

BEST IN THE WORLD



Club Excellence Conference **Club Certification Workshop**

May 12, 2015

Club Certification – Why?

- ✓ Solidify vision
- ✓ Inspire leadership
- ✓ Increase funding and sustainability
- ✓ Motivate, attract and retain quality staff
- ✓ Enhance the athletic experience
- ✓ Attract and retain athletes
- ✓ Improved athletic performance
- ✓ Foster better business operations
- ✓ Stimulate advocacy among the parents/community
- ✓ Reinforce identity, reputation and credibility

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How do you measure your club?



Best principles and practices – peer reviewed – national and international standards
in: **Athletics, Education, Business, Community Development.**

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Club Feedback

Kirk Dwyer, Headmaster, Burke Mountain Academy

We wanted to be involved in part as it's important to engage in the key initiatives of our governing organization. I also believe the process was very productive for us as a program and especially for our new head alpine coach. You've done a great job of establishing a process, which balances looking outward and inward similar to the well-established accreditation for independent schools.



Club Feedback

Aldo Radamus, Executive Director Ski and Snowboard Club Vail

The certification process has made us a better organization and will drive continued improvement in all aspects of how we operate and serve our community.



Club Feedback

Rob Clayton, Executive Director, Sun Valley Ski Education Foundation

The resources available through club certification...to actually show some care down to the club level and give direction and professionalism and leadership in that regard to the overall institutional advancement of each club and organization is a really great service to be offered to us by USSA. To be a Best in the World club is to be a small part of the whole.



Club Feedback

Krista Katz, Director of Advancement, Marketing and Communications, WVBTS

Having participated in the first round of USSA Club certifications, we highly commend Brian Krill and his team for putting together a thorough and collaborative process that now forms the basis of a strong ongoing partnership to further the mutual goals of our development programs and the National Team's objectives. We came away with a clearer, more strategically focused picture of BBTS through the presentation of our organization to USSA and our own self reflection. It was a valuable and informative process that we know will benefit our athletes, families and members.



Club Feedback

Walt Evans, Director of Excellence, Aspen Valley Ski and Snowboard Club

I had the privilege several years ago of working with many club, sport and industry leaders to initiate and envision this program. I am not only pleased, but impressed with the progress that has been made - it was exciting and inspiring to see the first certifications announced.



Club Feedback

Bill Guidera, Team Gilboa Board President.

Team Gilboa is proud of its history and looks forward to continued strength and success. We have benefitted from the USSA Club Certification process and we look forward to additional growth and development as a result of USSA's resources and support.



Club Feedback

John Munger, Executive Director Loppet Foundation / Loppet Nordic Racing

We found this process to be really helpful to our development as a club, and we are thrilled with USSA's focus on club development.



Club Feedback

Bill Hudson, Director of Athletic Programs, Sugar Bowl Ski Team and Academy

The certification process was extensive. It made us feel good about what the Sugar Bowl Ski Team and Academy has accomplished, but also helped us to identify areas for future improvement. We look forward to a closer partnership with USSA as we work to further develop our truly unique and comprehensive athlete development plan producing gold medal skiers.



Club Feedback

Kate Webber Punderson, CVA Head of School

The CVA and Sugarloaf Ski Club communities are proud to receive the Gold Club Certification from USSA. We would like to thank USSA for being a key partner in our programs. Every day we strive to provide a balanced athletic, academic and community experience for each of our student-athletes. The Club Certification will to be a valuable tool as we continually develop new levels of excellence.



Club Feedback



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The Process

- Step 1: Declare your intent – “register”
- Step 2: Designate your Team
 - Staff Leader
 - Board Representative
 - Community Member
 - Above 3 are official, from there the more the merrier
- Step 3: Coordinate self assessment with broad involvement
- Step 4: Compile and submit required materials and worksheets
- Step 5: Draft Final Report
- Step 6: Club Visit or Interview

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Resources

- Club Resource Center
 - <http://alpine.usskiteam.com/alpine-programs/clubs/resource-center>
 - <http://freestyle.usskiteam.com/freestyle-programs/clubs/resource-center>
 - <http://nordic.usskiteam.com/cross-country-programs/clubs/resource-center>
 - <http://usfreeskiing.com/freeskiing-programs/clubs/resource-center>
 - <http://ussnowboarding.com/snowboarding-programs/clubs/resource-center>
- Best Principles and Practices for USSA Club Excellence
- Club Self-Assessment
- Club Excellence Workshops

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Club Excellence Workshops

Month

May

June

July

August

September

October

November

December

February

April

Topic

Leadership and Governance

Finance and Fundraising

Fostering Club Culture

PR, Marketing and Communications

Human Resources

Athlete and Child Safety – Club Culture Revisited

USSA Club Programming

USSA Club Logistics

Program Evaluation and Measuring Club Success

Assessing Organizational Outcomes and

Measuring Program Results

<http://my.ussa.org/aip/global/club-excellence-workshops>

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Going through the process – takeaways...



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Additional Resources

- <http://www.bridgespan.org/Publications-and-Tools/Performance-Measurement.aspx#.Uw9zdRmFXbl>
- <http://www.bridgespan.org/Publications-and-Tools/Performance-Measurement/Section1/Building-Capacity-to-Measure-and-Manage-Perfor.aspx#.Uw9znRmFXbl>
- “Diagnosing Organizations: Methods, Models and Processes” Third Edition by Michael I. Harrison ISBN 978-0-7619-2572-9
- “Measuring Program Outcomes: A Practical Approach” United Way can be purchased at <http://www.uwwproducts.com/ProductDetails.asp?ProductCode=0989>

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