



Emerging Sports for Women



2018
USA TRIATHLON
PROGRAM SURVEY OF
EXISTING INSTITUTIONS



QUESTIONS COVERED

BUDGET

- **TOTAL SPEND • FUND RAISING • DONATIONS • SCHOLARSHIPS**

RECRUITMENT

- **USA • SINGLE SPORT • TIME COMMITMENT • ATHLETE BACKGROUND**

COACHING

- **FULL TIME/PART TIME • CROSSOVER • VOLUNTEERS • SALARIES**

FACILITY NEEDS

- **INDOOR TRAINING • POOLS**

GRANT

- **USE OF FUNDS**

GPA

TEAM SIZE PROGRESSIONS

EVENT PROCUREMENT

TRANSPORTATION OF BIKES WHEN FLYING



BUDGET

AVERAGE ANNUAL SPEND



DI

\$162,000

HIGH \$470,000
LOW \$68,000



DII

\$44,000

HIGH \$60,000
LOW \$38,000



DIII

\$30,000

HIGH \$38,000
LOW \$20,000



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BUDGET **FUND RAISING**

63% DO ADDITIONAL **FUND RAISING**

The six that don't now, will this year

Most coaches admit they could use additional guidance on successful fund raising done by other similarly sized sports on college campuses.



BUDGET SCHOLARSHIP ALLOCATIONS

DI is **2.3** [6.0 ALLOWED]

DII is **1.46** [5 ALLOWED]

DI aid averages
64% coverage



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BUDGET DONATIONS

81% RECEIVED DISCOUNTS FROM LOCAL & NATIONAL VENDORS





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RECRUITMENT

DI

**67% ARE
USA ATHLETES**

DII

78%

DIII

100%



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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% ROSTER ARE SINGLE SPORT ATHLETES



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BUILDING ON THE SINGLE SPORT FOCUS

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

INTERNATIONAL ATHLETES

123 COUNTRIES • 75 WITH JUNIOR PROGRAMS

ALL RECRUITABLE ATHLETES



PREVIOUS TRIATHLON RACING EXPERIENCE

79% OF THE
DI ATHLETES

1ST YEAR

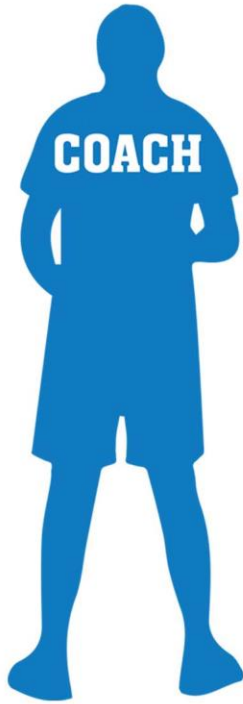
53% OF THE
DII ATHLETES

21% OF THE
DIII ATHLETES

**OVERALL
52%**



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**AVERAGE COACH
SPENDS**

COACHING ATHLETE RECRUITMENT

5.5 HOURS
A WEEK RECRUITING AT **DI**

8.57 HOURS
A WEEK RECRUITING AT **DII**

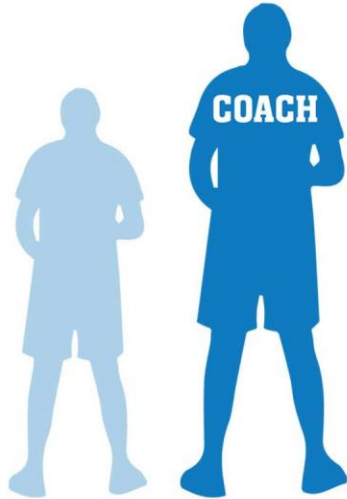
3.2 HOURS
A WEEK RECRUITING AT **DIII**



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COACHING CURRENT PROGRAMS



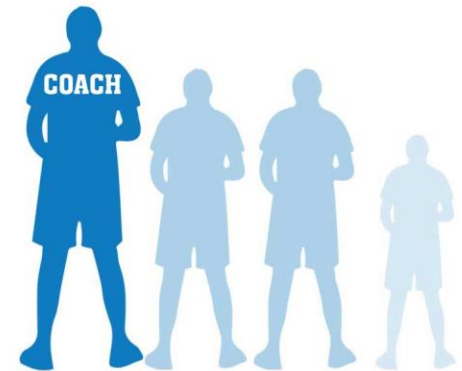
FULL TIME COACHES 47%

FULL TIME COACHES MIGHT HAVE ONE OTHER COACH BUT PART TIME

PART TIME COACHES 53%

PART TIME COACHES ALWAYS HAVE ONE ADDITIONAL COACH,

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





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COACHING **COACHING CROSSOVER**

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

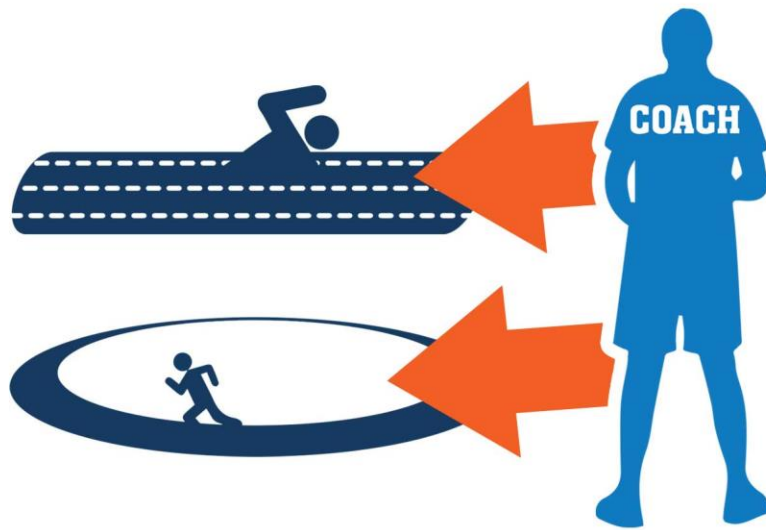
6 PROGRAM
COACHES also **SUPPORT**
track/field, cross country and/or swimming
programs on their **COLLEGE CAMPUSES**



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COACHING

CURRENT PROGRAMS



55%

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

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



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COACHING SALARIES

**COMMENSURATE
WITH SIMILAR
SIZED SPORTS
WITHIN INSTITUTION**

FACILITY NEEDS



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



FACILITY NEEDS

71% USE THEIR OWN POOL



THE REMAINING 29% USED A POOL WITHIN 5K OF INSTITUTION



ACCESS COMMUNITY OR YMCA POOLS LOCATED NEAR CAMPUS

SEVERAL TRAINED IN OPEN BODIES OF WATER IF ACCESSIBLE





EMERGING SPORTS GRANT



NEW FUNDING POOL

\$895,000

3 MOST FUNDED AREAS COVERED

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

will get USAT to 37 institutions; slated
to exhaust funds late fall 2020



GPA

DI 3.55

DII 3.51

DIII 3.26

OVERALL 3.44



MOST COMMON ATHLETE/TEAM SIZE PROGRESSION

YEAR ONE 4-6

YEAR TWO 7-10

YEAR THREE 11-15

Note: variation within a range is attributable to the experience of coach and their insights on successful recruitment practices; walk-ons will be a bigger focus after three years to further impact enrollment to numbers in excess of 15 athletes.



EVENT PROCUREMENT

- **ALL HIRED COACHES WORKED WITH OTHER COACHES TO SECURE RACING OPPORTUNITIES FOR TEAMS**
- **COACHES THEN WORKED WITH EXISTING EVENT DIRECTORS TO PIGGYBACK NCAA WAVE ON THE BACK OF EXISTING COMPETITIONS**
- **NONE HELD EVENTS IN POOLS ALTHOUGH THE OPTION EXISTS TO DO SO - THEN BIKE & RUN OUTDOORS**
- **TEAMS MET MINIMUM THRESHOLD OF 3 ATHLETES PER TEAM & MINIMUM OF 2 TEAMS IN THE COMPETITION**
- **AVERAGE # OF EVENTS PER SEASON : - 4.5
[REQUIRED: 4 MAXIMUM: 6]**
- **SCHOOLS INVITED CLUB TEAMS TO PARTICIPATE
(ALLOWED BY NCAA)**



TRANSPORTATION OF BIKES TO EVENTS

AIR TRAVEL

59% FLEW BIKE ON AIRLINES

28% USED "BIKE FLIGHT"
SHIPMENT OPTION • OR UPS/FED EX

12% VAN TRANSPORT



TRANSPORTATION OF BIKES TO EVENTS

GROUND TRAVEL

- **VANS (BACK SEAT REMOVAL)**
- **BIKE TRAILERS PULLED BEHIND INSTITUTION SUPPLIED VANS**
- **UHAUL / CARGO TRUCKS**



RECIPE FOR SUCCESSFUL PROGRAM BUILD

3 CUPS



of **PRIORITIZED TIME COMMITMENT & FOCUSED COACHING**

2 CUPS of **EDUCATION & ADMINISTRATIVE**



FOLLOW THROUGH

1  of **TARGETED RECRUITMENT**

1/2  of **PASSION**

 **1 TBSP** of **RESEARCH**

 **1 TBSP** of **GRIT/GRIND**





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