



Men's Volleyball Sustainability Committee // Progress Report [Sept. 8, 2021]
 Priorities [April 2020], Ideation [May 2021] and Action Areas [June 2021]

BACKGROUND: In the wake of the COVID-19 pandemic and threats to NCAA men's volleyball teams, USA Volleyball, the U.S. Olympic & Paralympic Committee and American Volleyball Coaches Association convened the men's volleyball collegiate sustainability committee in the spring of 2021. The purpose of the committee was to consider interventions to support/strengthen the collegiate men's volleyball ecosystem.

OVERVIEW: The committee identified three priority areas: (1) sport structure (membership and sport format review), (2) sport sustainability (championships and revenue) and (3) exposure (messaging and broadcasting). The below outlines the progress on the identified shared priorities.

PRIORITIES	ACTION AREAS	PROGRESS
SPORT STRUCTURE Examine options to strengthen men's volleyball programs and increase regional stability.	<ul style="list-style-type: none"> - <i>Membership:</i> Seek flexible membership rules for schools sponsoring men's volleyball. - <i>Sport format:</i> Evaluate sport-specific, post-season format and its impact on sport sponsorship. 	<ul style="list-style-type: none"> - <i>Membership:</i> Proposed changes to permit DII schools with men's volleyball to leverage multi-division membership status. - <i>Sport format:</i> Constructed a statement advocating for an eight-team format for regional stability and recognizing sport growth. <p><i>NEXT:</i> Seek NCAA membership rule change and issue letter to NCAA for post-season format change.</p>
SPORT SUSTAINABILITY Explore efforts to strengthen the regional sport pockets and pilot event partnerships.	<ul style="list-style-type: none"> - <i>Events:</i> Explore options to partner and/or support NCAA championships. - <i>Fundraising:</i> Explore best practices for helping coaches align with donors. 	<ul style="list-style-type: none"> - <i>Events:</i> USAV/AVCA outlined opportunities for future championships partnership (e.g., see Championships Concept attached). - <i>Fundraising:</i> First Point has provided prior tools/education sessions via AVCA. <p><i>NEXT:</i> First Point/AVCA assess progress of fundraising tools; explore post-season partnerships.</p>
EXPOSURE Collaborate on sport advocacy through shared promotional efforts.	<ul style="list-style-type: none"> - <i>Messaging:</i> Cross-promote the value of the college system and Team USA's collegiate footprint. - <i>Broadcasting:</i> Explore options to leverage the sport nationally through creative broadcasting. 	<ul style="list-style-type: none"> - <i>Message:</i> Developed PR plan to help schools and conferences cover their student-athlete performances in Tokyo. - <i>Broadcasting:</i> Hosted brainstorming session with FLO on volleyball streaming options/pilots. <p><i>NEXT:</i> USAV/AVCA engage networks/partners in creative efforts to grow fanbase and broadcasting opportunities.</p>

USA VOLLEYBALL COLLEGE SPORTS SUSTAINABILITY COMMITTEE ROSTER

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|-----------------------------------|---|
| - Sandy Barbour, Penn State/Chair | - Jamie Davis, USA Volleyball |
| - Dan Butterly, Big West | - Kathy DeBoer, American Volleyball Coaches Association |
| - Martin Jarmond, UCLA | - Wade Garard, First Point Volleyball Foundation |
| - Maddison McKibbin, athlete/USC | - Marin Gjaja, Boston Consulting Group |
| - John Speraw, coach/UCLA | - Kawika Shoji, athlete/Stanford |
| - Joe Worsley, athlete/Hawaii | Expert: Kevin Endsley, WWE media |