USA FIELD HOCKEY
Sport Development Update

Presentation to USA Field Hockey Board - July 2016
Mission: Serve Our Members, Grow the Game, Succeed Internationally

NDD Focus: Grow the Game
- Recognize 3 elements of mission all interconnected
- Must unite all aspects of USA FH for a thriving FH future
  - Development, Team USA, Membership, Promotion, Sponsorship, Communication, Events, Programs, Boys, Girls, Adults, Masters

Plan of Attack:
- Analyze Current Field Hockey Landscape
  - Understand Challenges & Opportunities
  - Create and Execute Strategic Development Plan
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• Analyze Current Field Hockey Landscape
  – Build State Profiles
  – Identify/Reach Out to Key Influencers
  – Assess Primary Growth Opportunities
  – Listen/Learn role and current perceptions of FH and USAFH in each state/area
• External Challenges
  – Awareness
  – Small Youth and 20+ base; diamond shape
  – Limited commercial appeal and exposure
  – Expensive sport: Perception or Reality?

• Internal Challenges
  – Financial Limitations
  – Staff stretched
  – Past perceptions toward USAFH mixed
• Opportunities
  – Dedicated & passionate people
  – International appeal
  – Strong tradition in some areas
  – High School/College Base
  – Society’s buying in to value of sports for life
  – Room for growth!
• Increase awareness: Field hockey is a fun, widely-played, popular “Sport for Life”
  – Reach out to media for increased publicity/news coverage/exposure
  – Greatly increase exposure of current and former WNT, MNT as Sport Ambassadors
    • Work with Team USA players on importance of PR and outreach
    • Bring Team USA around the USA to celebrate Field Hockey and generate interest
    • Embrace/Engage our Champions: Olympians, NT Players, College Players, High School Players
Involvement leads to Investment

– Capitalize on USA Field Hockey/USOC Affiliation to garner media attention at local levels
  • Celebrate cover all things field hockey
    – USAFH and FHLife not just for Team USA
    – Highlight local successes
    – Create events to promote and unify the sport
    – Establish USAFH awards for college, high school and middle school athletes
      » Example: Oct. 29 Illinois Event
• Focus On High Growth Potential Areas
  – Inefficient to focus on blank areas
  – Fill in and expand “Hot Zones”
  – Recognize that every state and area is unique and adapt
  – Focus on SCHOOLS
    • HS, Middle Schools, Elementary Schools and Colleges
STATES WITH HIGH SCHOOL FIELD HOCKEY - 2016

KEY
Red - State Sanctioned
Green - Not State Sanctioned
• Focus on High Schools
  – Build/improve relationship with NFHS
  – Listen and address needs
    • Umpire recruitment and education
    • Standardized Coach education and support
      – Encourage Membership
      – Improve online resources and clinics/workshops/mentorship
    • Reach out to select school districts/AD’s to encourage adding new FH program
    • Offer NEW standardized school starter package
      – Loudoun County Success Story
Focus on Schools

- High Schools spur growth of feeder programs and clubs
  - Goals for 2016
  - 20 new High School programs
  - 5 PE/PE Days with Established/Standardized Age-Appropriate Curriculum
    - PROACTIVE OUTREACH IN TARGET STATES:
      » Texas
      » North Carolina
      » Illinois
      » Wisconsin
      » Pennsylvania
      » Virginia
      » Colorado

FFH Program is excellent

- Tweaks to FFH grant packages
  - Improved USA FH branding and size/color offerings based on feedback
  - More contemporary, less juvenile design to appeal to broader target of girls and boys (ages 5-15 vs. 7-11)
  - Increase number of grants while lowering cost per grant
  - Allows for safe implementation of the game (wood and plastic option)
  - Working to improve and increase communication with grantees to be more consistent, frequent and of better quality
• Colleges & Universities

  – NAIA (National Association of Intercollegiate Athletics)
    • Build upon LAX recent success
  – NCAA (National Collegiate Athletic Association)
    • DII and DIII primarily
    • Investigate Indoor / Hockey 5’s to increase head count
• Adults
  – Huge opportunity
  – Working with Masters and NFHL to assess interest and needs
  – February Showcase event could appeal to college club and adults more than Festival
  – Possibly create new and separate event(s)
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• Boys
  – FFH in PE great introduction for boys and girls
  – Chris creating strategy for continued growth
COACH EDUCATION PROGRAM

• Game has changed significantly, recognize coaches need professional development for all levels, especially youth/school
• Focus has been on top level coaches, developing a bottom up approach to embrace and educate coaches who work with our young athletes
• To grow the player base, we must grow the number of qualified and educated coaches
  • Rollout of Level 1 and 2 Instructional Clinics
  • Revamping the NFHS Online Course
    • NFHS Course will be free to USAFH members, $35 for non-members
      – Improving external communication: website, resources, job opportunities
• Introduce USAFH Athlete Development Model / Long Term Athlete Development Principles and Mentorship Program
Conclusion

• Growing the game important to future of FH
• USA FH has opportunity to strategically lead and drive growth
• Must recognize Development is not revenue generator in short term; It’s an expense and an investment
• Need resources/champions on the ground to support/spur growth the game across the country for a thriving future