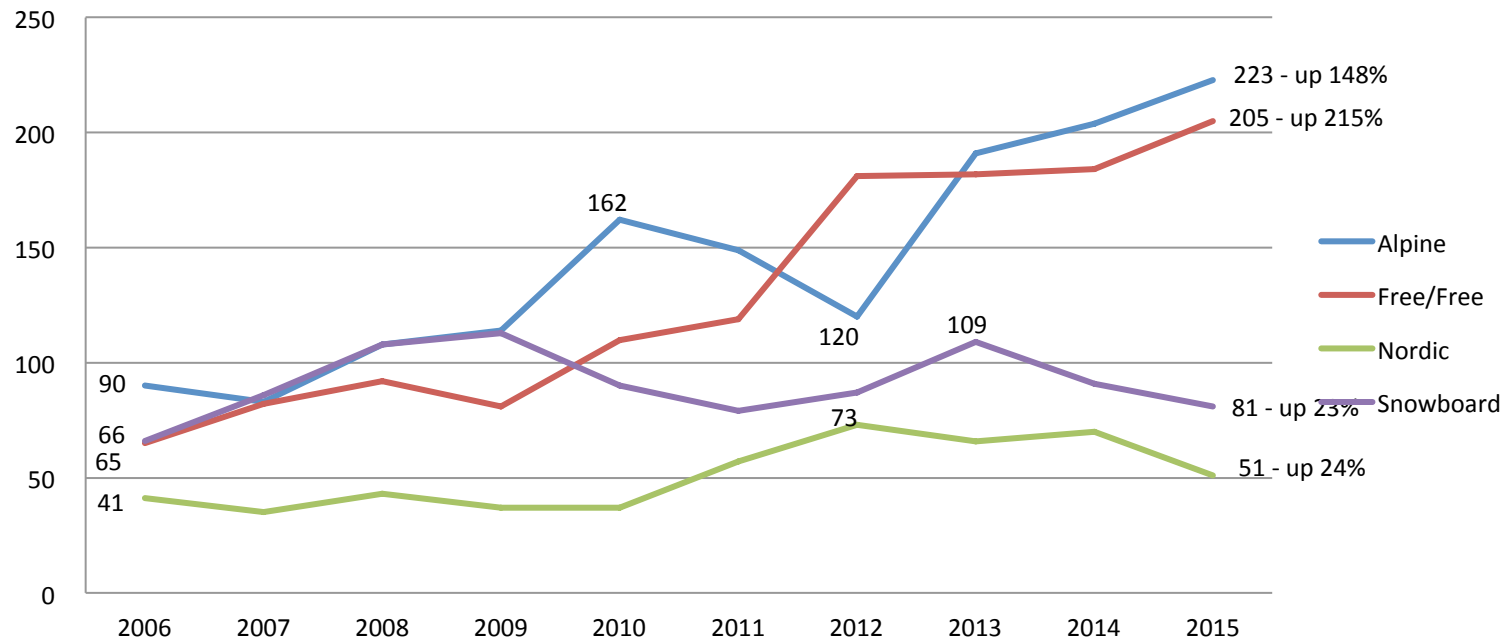


EXCELLENCE

AVSC Enrollment Trends

Courtesy: AVSC – Walt Evans

Team Enrollment





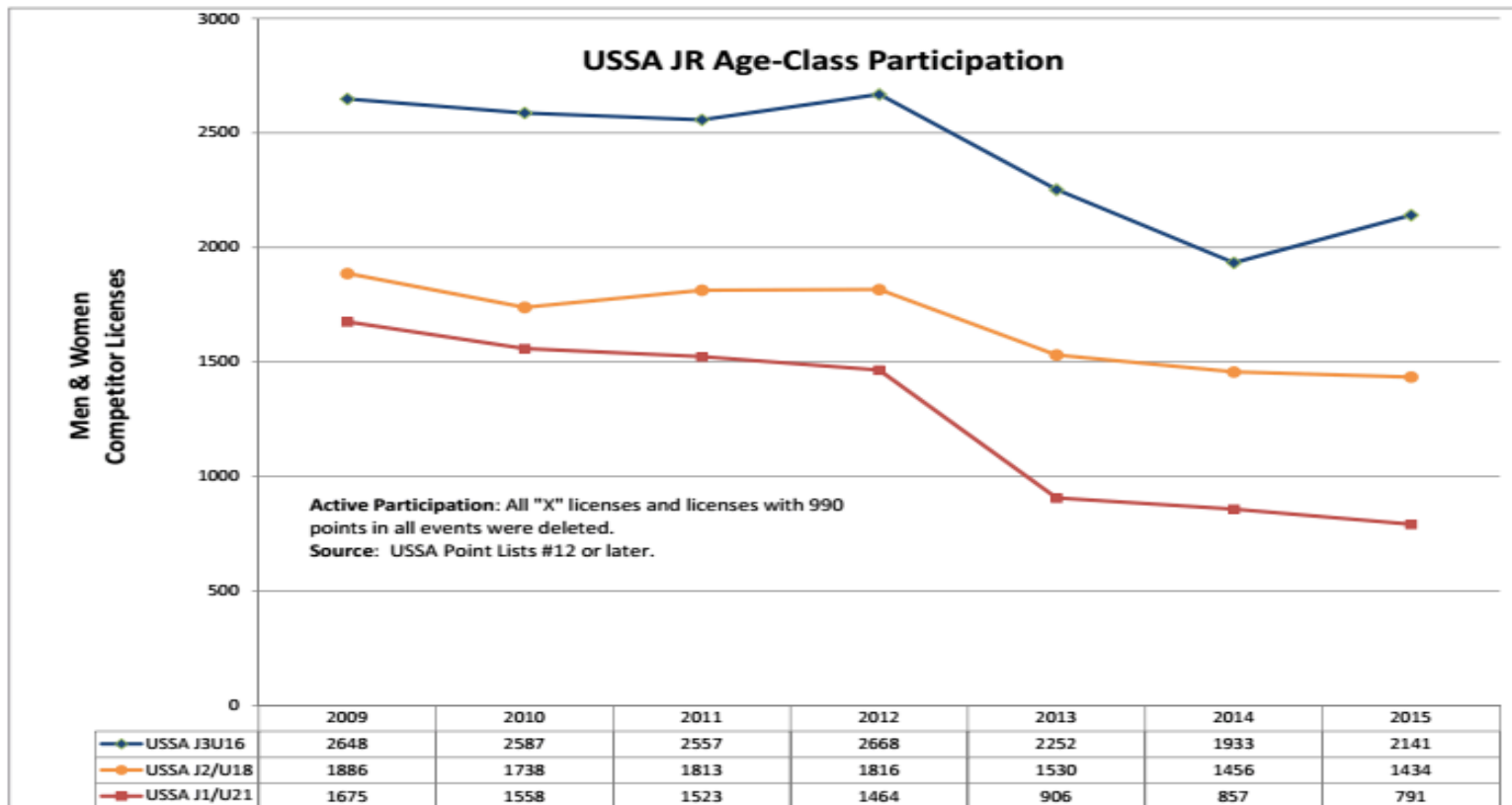
15 Year USSA Membership Trends Courtesy Jeff Weinmann USSA

Age	2000	2005	2010	2015
5	55	75	74	19
6	241	311	286	191
7	493	682	622	444
8	794	1078	1059	1046
9	1207	1481	1478	1349
10	1394	1660	1638	1647
11	1527	1799	1782	1895
12	1447	1721	1670	1752
13	1353	1570	1473	1730
14	1217	1418	1373	1340
15	1037	1122	1001	1141
16	901	909	922	846
17	820	777	791	728
18	791	598	622	408
19	627	473	504	302
20	423	374	401	215

- Slight downturn U8
- Significant increase of U10, U12, U14 and U16
- Decrease of U18
- 50% decline of U21

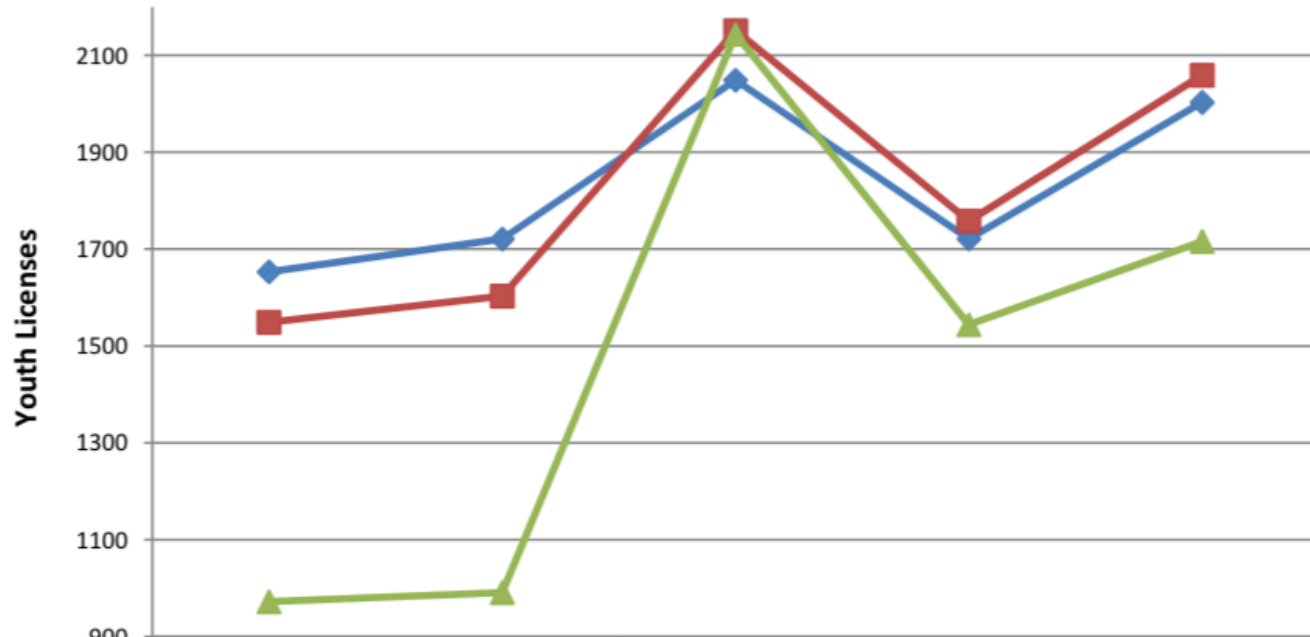


USSA Memberships courtesy – Bill Gunesch Mt. Hood Academy





Ladies Youth Class Participation



	2011	2012	2013	2014	2015
J4/U14	1653	1721	2049	1721	2003
J5/U12	1549	1603	2151	1758	2059
<J5/U12	972	991	2144	1544	1716



5 Year average attrition trend

U14 to U16 -31%

U14 to U18 -53%

U14 to U21 -70%

U14 to Senior -83%

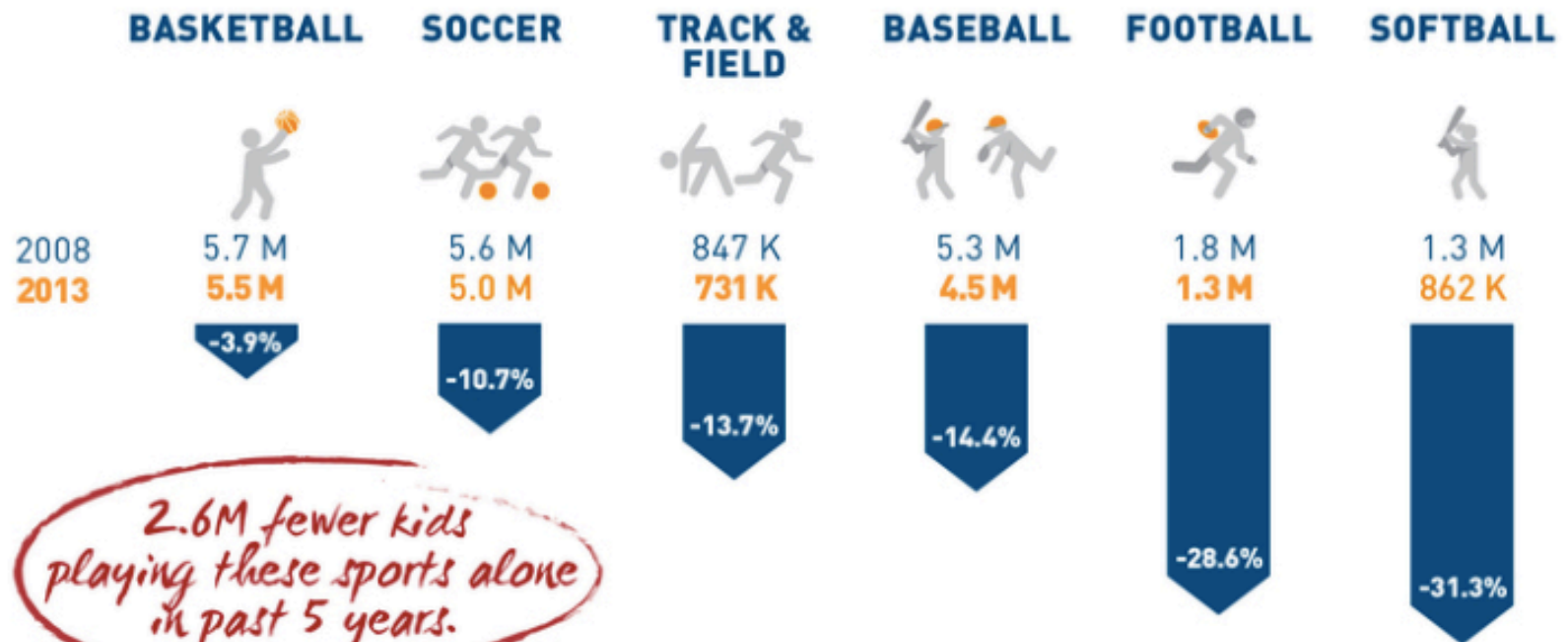


Brian C. Krill
Club Development Manager
U.S. Ski and Snowboard Association



Kids Are Leaving Sports

Significant decline in participation among 6-12 year olds



- From Aspen Institute "Project Play - Playbook"



Sport Participation

“We emphasize performance over participation well before kids’ bodies, minds, and interests mature. And we tend to value the child who can help win games or whose families can afford the rising fees. The risks for that child are overuse injuries, concussion, and burnout.”

- From Aspen Institute “Project Play – Playbook”



Youth Sports Participation Canadian Study

Reasons for quitting youth sports

#1 Stopped having fun (43%)

#2 Not enough time (31%)

#3 Not believing good enough (27%)



Youth Sports Participation Michigan State University Study

75% of youth sports participants quit by 15

#1 Reason: I was not having fun

#2 Reason: The coach was a poor teacher

#3 Reason: I lost interest



Fig. 7

WHAT KIDS SAY IS MOST FUN THEY WANT SOCIAL BONDS AND ACCESS TO THE ACTION

MORE FUN

1. TRYING YOUR BEST
2. WHEN COACH TREATS PLAYER WITH RESPECT
3. GETTING PLAYING TIME
4. PLAYING WELL TOGETHER AS A TEAM
5. GETTING ALONG WITH YOUR TEAMMATES
6. EXERCISING AND BEING ACTIVE

LESS FUN

48. WINNING
63. PLAYING IN TOURNAMENTS
66. PRACTICING WITH SPECIALTY TRAINERS AND COACHES
67. EARNING MEDALS OR TROPHIES
73. TRAVELING TO NEW PLACES TO PLAY
81. GETTING PICTURES TAKEN

Much less of a priority than simply having a chance to play.

- From Aspen Institute "Project Play – Playbook"



USSA Retention

- Accelerating commitment (time, money, opportunity cost)
- “All In” or “Out”
- Lack of viable alternatives to High Performance track



Norwegian Report

There is currently an emphasis on competitive training programs, which are well staffed and comprehensive. This is partly because the “free” has left the culture. Parents are driving to and from the club and the freedom of “play is gone. The worry is that young kids who just want to be involved for the fun and exercise either don’t get involved or drop out early because they are not invited to the club or can’t keep up. This also leads to fewer athletes in the competitive pipeline.

They are looking at a system where the clubs would have two tracks:

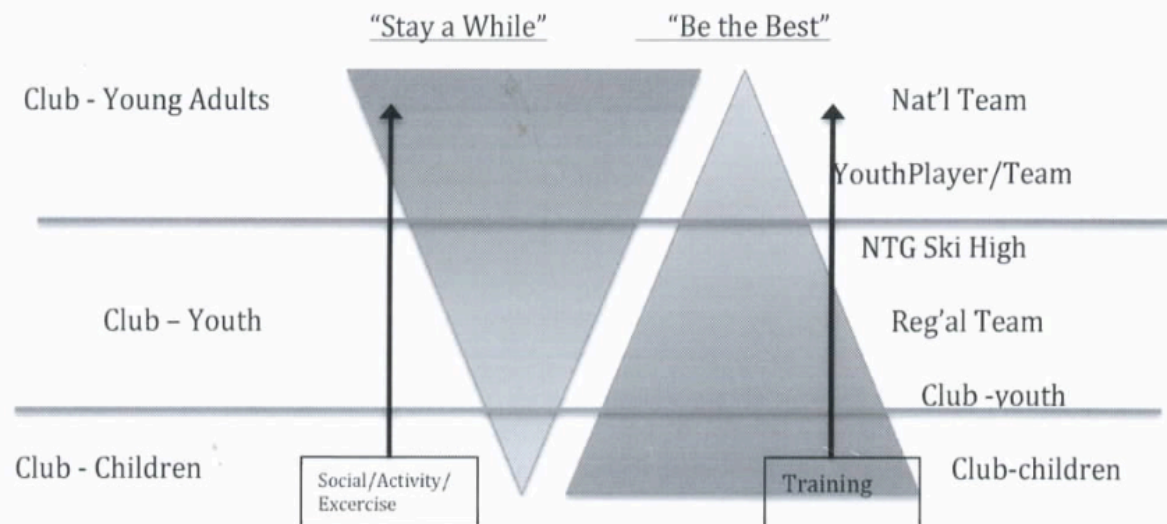




Fig. 5

SPORT FOR ALL, PLAY FOR LIFE MODEL
BROAD ACCESS LEADS TO SUSTAINED PARTICIPATION



Squaring the pyramid creates athletes for life, at all levels.

Up to age 12, focus on ability, confidence, and desire to be active.

- From Aspen Institute "Project Play – Playbook"



Real World Examples



Sugar Bowl Ski Team – “*Snow Rangers*”

A WINTER ADVENTURE TEAM



Imagine a program, limited to a small group of courageous young men and women that offers on-mountain expert training in a safe environment for ALL of the following:

ALL MOUNTAIN FREE SKIING – BACKCOUNTRY SKI TOURING – WINTER SURVIVAL – NORDIC SKIING – AVALANCHE AND SNOW SAFETY – SNOW CAMPING – SKI MOUNTAINEERING

The Sugar Bowl Snow Rangers offers youth adventurers the ability to take advantage of all the exciting winter activities available in the amazing Donner Summit winter wilderness. Based at Sugar Bowl Ski Resort, this program will challenge young adults of ages 11 – 18 years old who have a solid base of alpine skiing experience. No prior experience is required for the other activities. The program will develop the mind, body and spirit of each Snow Ranger as he or she learns how to explore and test their abilities in the snow covered mountains and wilderness in a variety of ways.

- Alternative and “Safety Net”
- ~35 athletes of 500 population
- Most participants are former competitors
- Some from other Tahoe programs
- Partnership with BAC (Backcountry Activity Center)
- Similar program structure to competition programs



Alpine Bank “Get in the Gates”

Alpine Bank presents **GET IN THE GATES!** provided by Ski & Snowboard Club Vail

REGISTER AT SKICLUBVAIL.ORG

A SKI RACING PROGRAM FOR EVERYONE

GET IN THE GATES RECREATIONAL RACE PROGRAM

Ski & Snowboard Club Vail is offering the first season of the Get in the Gates program to ski racers of all ages and abilities. This is your opportunity to receive expert coaching from Ski & Snowboard Club Vail professionals and receive 15 weeks and 60 total sessions including 120 hours of training! Youth racers may compete for FREE in the Steadman Clinic Vail Cup Series.

Erik Steinberg-Head Coach
Former SSCV Executive Director & US Ski Team Head Coach

Any current SSCV participant may join these sessions for FREE!

AGES 8 through Adults and Masters	DISCIPLINES Slalom and Giant Slalom
DURATION November 29, 2014 – March 15, 2015	SCHEDULE WED/FRU SAT/SUN 1:30 – 3:30 PM
LOCATION Golden Peak Competition Arena	EXCLUSIONS No training December 24 & 31

*Financial Aid Available-Ski & Snowboard Club Vail “Simple” Scholarships are available upon request for financial aid awards up to \$500 to anyone under 21. www.skiclubvail.org/about/scholarships-financial-info

MEMBERSHIP BENEFITS
Benefits include member pricing on camps, competition equipment, conditioning programs and tuning services along with weekly newsletter.

INSPIRING CHARACTER GROWTH AND EXCELLENCE

For info: estainberg@skiclubvail.org or 970-476-5119
Go to www.skiclubvail.org

- 4 x week for 15 weeks
- 60 – 2 hour sessions = 120 Hours
- “Introductory” price of \$895
- Simple Scholarship of up to \$500
- \$395 net cost = \$3.29 per hour
- Free as add-on to existing members
- Children to Masters and families
- Narrow focus
- Quality training and coaching
- No – Timing, Video, Goal setting, etc.
- Low cost alternative to high touch Full-Time Programs
- Introduction and “Safety Net”



Solutions and Ideas?

- Sport Leaders
- Resort Operators
- NGB and Volunteer Sport Committees
- Clubs and Academies
- Parents and Coaches
- Communities