



Member, United States
Olympic & Paralympic Committee

USA Team Handball: Collegiate Strategic Plan

February 1, 2020

USA Team Handball Mission

To promote and grow the sport of Team Handball in the United States and develop athletes to achieve competitive excellence and Olympic success.

Collegiate Mission

The mission of USA Team Handball's collegiate strategic plan is to develop the sport of handball in America by creating collegiate club competition opportunities

Vision of Success in the Year 2050

By the year 2050, we will see these results from the success of collegiate club handball in the United States.

Athletes will participate in handball from an early age through college and toward the national team and professional league with the collegiate experience being a bridge from grassroots to professional. A huge number of college teams have now transcended into being an official NCAA sport and play tournaments, not only on weekends, but also within easy travel distances of each other to play on weeknights as well, all leading towards a significant and popular national championship. Clubs are competing with other sports for the best athletes, and scholarships provide significant financial support to athletes.

The collegiate handball system's widespread media presence captures the imagination of youth, putting the dream of a college handball career in their mind's eye. Everywhere in America, little children are walking to school practicing the swim move; older folks are arguing over controversial questions about whether the 2040 Olympic silver medal team was better than the 2044 Olympic gold medal team. The women's game has eclipsed the men's in popularity, and there are handball-specific arenas throughout the country.

Due to the influence of collegiate clubs, handball is a recognizable, established major sport in America.

2019 - 2022 Goals

1. Create a comprehensive and streamlined starter pack to allow a college student to create a college handball program in a semester and supply a resource person.
2. Have sustainable clubs playing 15 games per season in 72 colleges, including 36 women's teams.
3. Have the structures and systems in place to grow participation of college club players by 400%.
4. Assemble the necessary capacity to achieve the goals of this plan.
5. Raise sufficient funds to achieve the goals of this plan.

Goals and Objectives

Goal 1. Create a comprehensive and streamlined starter pack to allow a college student to create a program in a semester and supply a resource person.

- 1.1 Create boilerplate documentation
 - Constitution, club by laws, goals
- 1.2 Finalize and supply Handball in a Box
- 1.3 Provide necessary equipment
- 1.4 Provide support from USATH ambassador

Goal 2. Have sustainable clubs playing 15 games per season in 72 colleges, including 36 women's teams.

- 2.1 Recruit colleges proximal to existing clubs
- 2.2 Establish new clubs in locations with a concentration of colleges based on receptivity and leadership
 - 2.2.1 Achieve 40 colleges by end of 2020
- 2.3 Provide competition structure leading toward a National Championship in order to enable the best teams in the country play each other
 - 2.3.1 Consider two-season structure to enable cross-regional competition
 - 2.3.2 Publish competition structure well in advance to enable maximum participation
- 2.4 Develop and implement a path to ensure club succession and continuation of administration
- 2.5 Provide support from USATH ambassador

Goal 3. Grow participation of college club players by 400 percent.

- 3.1 Raise the profile of team handball
 - 3.1.1 In concert with USATH, develop and implement a comprehensive promotion plan to have handball recognized across the country
 - 3.1.2 Offer resources for parents, coaches, athletes
 - 3.1.3 Focus on benefits of participation
- 3.2 In concert with USATH, ensure a pipeline of athletes to join college clubs using the Athlete Development Model
- 3.3 Support established clubs
- 3.4 Provide pathway for athletes post college, e.g. national team, city clubs, coach, referee, volunteering

Goal 4. Assemble necessary capacity to achieve the goals of this plan.

- 4.1 Place staff on the ground by priority region
- 4.2 Create capacity for
 - 4.2.1 Competitions
 - 4.2.2 Data management clubs, athlete participation
 - 4.2.3 Public relations—promotion and reporting
 - 4.2.4 Fundraising
 - 4.2.5 Information technology for training, etc.
(For example: <https://www.theartofcoachingvolleyball.com/>)
- 4.3 Install a collegiate governance structure
 - Establish a USATH Collegiate Committee
 - USATH High Performance and Administration programs

Goal 5. Raise funds sufficient to achieve the goals of this plan.

- 5.1 Develop and implement a fundraising plan aligning uses and sources of funds