



2014

Sport Development Plan



2014 Sport Development Plan

Grow the Game

Objective

To expose the sport of field hockey to many and inspire participation for all.

About 'Grow the Game'

The 'Grow the Game' campaign will encourage athletes, coaches, officials, parents, fans to take part in further developing the sport. The Sport Development Team will execute this campaign with 9 separate initiatives and programs. The campaign is highlighted on National Field Hockey Day.

Initiatives and Programs

WITH A FOCUS ON:

1. **Youth Development – Fundamental FH Program**
2. **Diversity and Inclusion**
3. **Boys Development**
4. Coaching Development
5. Umpire Development
6. Adult and Post Collegiate Development
7. Start Up Club Program

Marketing Plan

1. sportdevelopment@usafielddhockey.com; growthegame@usafielddhockey.com
2. Social media: #growthegame

Website Plan

- Fundamental Field Hockey
- Boys Development
- You Go Girl
- Adult and Post-Collegiate Play
- National Field Hockey Day

Education

- Coaching Development
- Umpire Development

Clubs

- Start Up Club Program and to include Coaching/Mentoring and Umpiring Program

Grow the Game Blog Outline

- The Grow the Game blog would live on the GTG landing page on the website.
- High-resolution photographs and extremely short video.
- Updates regarding adults, boys, umpires, youth, coaching, you go girl and clubs on the smaller scale.
- Coaching- How to coach a particular skill, skill to practice for the week, coaching methods, etc.
- Boys- little stories from Fun FH or from a particular clinic
- Grow the game organization/coach of the month
- Umpires- helpful hints, tournament updates, day in the life of an umpire, etc.
- Adults- Players needed for a particular tournament, upcoming adult socials, stories of expansion, etc.
- You Go Girl highlights



Youth Development

Objective

To expose the sport and offer additional playing opportunities to boys and girls, ages 5-14, nationwide.

Programs

- Fundamental Field Hockey

Fundamental Field Hockey

- We are incredibly proud of the way the field hockey community has embraced Fundamental Field Hockey, which is now entering its third cycle, it is the volunteer spirit that is essential to growing the game and thanks to Harrow Sports, Fundamental Field Hockey has been a tool to assist the wonderful volunteers who are committed to getting new kids into our sport. In 2012, 250 programs were activated reaching 19,130 participants.
- In 2013, the 220 that signed up in 2012 were retained and will continue for a second year. The Sport Development team is working reuse the equipment from the 30 other programs to ensure that the equipment is being used on a year-round basis. We found that some programs had higher hopes when they initially received the equipment. Some programs had teachers leave for other jobs, and some were in a MSO (Multi Sport Organization) set-up and felt as though the numbers did not meet their standards to continue with the program.
- In 2012, we traveled to Miami and introduced field hockey to 183 PE Elementary School teachers. In 2013, we ran a Professional Development Day in Palm Springs as well as a Kids Festival in the same area, following other sports leads, such as lacrosse, rugby and soccer. We identified areas where there is interest and infrastructure to build the sport around FH clubs, youth and rec programs, MSO's (Multi-sport Organizations), to parents, players, PE teachers, even principals that would be open to, in some areas, a 'new and exciting' sport. We saw this as a broad-based, bottom-up approach to get Field Hockey in and around communities with the eventual goal of having it become a part of the culture there.
- Clubs are the "lifeblood" of the sport as they provide these kids with an option to continue the sport for recreation and competition. For the hosts, the clubs are at the very least a phone call away for hosts to ask questions about the game of field hockey. At the most, we've had clubs actually taking equipment into area schools and running an after-school program with the option of kids to join their clubs.
 - We have created a template on "How to Start a Club", check out link at: <http://www.teamusa.org/USA-Field-Hockey/MEMBERSHIP/CLUB-RESOURCES/CREATE-A-CLUB>
- In 2013, a further 189 new Fundamental FH programs were established to reach a total of 29,025 participants to date. 212 K-6 schools, 122 community/recreations organizations, 53 other programs, which consisted of a combination of programs such as camps, clinics and after-school programs, and 22 college-based youth programs ran the program in 2013. As the program continues into 2014, we've reset the program with Harrow and with the help of newly appointed Regional Development Managers, we will continue to support, educate and provide opportunities to each region of the country.
- Within the few fundamental FH programs in the college setting, we've seen the equipment expose youngsters to the sport through various ways; post game offerings in the fall, during the spring season as well as during summer camps for those kids who want to try the sport. Colleges and universities using the equipment as part of their players' community service, which enhances their desire to coach and umpire.
- As we move in to 2014 we continue to listen, learn and take feedback from the field hockey community, particularly those who have committed time and energy to running the program in their communities. Retention of programs from year to year as well as young athletes who have their first field hockey experience through the program remains a priority. We ensure that each program is linked to a club, to



date we have 95 clubs who are attached to Field Hockey programs and have the opportunity to be the next stage in young players field hockey journey. We are immensely proud of our Sports Development staff who are so passionate and so positive about our sport and have inspired so many to get involved with growing the game, Fundamental Field Hockey is, of course just one albeit large aspect of what they do.

- As we continue to add younger divisions to our premier events, it has been amazing to see so many young athletes competing and having fun. Fundamental Field Hockey has helped many thousands, but truly it's the volunteers that are making the program successful - the next generation of field hockey players, coaches, umpires and parents, who have been an inspiration to us all.

Sponsors

- FUN FH has also received support from partners. Harrow Sports and Procter & Gamble are the two lead partners who provide greatly valued equipment and financial support. Field Hockey is very grateful for their support and their commitment to growing field hockey with us. Fundamental Field Hockey has reached the attention of the Pan American Hockey Federation who requested the curriculum be translated into Spanish and made available to their whole membership (it currently resides on their home page). The United States Olympic Committee in October of 2013 identified Fundamental Field Hockey as one of six programs to be presented to the Multi-Sport Organization Council at the Olympic and Paralympic Assembly.

Marketing

1. Continue to improve with existing marketing strategies
 - a. More media attention
 - b. Increased National Team involvement
2. At USA Field Hockey Events
 - a. Greater presence at USAFH events
3. At Conventions/Non-USA Field Hockey Events
4. Continue to nurture current partnerships and sponsorships while looking for others.
5. Current Partnerships
 - a. Harrow Sports
 - i. Upselling Equipment
 - ii. Online Stores
 - b. Bow Net
 - c. Let's Move/Partnership for A Healthier America
 - d. P&G
6. U12 Membership Marketing Campaign
7. Family Aspect, getting parents involved

Revenue ROI

- Indirect dollars have come back from Fun FH, through the establishment of USA FH premier and sanctioning events as well as membership all of which has built revenue.
- "Horizontal growth" of the game at the base in all types of programs from youth, rec, schools to MSO's like the JCC's and Boys and Girls Clubs.
- The addition of:
 - U12 (Coed-32 teams) and U14 divisions at NIT (128 teams)
 - U14 girl's at Festival (63 Teams – 7v7 format for development purposes)
 - Boys (4 U17's and 5 Men's teams) at NITs
 - Activities and play / clinic for boys at Festival
 - Growth of the Disney Jr. event. These are indirect results of 'growing the game'.



FUTURE PROJECTIONS:

- Youth Sanctioning program that will provide U12 clubs and youth programs a way to start local and regional options for play, training, leagues and tournaments.
- Membership campaigns to build revenue in U12 membership.
- Continue to Market and promote the men's game with the NO OFF DAYS Marketing plan and continuing to build numbers and organized teams through USA FH clubs.
- Olympic Youth Camps to start running in 2014.

Goals

- 250 new programs
- 150 retained programs
- Membership Marketing Campaign

2014 Forecast

- Youth Sanctioning - U12 local and regional tournaments
- U12 NCC's and U14's @ Festival
- U12 Membership increases

Diversity and Inclusion

Objective

To increase exposure of the sport of field hockey and inspire participation in urban and non-traditional communities. To use field hockey to teach self-esteem, nutrition, healthy lifestyles and the value of education.

Programs

- You Go Girl and Fundamental Field Hockey

You Go Girl

1. Launch 10 You Go Girl programs
2. Team up with MSO's like YMCA and Boys and Girls Clubs

Fundamental Field Hockey

1. Launch at least 30 programs in urban or metropolitan areas
2. Team up with MSO's, YMCA and Boys and Girls Clubs

Marketing

1. Continue to nurture current partnerships and sponsorships, while seeking new ones
2. Use NCAA marketing arm to promote You Go Girl
3. Use of social media (#yougogirl), Mentor blogs
4. More diverse marketing in general USAFH pieces
5. Use You Go Girl initiative to reconnect with alumni and donors
6. Look for non-sport media opportunities
7. Work USOC

2015 Forecast

- 100 You Go Girl participants in the Futures Program
- 30 new Fundamental Field Hockey programs in urban/non-traditional areas
- Strong partnership with the Boys and Girls Club of America



Boys Development

Objective

To introduce the sport of field hockey to boys and young men, increase playing opportunities for men and boys in the sport, and enhance the brand of men's field hockey in the United States.

Note: With specific regard to boys and the male pathway, we have recently undergone a review which was presented at the Nov 30 Board Meeting and are pleased to establish a complete pathway for males that we will be rolling out through 2014. While we would all like to see more opportunities for males to play field hockey in the USA we recognize we are operating from a small base. The pathway we have developed provides a realistic opportunity for male athletes to progress in our sport.

National Goal

- All boys play at NIT and Cal Cup in 2014 / 2015
- Establish recommended age groups of U15, U18, U21 and adults
- Identify Regional Development Sites that will eventually turn into HP Centers
- Increase Membership, Identify Players for Regional HP and Jr National Programs
- Creation of New Events just for boys / men's hockey - MA/CT, VA

Boys Club Goals

- Training and Preparation for Tournaments and Regional Competitions
- Implement Development curriculum
- Recommend players to Regional High Performance Centers/National Camps from Developmental Sites
- Prof. Dev. for Level I and Level II training courses for Local Developmental and Reg. HP Center
- The recent establishment of HP Development Centers for Boys
 - East Coast High Performance and Development Center in Boston, MA and PA, Colorado, CA
- Future Development Centers
- The addition of Boys Divisions at our premier events – U17, Adults @ NIT's/Festival
- The addition of Cal Cup as a USA Sanctioned event.

Programs

- Boys Development Clinics
- Boys Specific Club Grant Program
- Boys Development Marketing Campaign

1. Boys Development Clinics

- a. USA Field Hockey Men's High Performance and Sport Development Team will work together to offer nationwide boys clinics for introduction to the sport and grassroots development.

2. Boys Development Marketing Campaign

- a. USA Field Hockey Sport Development Team to create comprehensive marketing plan to increase awareness and participation of the boys and men's game.
- b. Publicity and marketing surrounding all men's and boy's programming
- c. Seek potential sponsorship opportunities
- d. Boys Club Athlete of the Month (3)
- e. Website section for boys to list events, clubs, etc.
- f. Minimum 1 web story monthly surrounding boys and men's field hockey
- g. USA FH will promote men's game w/ Men's Nat'l Team appearances at local events/ trainings



3. Boys Specific Club Support Program

- a. USA Field Hockey to offer support, potentially financial, to USA Field Hockey Member Clubs who demonstrate exceptional support and specific training for boys and men's field hockey.
- b. Increased marketing and recognition of these clubs on website and print materials
- c. Online Map listing all USAFH Member Clubs with boys
- d. Potential grant money* to be awarded based on:
 - i. Current / future boys programming at club, including staff / participation numbers
 - ii. Location
 - iii. Need
- e. USA Field Hockey Sport Development Team to assist with
 - i. Identifying 'Boys Specific' clubs
 - ii. Provide additional incentives to clubs participating in boys divisions at USA FH events (NITs, Festival, Disney Junior Showcase)

Goals

- 300 boys participating in Boys Development Clinics
- Boys division at events from Club training (NIT's, Festival, Disney Junior Showcase)

Club Development

Objective

To educate and encourage members and non-members to create, build and grow from developing a USA Field Hockey Member Club.

Start Up Club Program

1. Provide education resources online on how to 'start a club'
2. Assistance from current clubs (testimonials – video – articles_
3. Criteria

Website (Clubs)

- Online resources for interested parties, lives in Club section

Goals

- 10 new USA Field Hockey Member Clubs in 2014
- 94 FUN FH clubs in 2013
- Identify NEW clubs and support them – more resources from the start.

