

USA Field Hockey Sport Development Department



MARCH 2014



What is Sport Development?



Mission:

- Increase Participation
- Increase Awareness and Exposure

“Grow The Game”



Areas:

- Youth
- Boys Development
- Coaching Development
- Umpire Development
- Club Development
- Adult/Post Collegiate
- Diversity and Inclusion

Support, Education, Opportunity

Sport Development Comparisons



Organization	Members (Youth Members)	Sport Development Impact	Budget	SD Staff Members
US Lacrosse	400,000 total (150,000 U12, 38%)	<ul style="list-style-type: none"> • First Stick Program: 102 sites (2,652 kids) • Phys Ed Program: 221 schools 	\$2,869,154, 17% of total expenses at \$17.0M	9 Full Time
USA Rugby	115,000 total (- U12, %)	<ul style="list-style-type: none"> • Rookie Rugby (in 2012, 300,000 kids across 35 states) 	\$2,660,561; 26% of total expenses at \$10.2M	6 Full Time, 30+ Regional Coordinators
USA Field Hockey	22,531 total (2,783 U12 members, 12%)	<ul style="list-style-type: none"> • Fundamental Field Hockey: 250 programs (19,000 kids) 	\$230,000; 2.9% at \$7.9M	3 Full Time

Youth Development



- **Launched FUNdamental Field Hockey program in Summer 2012, to date nearly 25,000 participants**
- **Current Figures**
- **Gained awareness through events like Let's Move! and Easter Egg Roll, and national youth sports conferences**
- **Introduced additional Equipment Sizes**
- **Awarded the P&G Youth Fund Grant**

What's Next

- **Youth Event Sanctioning**
- **U12 Membership Marketing Plan**
- **Plastic Equipment and Equipment Sales**
- **Continue to Seek Youth Sports Grants**
- **Regional Officers**



Boys Development



- Created Boys Development Task Force
- Support of Boys Clinics, Clubs and Tournaments
- Addition of Boys Division at National Indoor Tournament
- Launch of Boys Section on Website

What's Next

- Boys Marketing Campaign
- Greater Support of Clubs promoting Boys Development
- Increase Playing Opportunities for Boys



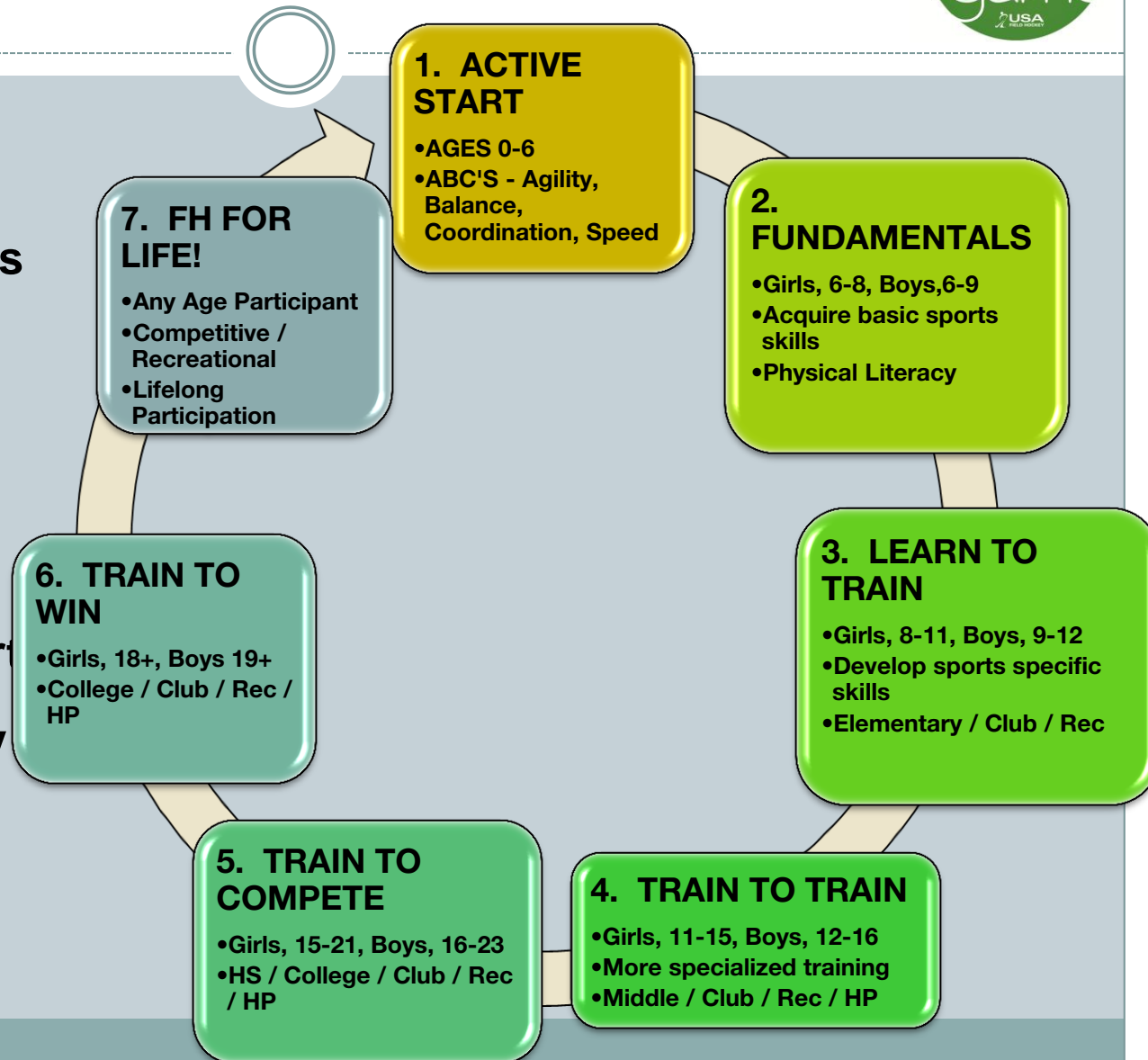
Coaching Development



- Additional Online Resources for Beginner Coaches, Parents and Teachers

What's Next

- Launch an online, more user-friendly option for beginner coaches
- Partnerships with SafeSport, True Sport and NAYS for new coaches, specifically working with you
- Create a foundation course (Level 0)



Umpire Development



- **New Umpire Marketing Campaign**

What's Next

- **Umpire Development through Youth Sanctioning**
- **Umpire Development through Clubs**
- **Updates to Umpire Website**



Club Development



- Reviewed our current information on 'How to Start a Club'
- Created an online 'How to Start a Club' toolkit



What's Next

- Launch online toolkit

Adult and Post-Collegiate



- **Creation of the Adult Task Force**
- **Addition of Post-Collegiate and Masters Websites with Event Listings**

What's Next

- **Increasing Awareness of Pre-existing Adult Playing Opportunities**
- **Promote Sanctioning of Adult Tournaments**
- **Create Additional Playing Opportunities at Existing USA Field Hockey Events**
- **Work with NFHL for a strategic plan for increasing collegiate club opportunities for both genders**



Diversity and Inclusion



- Launched You Go Girl Initiative
- Received Grants from Horner Foundation and USOC
- Partnership with USOC's Diversity and Inclusion NGB Program
- FUNdamental Field Hockey program available in Spanish



What's Next

- Expand You Go Girl Program
- Additional Equipment Options
- Increase FUNdamental Field Hockey programs in urban areas
- Connect these programs to school teams, club teams, and Futures



General Sport Development



- Launched Grow The Game Campaign
- Surveyed Clubs and Members
- Created National Field Hockey Day
- Website Additions
- growthegame@usafieldhockey.com
- Awarded over \$200K in grants



What's Next

- Increased marketing for all development programs
- Continue to Build the Grow The Game brand
- Increase Awareness of National Field Hockey Day



Discussion and Questions

