



Field Hockey Sustain and Grow Committee – Progress Report [Sept. 25, 2021]
 Assessment [December 2019], Action Areas [March 2021] and Progress [September 2021]

BACKGROUND: Due to the stagnation of NCAA field hockey program growth at the DI level, USA Field Hockey and the U.S. Olympic & Paralympic Committee convened the field hockey sustain and grow committee in December 2019. The purpose of the effort was to consider creative interventions to support and sustain the collegiate field hockey ecosystem.

ACTIONS: The December 2019 stakeholder evaluation process formalized recommendations to support the sport by enhanced: (1) alignment (leadership, culture, coaching and administrative support, diversity), (2) efficiencies (fields, scheduling), (3) events partnerships (elevate and celebrate the sport), and (4) outreach (communications, best practices for growth/advocacy). In November 2020, USAFH identified short-term priorities to start to advance collegiate collaboration in the areas of: (1) sport efficiencies (season, rules), (2) cooperation strategy (alignment, messaging), and (3) event collaboration (championships, youth). To date, progress has been made on each identified action area and “next” opportunities have also been identified.

PRIORITIES	ACTION AREAS	PROGRESS
SPORT EFFICIENCIES	Exploration of efficiencies for the collegiate season (e.g., RPI, strength of schedule) to support a stable sport sponsorship ecosystem.	<i>Paused in 2020 due to COVID-19 pandemic and the NCAA Constitutional Convention.</i> - <i>Scheduling actions: TBD</i> - <i>Post-season actions: TBD</i>
COOPERATION STRATEGY	Construction a collaboration pilot among USAFH, NFHCA and the NCAA (e.g., communication alignment, roles alignment).	- <i>Leadership:</i> Establish a USAFH sub-board national level college committee to aid in the facilitation of shared initiatives with collegiate leaders. Establish a secondary group to focus on west coast expansion and LA28 legacy plan. - <i>Messaging:</i> Develop database and coordinated communication targeted to collegiate administrators using USA Field Hockey email marketing platform
EVENT COLLABORATION	Collaboration between NCAA, USAFH and NFHCA around NCAA championships (e.g., co-host event, festival-style event, logistic support).	- <i>Championships:</i> USAFH offered to provide 2020 and 2021 NCAA Championship support; offered a 2024 NCAA field hockey multi-division championship plan to partners and support/elevate the event (attached). - <i>Youth/Coaching/Diversity:</i> Offered to provide auxiliary support to the 2020 and 2021 NCAA Championship via youth clinics, coaching education and umpire engagement, diversity outreach, stakeholder socials.

ROSTER: Below are the stakeholders involved in sustainability effort (October 2020 – July 2021); staffed by USOPC collegiate partnerships in collaboration with Marlene Bjornsrud (college consultant).

- Pam Bustin, Duke/Olympian
- Tara Zollinger, Shippensburg
- Valerie Lohr, Allegheny
- Teresa Gould, Pac-12
- Heather Owen, Stanford
- Lauren Crandell, Olympian
- Marielle vanGelder, Univ. North Carolina
- Lesley Irvine, Colorado College
- Jean Merrill, NCAA
- Becca Main, Quinnipiac/NFHCA
- Chip Rogers, Miami (Ohio) Univ./USA Field Hockey Board
- Simon Hoskins/Sally Goggin/Liz Tchou, USA Field Hockey