



**Sport Development Working Group  
Tuesday, May 14<sup>th</sup> @ 8:30 am**

**Desired Outcomes:**

- **A shared understanding of what has happened in the past year**
- **A shared understanding of facilities upgrades**
- **A shared understanding of the athletes pathway from U10 to masters**
- **An agreement on how to move forward with USCSA**
- **A shared understanding of where we rank in the world in size and results**
- **An agreement to next steps for sport development**

**Topic:**

**Review Director Activities and Sport Development Report**

- Sport Development Director Trips and Activities
  - Should post what USA Nordic does for sport development somewhere
- Athlete participation and growth
  - 4% growth in total participation
  - Central has our highest participation at 301 athletes
    - East is second
  - High school jumping has a significant impact on eastern participation
- US Cup Jr. Series Participation
  - 7% total growth and growth in all divisions except Alaska that was flat
- US Cup Participation
  - Saw growth in men, women, and NC
    - 10% in men
    - 75% in women
    - Doubled Nordic Combined participation
- Virtual Nationals
  - -36% viewership of girls in first two weeks
  - -15% viewership of boys in first two weeks
    - Viewership does include Facebook numbers
    - Need to watch more than 30 seconds to count
    - Might see the benefits come later
    - School vacation interferes with viewership
  - Purpose could actually be a way to identify talent and then keep that athlete in the pipeline
  - Might want to consider making them shorter
    - Average watch time was 4 minutes
  - Need to think about how videos are collected
    - . Try to get out 1-2 weeks earlier
    - Maybe each division sends a video compilation and then they are judged as a group
  - Anecdotally, standings seem more important than videos
- Coaches
  - Numbers continue to climb both in total numbers and USA Nordic members
- Facilities
  - Norge's 40 meter will be done by the end of the summer with new plastic
  - Things are happening in Lake Placid

- The 60 meter inrun construction in Park City is a go.

### **Review Pathway for Athletes?**

- Levels of USA Nordic involvement
  - Mostly all are in agreement that USA Nordic involvement at lower levels is a good thing.
- Camps for athletes
  - Two Junior Flyer camps
    - Alaska
    - Eau Claire
  - Fly Girls and Guys from July 1 -28 in Steamboat and PC.
- Collegiate interest and options
  - Really two different populations
    - National team athletes in school who are interested in competing in World University Games
      - National Team coaches are open to this
    - Athletes interested in competing collegiately at a College Club
  - Need to find out about specific requirements for World University Games
  - Would be helpful to raise money for athlete travel expenses to attend events
  - Set dates for US Cup events that will have a college class.

### **Review Global Athlete Participation and Results**

- Look at Global Numbers
  - Realistically the US is around 5<sup>th</sup> in participation
  - Many countries do not keep good counts of athletes under the age of 10
  - Still larger than many of the “Big Countries”
- How do we want our numbers to look
  - Better retention from U10 to U12
- Review of junior and senior results
  - The feeling is that we are going to get where we want to go, it will just take time
  - The recent focus on junior development and a more clear pathway will pay off in the long run, we just need time
  - Need to be systematic so that we don’t see the cycles like we have had historically

### **Next Steps for Sport Development**

- How do we increase U10 retention?
  - Put what USANS does for sport development on the website
  - Create a packet that clubs can give to new members
  - Continue to raise awareness of resources available to clubs
  - Clubs should set goals for number of athletes

### **Action Steps:**

- **Page on usanordic.org about what we do for development – Jed – By June**
- **New member resource packet – Jed and regional/club leaders – By December**
- **Goals for athlete retention –Jed working with clubs - Ongoing**