



Emerging Sports for Women



2019

USA TRIATHLON PROGRAM SURVEY OF EXISTING INSTITUTIONS



8 TOPICS COVERED

BUDGET

RECRUITMENT

COACHING

EQUIPMENT AND GEAR

FACILITY

ENROLLMENT IMPACT

EVENTS

GRANTS



BUDGET

AVERAGE ANNUAL SPEND



DI

\$157,600

HIGH \$250,000
LOW \$66,800



DII

\$48,500

HIGH \$78,776
LOW \$30,000



DIII

\$24,000

HIGH \$31,500
LOW \$16,000

NUMBERS INCLUDE SALARY/BENEFITS AND SCHOLARSHIP PAYMENTS



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BUDGET
FUND RAISING

65%
DO ADDITIONAL
FUND RAISING

***THIS WILL CONTINUE TO BE
AN IMPORTANT ELEMENT!***



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BUDGET DONATIONS

65% RECEIVED DISCOUNTS
FROM LOCAL & NATIONAL VENDORS

ON EQUIPMENT & SOFT GOODS from
free bikes to a cycling trailer for transport,
wetsuits & trainers





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RECRUITMENT

SINGLE SPORT ATHLETE RECRUITMENT SWIMMERS & RUNNERS

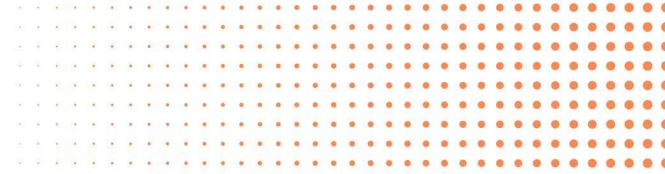
CURRENT NCAA ROSTERS 38%

2X NATIONAL
DIVISION III
CHAMPIONS



**NORTH
CENTRAL
COLLEGE (IL)**

89% OF ROSTER ARE SINGLE SPORT ATHLETES



DID YOU KNOW? **RECRUITABLE ATHLETES**

CROSS COUNTRY

15,216 SCHOOLS • 223,518 ATHLETES

SWIMMING & DIVING

7,961 SCHOOLS • 175,594 ATHLETES

TRACK

16,951 SCHOOLS • 488,592 ATHLETES

USAT MEMBERSHIP (14-19)

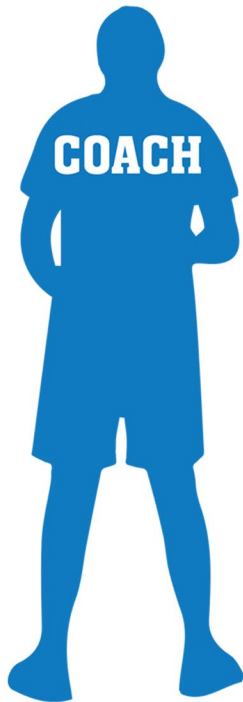
10,000 ATHLETES THAT ARE ANNUAL MEMBERS



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COACHING ATHLETE RECRUITMENT



**AVERAGE COACH
SPENDS**

12 HOURS
A WEEK RECRUITING AT **DI**

10 HOURS
A WEEK RECRUITING AT **DII**

8 HOURS
A WEEK RECRUITING AT **DIII**



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65% **OF TOTAL TIME**

SPENT ON RECRUITING

TRIATHLETES

(35% OF TOTAL TIME ON SINGLE SPORT ATHLETES)



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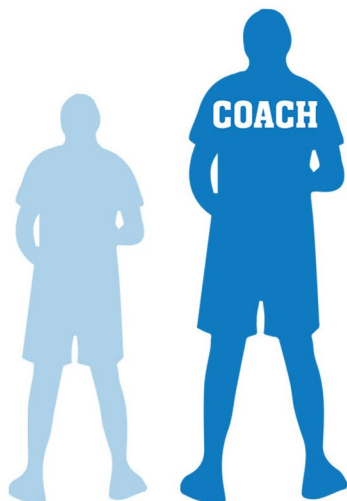
AVERAGED

5
HOURS

A WEEK
SPENT ON
ADMINISTRATIVE
TASKS



COACHING CURRENT PROGRAMS



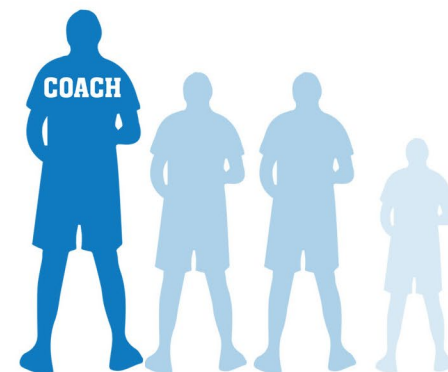
FULL TIME COACHES 57%

FULL TIME COACHES MIGHT HAVE ONE OTHER COACH BUT PART TIME

PART TIME COACHES 43%

PART TIME COACHES ALWAYS HAVE ONE ADDITIONAL COACH

typically 2 assistants & a single sport volunteer coach in needed area



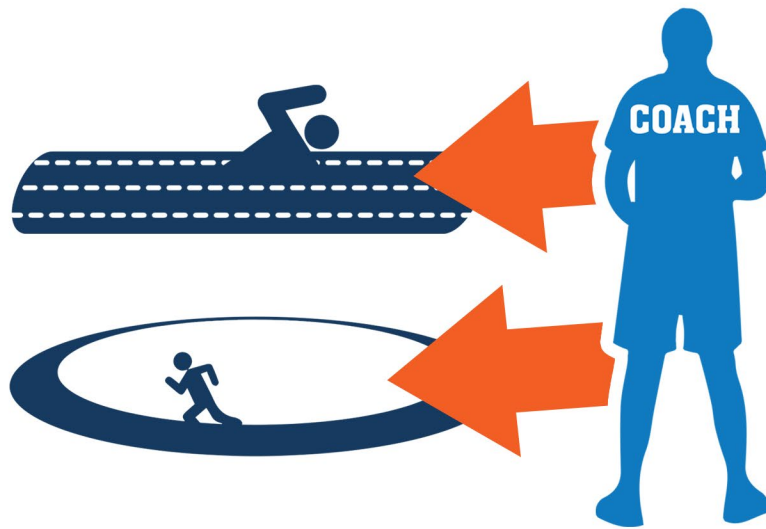


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COACHING

CURRENT PROGRAMS



63%

USED AT LEAST
ONE **VOLUNTEER**
COACH IN 2019

**NCAA ALLOWS ONE IN EACH
OF THE THREE DISCIPLINES**



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COACHING

30%

OF VOLUNTEER COACHES ASSIST WITH THE **SWIM**



35%

OF VOLUNTEER COACHES ASSIST WITH THE **BIKE**



35%

OF VOLUNTEER COACHES ASSIST WITH THE **RUN**



VOLUNTEER COACHES ALSO ASSIST WITH ADMINISTRATION AND PHYSICAL THERAPY



COACHING

COACHING CROSSOVER BETWEEN SPORTS

6 PROGRAMS have
SHARED HEAD COACH DUTIES
that equal **FULL TIME**

**6 PROGRAM
COACHES** also **SUPPORT**
track/field, cross country and/or swimming
programs on their **COLLEGE CAMPUSES**



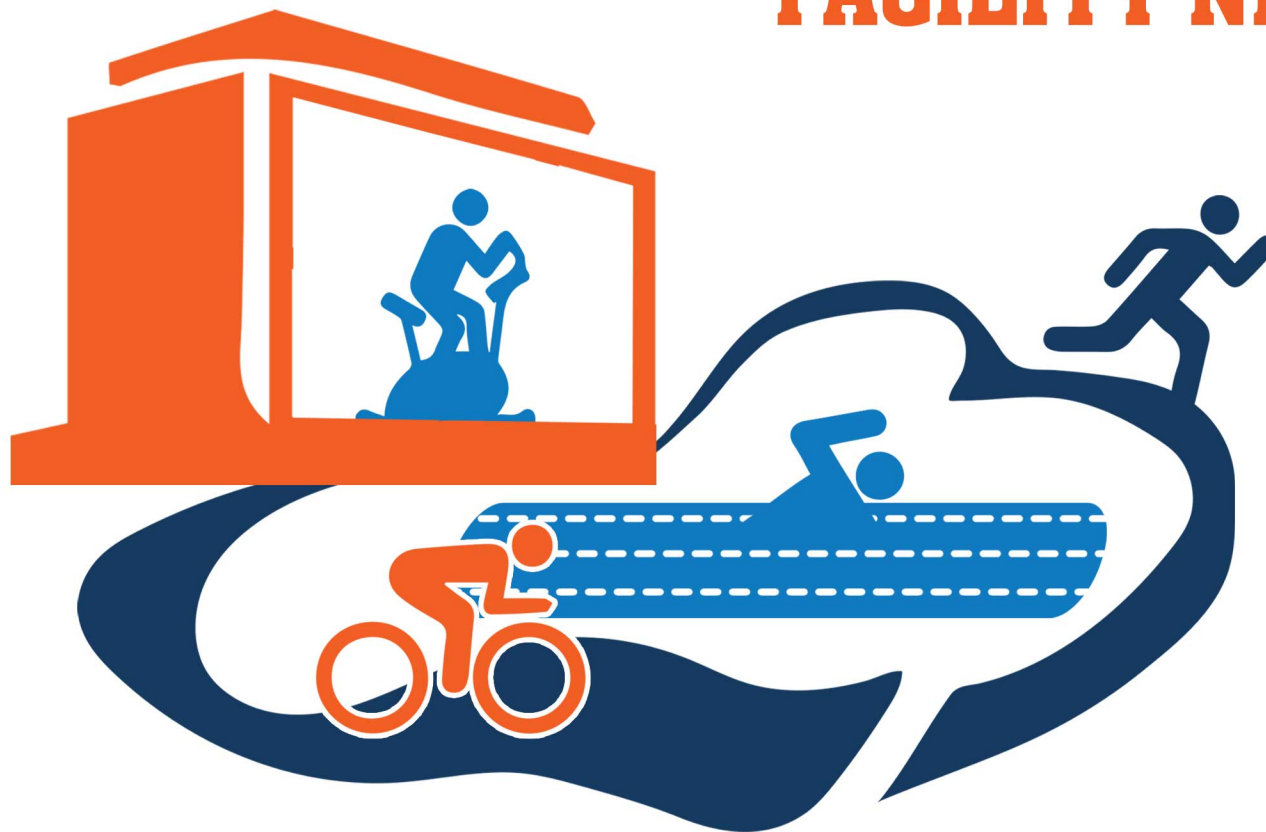
COACHING SALARIES

**COMMENSURATE
WITH SIMILAR
SIZED SPORTS
WITHIN INSTITUTION**

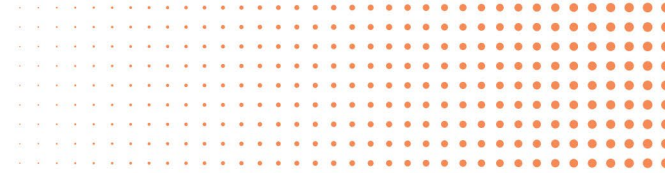
**50% OF INSTITUTIONS HAD
A PART TIME COACH IN YEAR ONE**



FACILITY NEEDS

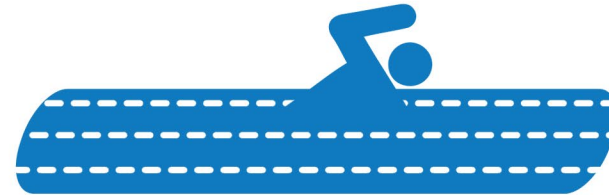


**INSTITUTIONS AVERAGED
RIDING OUTDOORS 70% OF THEIR SEASON
NEARLY ALL RUNS WERE DONE OUTDOORS**

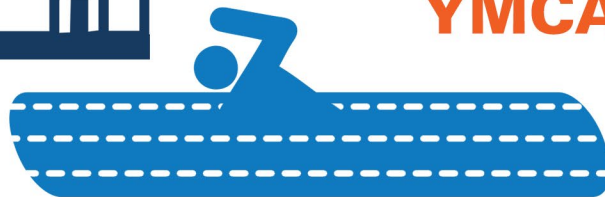


FACILITY NEEDS

75% USE THEIR OWN POOL



THE REMAINING 25% USED A POOL WITHIN 4 MILES OF INSTITUTION



ACCESS COMMUNITY OR YMCA POOLS LOCATED NEAR CAMPUS

SEVERAL TRAINED IN OPEN BODIES OF WATER, IF ACCESSIBLE





GPA

DI 3.58

DII 3.41

DIII 3.59

OVERALL 3.52



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GPA

(FALL 2019 SEMESTER)

3.8 OR HIGHER

4 PROGRAMS

3.5 OR HIGHER

10 PROGRAMS

60% OF PROGRAMS RANK IN THE
TOP 2 HIGHEST TEAM GPAs ON CAMPUS



EMERGING SPORTS GRANT



3.5 MILLION DOLLAR GRANT

3 MOST FUNDED AREAS COVERED

coaching salaries, equipment & soft
good purchases, & travel to events



MOST COMMON ATHLETE/TEAM SIZE PROGRESSION

YEAR ONE

6-8

YEAR TWO

9-11

YEAR THREE

12-15

Note: variation within a range is attributable to the experience of coach and their insights on successful recruitment practices; walk-ons become a bigger focus after three years to further impact enrollment



GOAL ROSTER SIZES BY DIVISION IN YEAR ONE ON AVERAGE

FOR 2020-2021 SEASON

DI

11.5

DII

9

DIII

6.7



PROGRAM GOAL ROSTER NUMBER FOR THE 2019-2020 SEASON

DI-91%

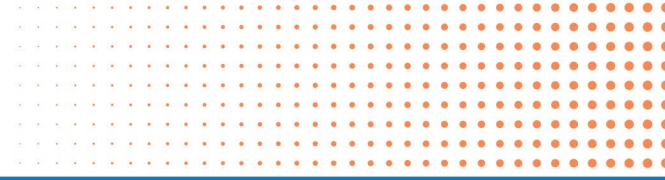
DII-95%

DIII-100%

HIT GOAL NUMBERS SET BY ADMINISTRATION



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EVENTS

31%

**OF
PROGRAMS**

HOSTED AN EVENT

F I N I S H





EVENTS



54%

**OF PROGRAMS
HAVE A GOAL OF HOSTING
AN EVENT IN THE FUTURE**

AT AN AREA LAKE OR SLOW MOVING RIVER

**AREA RACE DIRECTORS ARE CONTRACTED TO
HOST EVENTS TO REMOVE ADMINISTRATIVE
MANAGEMENT BURDEN AND FINANCIAL RISK**



EVENTS

AVERAGE NUMBER OF RACES COMPLETED BY EACH INSTITUTION IN 2019 SEASON

DI
4.5

DII
4.1

DIII
4.4

OVERALL	4.1
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**REQUIREMENT IS FOUR*



AVERAGE NUMBER OF TIMES TEAMS



WITH AN AVERAGE TRIP
DISTANCE RANGE OF
250-400 MILES

DROVE TO A RACE

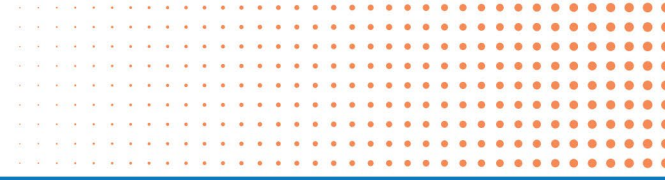
DI-3.5

DII-2.75

DIII-3

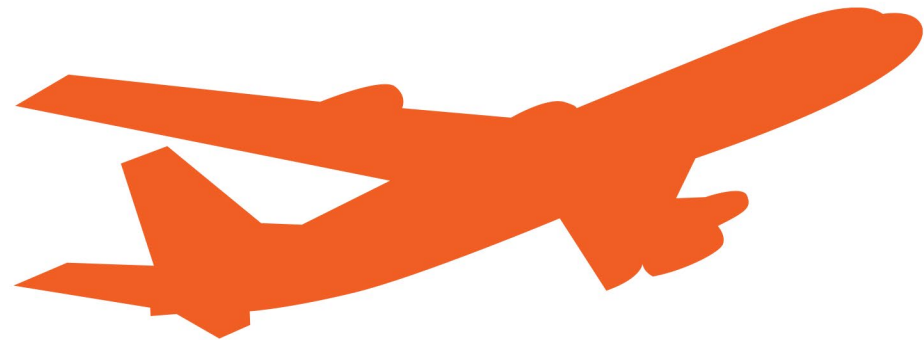


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AVERAGE NUMBER OF TIMES TEAMS

**FLEW
TO A RACE**



DI-2

DII-2

DIII-1.6

OVERALL-1.75

(REGIONAL QUALIFIERS AND NATIONALS FOR MOST INSTITUTIONS)



AIRLINE COSTS TO NATIONALS

\$415 PER PERSON

ATHLETES SENT BY DIVISION ON AVERAGE:

DI: 5.3

DII: 4.2

DIII: 3.8



**AVERAGE SHIPPING
COST PER BIKE:**

\$75

(SEVERAL OPTIONS EXIST)



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RECRUITMENT

THE SINGLE
GREATEST
FOCUS FOR THE
UPCOMING SEASON



HOW TEAMS ARE RECRUITING

TRIATHLON *COMBINES*, REACHING OUT TO *TRIATHLON COACHES*, REVIEWING PROFILES ON *NCSA* AND POSTING IN *FORUMS*.

REACHING OUT TO LOCAL HIGH SCHOOL *SWIM, CROSS COUNTRY, TRACK* TEAMS, LOCAL *TRI CLUBS*, LOCAL *SWIM CLUBS*, UTILIZING THE *TRANSFER PORTAL*, *ATHLETIC DIRECTOR'S* WORD OF MOUTH, *INTERNATIONAL* ATHLETE RECRUITMENT



➔ **RECRUITING**



INSTITUTION'S QUOTES ON **ADDING TRIATHLON**

Creating additional participation opportunities for female students. Given the intense nature of our most popular academic programs, triathlon provides both quality athletic experiences and flexible scheduling that can accommodate class and clinic requirements.

Offering triathlon as an NCAA varsity sport, has increased public awareness about our University and commitment towards female athletics.

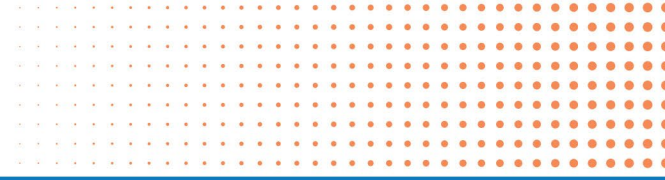
The concurrent growth of our successful men/women USAT Collegiate Club programs to help satisfy the enrollment standards that allow NCAA Varsity TRI to even be a consideration at the institution. Collegiate Club + NCAA-Tri = good business.



Recruiting student athletes that would not have chosen to attend our University if not for the triathlon team.



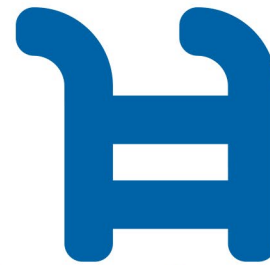
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TRIATHLON PROGRAM EXTENSIONS

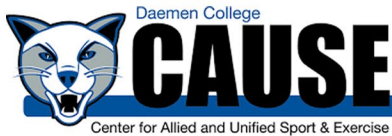


COMMUNITY ENGAGEMENT



HOSTING COMMUNITY POOL TRIATHLONS

WORKING WITH LOCAL CHARITIES



FEED THE CITY





SOME INDIVIDUAL AWARDS & HONORS



**SPEECH
COMPETITION
WINNER**

**HIGHEST TEAM
GPA
ON CAMPUS**

**MULTIPLE SCHOLARSHIP
AWARDS AND VOLUNTEER
COMMITTEE CHAIRED
POSITIONS BY TRIATHLETES**

**STATE DEBATE
TOURNAMENT
SEMI-FINALIST**

**HOMECOMING
QUEEN**



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A CHOICE OF A
LIFETIME
FOR A **LIFETIME**
SPORT