

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015



June, 2015

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

- Sport Development Plan for 2015-2017 completed end of Q1 and being implemented and followed
  
- Five key focus areas to promote RESPONSIBLE growth of the sport
  1. Increase participation in the entire country with a focus in Regions 9, 10 and 11
  2. Get Field Hockey in physical education curriculums around the country
  3. Create a recreational base for the sport
  4. Increase the number and quality of coaches through coaching education
  5. Increase the number and quality of umpires through umpire education
  
- The plan realizes that there are other issues affecting the growth of the sport such as lack of adult playing opportunities and limited numbers of males playing, but must focus on the biggest issues first
  
- Report illustrates 2015 goals and progress

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

1. Focus Area #1 – increase participation in Regions 9, 10 and 11
  - GROWTH HAPPENS ORGANICALLY
    - We cannot orchestrate the next move after FUNdamental Field Hockey. FFH is an intro to the sport. The more introductions, the more likely a next step will be taken.
    - When kids like to play, they force their parents to find a place for them to play. We need to put the game down and allow for these clubs/leagues to start up and provide resources for the HOW TO.
  - GOALS FOR 2015:
    - 14 new FFH programs in Region 11; now at 8
    - 10 new FFH programs in Region 10; now at 10
    - 8 new FFH programs in Region 9; now at 10
    - THROUGH PROACTIVE OUTREACH IN TARGET CITIES:
      - » Seattle, WA & Portland, OR for Region 11
      - » Dallas & Houston, TX for Region 10
      - » Ann Arbor, MI & Cincinnati, OH for Region 9
  - Changes have been made to the FFH grant packages for 2016 will include shin guards
    - Lowers the number of total grants keeping the organization's cost the same
    - Allows for safe implementation of the game
    - Allow for contact with grantees to be more consistent, frequent and of better quality
  - Application process will change – two grant cycles; more in depth application process
    - Less of a rolling schedule
    - Will allow us to place the grants with those who are serious about field hockey in their area
    - Allows down time for staff to make improvements to the program each year
  - New FFH quarterly newsletter and social media campaign started by B. Gainsford (Sport Development Coordinator hired in April 2015)

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

1. Focus Area #2 – Get Field Hockey in physical education curriculums around the country
  - March 2015 – Physical Educator working group met and created template with grade level outcomes using national PE standards for a USA Field Hockey PE curriculum
    - Will be branded as FFH Physical Educator Edition
    - Will be used in conjunction with the FFH grant and will go to school applicants
    - Each year Harrow will supply 20 “soft” equipment packages for implementation in schools (for schools who cannot use the wood sticks)
    - Half of FFH grants (at minimum starting in 2016) will go to schools/districts
  - GOALS FOR 2015:
    - Develop PE curriculum for 2016 consumption
      - » PROGRESS – about half way done with lesson plans. Grades 3-5 will be done by end of July as SPARK has agreed to provide to it’s constituents a mini-curriculum for field hockey
        - SPARK is widely used in classrooms across the country and this is HUGE for field hockey
        - Press release went out week of 6/15
    - Research states close to sanctioning for high school field hockey
      - » PROGRESS – this is a 2<sup>nd</sup> half of 2015 goal and has not been activated yet
    - In states close to sanctioning, do outreach to existing programs and ask for suggestions on which schools to reach out to regarding starting field hockey (thought is to help them get what they need and then be able to reach number of programs to sanction)
      - » PROGRESS – 2<sup>nd</sup> half of 2015 goal and has not been activated yet

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

1. Focus Area #3 – Create a recreational base for the sport
  - A way to try the sport at a minimal price
    - Club environment is very competitive with a focus on playing in college; our events
    - Hard for a young athlete to start the sport right at the club level without being intimidated and to just have fun playing
  - Emergence of RISE Instructional Clinics – two year award: player development clinic in year 1, Level 1 Coaching Education clinic in year 2
    - Create additional opportunities outside of FFH in areas where we have exposure and some newer programs
    - Educate potential coaches who have not played or coached the game before
  - GOALS FOR 2015:
    - 10 RISE Instructional Clinics
      - Progress: 6 (NE Region – Rochester, NY; Region 5 – King of Prussia, PA; Region 7 – Severn, MD & Frederick, MD; Region 8 – Harrisonburg, VA; Region 9: Gahanna, OH)
    - Partner with a technology company to offer a way for start-ups and current clubs to organize themselves and check USAFH membership without a second step
      - Working to sign an agreement with League Athletics
        - » They will provide free websites to all member clubs, which will ping USAFH membership and offer a funds settlement solution taking that responsibility off Club Admin's shoulders
        - » Also can produce schedules and standings
        - » Also can brand USAFH as well as provide content from USAFH and club's/league's information
    - Work with Parks & Rec councils to get field hockey leagues started
      - Progress: in target cities working to get FFH as an offering – have gotten it in Cincinnati, OH and Baltimore, MD (though not a focus city, but a huge development for field hockey)

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

1. Focus Area #4 – Increase the number and quality of coaches through coaching education
  - Grow the player base, responsibly we must grow the number of qualified and educated coaches
  - Several coaches already accredited through a non-standardized program
  - We are working to STANDARDIZE everything; nothing should be based around 1 person’s philosophy but what is age appropriate and correct field hockey. THIS IS WHAT USA FIELD HOCKEY believes regardless of who is on staff
    - Program outlasts personnel
  - We have revamped the levels and created new tracks including both high performance and developmental to ensure we are working toward a sound Athlete Development Model
  - GOALS FOR 2015:
    - Release the Mobile Coach application and continue developing it through content.
      - Continually adding content including RISE curriculum just recently
    - Revamp the Level 1 Online Course
      - Got the NFHS (National Federation of High Schools) to recreate the course at no cost to USAFH as long as we provided all assets
      - L. Tchou and team in process of completing all assets by end of July
      - Course will be released in early 2016 AND FREE TO ALL MEMBERS OF USAFH – huge membership benefit and growth mechanism for us and a way to educate on a large scale, which creates a better sport overall
    - Revamp of Level 1 Instructional Clinic
      - Progress goes hand in hand with online course and will be ready for 2016 clinics
    - Create a grandfather process for eligible coaches to move directly on to Level 2
      - Will be completed in second half of 2015; not dire right now as there is no Level 2

# USA FIELD HOCKEY

## Sport Development Update

### 2<sup>nd</sup> Quarter 2015

1. Focus Area #5 – Increase the number and quality umpires through umpire education
  - Grow the player base, responsibly we must grow the number of qualified and educated umpires
  - MORE PLAYERS = MORE GAMES = WE NEED MORE UMPIRES
  - Up until May we did not train new umpires standardly
    - JUMP IN curriculum under utilized
  - The average age of new umpires is of concern; need to grow the number of young umpires
  - GOALS FOR 2015:
    - Hold a Train the Trainer for RUCS and all Level 3 umpires to train them on JUMP IN
      - JUMP IN used moving forward for all new umpire trainings by RUCS
      - First TtT held at Nook end of May
      - Second will be held at VB event
    - Create a Level 1 Waiver form for umpires to receive a Level 1 rating (current process is too ambiguous)
      - Not started yet (No update from S. Horgan)
    - Move all umpire resources currently on website (where videos no longer work) to the Mobile Coach app
      - App to be organized for “Players, Coaches and Umpires” so constituents can find what they need easily
      - Some stuff has been moved over but not all
    - RUCS/Level 3 Umpires to deliver JUMP IN locally
      - Fall before season this will be enacted