



Track & Field Collegiate Sustainability Roundtable – Progress Report

Priorities [November 2020], Recommendations [January 2021] and Action Areas [September 2021]

BACKGROUND: In the wake of COVID-19 and schools dropping NCAA DI track and field teams, USA Track and Field and the U.S. Olympic & Paralympic Committee convened the track and field collegiate sustainability roundtable in the fall of 2020. The purpose of the roundtable was to review the trajectory of college track and field, and develop recommendations to strengthen the sport and its pipeline.

OVERVIEW: Through various discussions, the roundtable identified three key priorities: (1) increase awareness of the sport’s value, (2) advocate for programs via campus best practices and policy adjustments, and (3) formalize alignment of collegiate and USATF leaders to drive long-term vision and direction. The below outlines the group’s progress and identified next steps.

PRIORITIES	ACTION AREAS	PROGRESS
AWARENESS Create a collaborative PR strategy to engage more fans in the sport.	<ul style="list-style-type: none"> - <i>National:</i> Engage track and field stakeholders to promote the value of college track and field nationally. - <i>Tokyo:</i> Leverage the Tokyo Games to aid in educating the value of track and field at the college and elite levels. 	<ul style="list-style-type: none"> ☑ <i>National:</i> Olympians Made Here PSA, including a track athlete ran on NBC during Drake Relays; displayed joint signage at NCAA Track & Field Championships and Team USA Track & Field Trials. ☑ <i>Tokyo:</i> 170 schools and conferences leveraged social media to showcase their current and former athletes that competed in Tokyo; local NBC channels ran OMH PSA during the Games. <p><i>NEXT:</i> Explore youth-college-elite PR effort to generate local and campus community support.</p>
ADVOCACY Promote campus best practices to advocate for track and field sustainability and champion more athlete resource access.	<ul style="list-style-type: none"> - <i>Advocacy:</i> Share advocacy educational tools and best practices with college coaches and administrators. - <i>Athlete resources:</i> Explore concepts to provide athletes with more resources (e.g., outside aid, prize money). 	<ul style="list-style-type: none"> ☑ <i>Advocacy:</i> Created risk assessment and community engagement tools; shared with Intercollegiate Coach Association Coalition. ☑ <i>Athlete resources:</i> USOPC enacted broader Operation Gold program in 2021, allowing athletes access to international prize money. <p><i>NEXT:</i> Explore financial aid options after NCAA Constitution reform/moratorium is lifted.</p>
ALIGNMENT Construct a centralized leadership table to align stakeholders and pilot efforts to elevate events via partnerships.	<ul style="list-style-type: none"> - <i>Connection:</i> Explore increased track & field stakeholder ties. - <i>Events:</i> Consider options for USATF to partner to support college events (invitationals and/or championships); explore season structure/meet efficiencies and options to elevate media/fan engagement. 	<ul style="list-style-type: none"> ☑ <i>Connection:</i> USATF offered to pilot a sport management partnership with the NCAA and engage college leaders to support current and post-grad athletes (e.g., USATF Talent Protection Program). ☑ <i>Events:</i> USATF proposed opportunities to pilot auxiliary support to aid in college events, which is currently occurring with select schools. <p><i>NEXT:</i> Engage college stakeholders to further explore post-season format/opportunities and other structural-related opportunities.</p>

TRACK & FIELD COLLEGIATE SUSTAINABILITY ROUNDTABLE ROSTER [Fall 2020]

- Kim Keenan-Kirkpatrick, Syracuse
- Joe Karlgaard, Rice
- Jeff Long, Kansas
- Jenny Simpson, Olympian/Colorado
- Blake Boldon, Drake
- Sam Seemes, USTFCCA
- Caryl Smith Gilbert, USC
- Dan O’Brien, Olympian/school
- Llewellyn Starks, Nike
- Robert Chapman, USA Track & Field
- Leroy Burrell, Olympian/coach/Houston