

USA FIELD HOCKEY

Sport Development Update



Where Olympic Journeys Begin



Presentation to USA Field Hockey Board - July 2016

USA FIELD HOCKEY

Sport Development Update - July 2016



- Mission: Serve Our Members, Grow the Game, Succeed Internationally
- NDD Focus: Grow the Game
 - Recognize 3 elements of mission all interconnected
 - Must unite all aspects of USA FH for a thriving FH future
 - Development, Team USA, Membership, Promotion, Sponsorship, Communication, Events, Programs, Boys, Girls, Adults, Masters
- Plan of Attack:
 - Analyze Current Field Hockey Landscape
 - Understand Challenges & Opportunities
 - Create and Execute Strategic Development Plan

TEAM USA



Where Olympic Journeys Begin

SUCCEED INTERNATIONALLY

COMMUNICATIONS
HIGH PERFORMANCE

FUNDRAISING

FUTURES

BOARD OF DIRECTORS

SCHOOLS

SERVE MEMBERS

CLUBS

PARENTS / PLAYERS

MEMBERSHIP

VOLUNTEERS

VENDORS

SPONSORSHIPS

EVENTS

UMPIRING

GROW THE GAME

COACHING

SPORT DEVELOPMENT

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- Analyze Current Field Hockey Landscape
 - Build State Profiles
 - Identify/Reach Out to Key Influencers
 - Assess Primary Growth Opportunities
 - Listen/Learn role and current perceptions of FH and USAFH in each state/area

- External Challenges
 - Awareness
 - Small Youth and 20+ base; diamond shape
 - Limited commercial appeal and exposure
 - Expensive sport: Perception or Reality?
- Internal Challenges
 - Financial Limitations
 - Staff stretched
 - Past perceptions toward USAFH mixed

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- Opportunities
 - Dedicated & passionate people
 - International appeal
 - Strong tradition in some areas
 - High School/College Base
 - Society's buying in to value of sports for life
 - Room for growth!

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- Increase awareness: Field hockey is a fun, widely-played, popular “Sport for Life”
 - Reach out to media for increased publicity/news coverage/exposure
 - Greatly increase exposure of current and former WNT, MNT as Sport Ambassadors
 - Work with Team USA players on importance of PR and outreach
 - Bring Team USA around the USA to celebrate Field Hockey and generate interest
 - Embrace/Engage our Champions: Olympians, NT Players, College Players, High School Players

Involvement leads to Investment

- Capitalize on USA Field Hockey/USOC Affiliation to garner media attention at local levels
 - Celebrate cover all things field hockey
 - USAFH and FHLife not just for Team USA
 - Highlight local successes
 - Create events to promote and unify the sport
 - Establish USAFH awards for college, high school and middle school athletes
 - » Example: Oct. 29 Illinois Event

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- Focus On High Growth Potential Areas
 - Inefficient to focus on blank areas
 - Fill in and expand “Hot Zones”
 - Recognize that every state and area is unique and adapt
 - Focus on SCHOOLS
 - HS, Middle Schools, Elementary Schools and Colleges

- Focus on High Schools
 - Build/improve relationship with NFHS
 - Listen and address needs
 - Umpire recruitment and education
 - Standardized Coach education and support
 - Encourage Membership
 - Improve online resources and clinics/workshops/mentorship
 - Reach out to select school districts/AD's to encourage adding new FH program
 - Offer NEW standardized school starter package
 - Loudoun County Success Story

- Focus on Schools
 - High Schools spur growth of feeder programs and clubs
 - Goals for 2016
 - 20 new High School programs
 - 5 PE/PE Days with Established/Standardized Age-Appropriate Curriculum
 - PROACTIVE OUTREACH IN TARGET STATES:
 - » Texas
 - » North Carolina
 - » Illinois
 - » Wisconsin
 - Pennsylvania
 - Virginia
 - Colorado
- FFH Program is excellent
 - Tweaks to FFH grant packages
 - Improved USA FH branding and size/color offerings based on feedback
 - More contemporary, less juvenile design to appeal to broader target of girls and boys (ages 5-15 vs. 7-11)
 - Increase number of grants while lowering cost per grant
 - Allows for safe implementation of the game (wood and plastic option)
 - Working to improve and increase communication with grantees to be more consistent, frequent and of better quality

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- Colleges & Universities
 - NAIA (National Association of Intercollegiate Athletics)
 - Build upon LAX recent success
 - NCAA (National Collegiate Athletic Association)
 - DII and DIII primarily
 - Investigate Indoor / Hockey 5's to increase head count

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- Adults
 - Huge opportunity
 - Working with Masters and NFHL to assess interest and needs
 - February Showcase event could appeal to college club and adults more than Festival
 - Possibly create new and separate event(s)

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- Boys
 - FFH in PE great introduction for boys and girls
 - Chris creating strategy for continued growth

COACH EDUCATION PROGRAM

- Game has changed significantly, recognize coaches need professional development for all levels, especially youth/school
- Focus has been on top level coaches, developing a bottom up approach to embrace and educate coaches who work with our young athletes
- To grow the player base, we must grow the number of qualified and educated coaches
 - Rollout of Level 1 and 2 Instructional Clinics
 - Revamping the NFHS Online Course
 - NFHS Course will be free to USAFH members, \$35 for non-members
 - Improving external communication: website, resources, job opportunities
- Introduce USAFH Athlete Development Model / Long Term Athlete Development Principles and Mentorship Program

Conclusion

- Growing the game important to future of FH
- USA FH has opportunity to strategically lead and drive growth
- Must recognize Development is not revenue generator in short term; It's an expense and an investment
- Need resources/champions on the ground to support/spur growth the game across the country for a thriving future