



Men’s Gymnastics Sustainability Committee – Progress Report [Sept. 1, 2021]
 Priorities [October 2020], Action Areas [March 2021] and Progress [July 2021]

BACKGROUND: In the wake of the COVID-19 pandemic and the dropping of NCAA men’s gymnastics teams, USA Gymnastics, the U.S. Olympic & Paralympic Committee and Gymnastics Coaches Association convened the men’s gymnastics collegiate sustainability committee in summer 2020. The purpose of the roundtable was to consider creative interventions to support and sustain the collegiate men’s gymnastics ecosystem.

RECOMMENDATIONS: Through various discussions, the committee identified three priority areas: (1) **efficient management**, (2) **event alignment**, and (3) **sport growth**. To date, progress has been made on each identified action area and “next” opportunities have also been identified.

PRIORITIES	ACTION AREAS	PROGRESS
EFFICIENT MANAGEMENT Examine options to ease financial operations and permit sport-specific customization.	<ul style="list-style-type: none"> - <i>Finances/operations:</i> Explore financial landscape for the sport and identify areas for more efficient operation. - <i>Rules:</i> Explore rule changes that can support sustainable operations and spur growth. 	<ul style="list-style-type: none"> ☑ <i>Finances/operations:</i> Conducted financial assessment of sport operations and found best practices for camps/clinics. ☑ <i>NCAA rules:</i> Proposed changes to ease youth/college/elite engagement and multi-division membership status in the sport. <p><i>NEXT: NCAA adoption of format/rule changes.</i></p>
EVENT ALIGNMENT Explore pilot efforts for events/structural partnerships.	<ul style="list-style-type: none"> - <i>Events:</i> Consider options to partner and/or support college events (championships). - <i>Sport format:</i> explore season structure/meet format changes to streamline costs and elevate media/fan engagement. 	<ul style="list-style-type: none"> ☑ <i>Events:</i> NCAA virtual event format approved and enacted; USAG/CGA proposed an NCAA championships partnership (USAG prelim support and combined men’s/women’s operations). ☑ <i>Sport format:</i> Proposed changes to sport format and scoring to elevate fan following. <p><i>NEXT: Enact a post-season partnership.</i></p>
SPORT GROWTH Collaborate on sport growth through advocacy and shared PR efforts to engage stakeholders and fans in the sport.	<ul style="list-style-type: none"> - <i>Advocacy:</i> Centralize tools to advocate for adding the sport. - <i>Messaging:</i> Increase stakeholder collaboration to cross-promote the value of the college system and ties to Team USA. 	<ul style="list-style-type: none"> ☑ <i>Growth:</i> USAG/The Pictor Group prepared a pitch to schools; hosted leaders at Trials; yielded two new teams (first in 60 years)! ☑ <i>Message:</i> First ever joint signage at NCAA Championships and Team USA Trials and 170 schools and conferences leveraged social media to showcase their current and former athletes that competed in Tokyo; local NBC affiliates ran OMH PSA during Olympic Games. <p><i>Next: Engage networks/partners in creative efforts to grow fanbase and broadcasting opportunities/add new programs.</i></p>

ROSTER: Below are the stakeholders involved in sustainability ideation process October 2020 – July 2021; staffing support provided by USOPC collegiate partnerships and USAG/The PICTOR Group consultants.

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| - Jim Knowlton, Cal/Chair | - Brad Brown, U.S. Military Academy |
| - Lindy Roberts-Ivy, Univ. of Oklahoma | - John Roethlisberger, U.S. Olympian; Minnesota |
| - Brian Favat, Stanford | - Colin Van Wicklen, U.S. National Team; Oklahoma |
| - Mike Burns, Minnesota/CGA | - Dr. Bob Emery, USAG Ambassador; Penn State |
| - John Robinson, Nebraska/CGA/The PICTOR Group | - Jason Woodnick/Brett McClure, USA Gymnastics |
| | - Sandy Hatfield Club, The PICTOR Group |