

Culture Working Group
4/2/18

Summary of Core Values:

- USANS Core Values: Courage, Confidence, and Character
 - Through:
 - Community, Perseverance, Integrity, Innovation, Fun
- #1 Response to USANS staff survey was that Community was the most important for developing culture

Challenges:

- Where is the line for athletes producing revenue and how do transactional relationships fit in this?
- Where does cultural education fit within SJ and NC?
- What does competition look like at a young age?
- Athletes need to develop intrinsic forms of motivation rather than extrinsic.
- Youth wanting instant gratification
- Challenges we know exist within ski jumping and have some out on surveys
 - Athletes not feeling welcome
 - Fighting between clubs
 - Different forms of communication or lack of communication
 - Different culture from region to region
 - Lack of paid staff

Ideas for Developing Culture:

- National Team:
 - Working on team goals and athletes need to figure out how they fit into that
 - Accountability & follow through
- Whole Country:
 - We need to develop "Our Culture" not Norway's, Finland's, or Slovenia's
 - Fostering relationships with other country's athletes
 - Engagement with people and a more global perspective
 - Culture starts at a young age
 - USANS needs to be leading the way and promoting core values to community
 - Culture needs to include both experiential and technological pieces
 - USANS needs to be the leader in helping club development
 - Communication and explanations between parents & club leaders
 - Recruit the parent not the kid

Where do we go from here?

- Exchanges (countries & clubs)
- Homestays
- Consider changing U10 Format

- USANS puts more emphasis on Core Values
- Changing expectations of parents and athletes
- Use technology to our advantage
- Virtual Worlds
- Set goals for clubs, divisions, and the national organization
- Pick three points to work on and execute on those