



EXCELLENCE

An Elite Performance Conference for USSA Clubs



2014 USSA Club Excellence Conference May 14, 2014

Cross Country S.W.O.T. Analysis

Evaluating national athletic success from grassroots development to transitioning into elite competitions and the national team.

Strengths

- more strong clubs
- more professional coaches and certified coaches
- less expensive than other snowsports (especially at entry levels)
- easy access
- easy integration with schools
- clearer NCAA opportunities
- lower risk (perceived)
- strong brand in places like Bridger, Sun Valley
- success at the international level
- resources
- increasing collaboration
- regional coordination
- elite team model
- support of the National Nordic Foundation

Weaknesses

- hesitancy to collaborate
- the cost and resources involved with moving up the pipeline
- lack of sponsors
- lack of exposure (TV, Media)
- travel distances
- decrease in nordic combined programs and venues
- pipeline is too narrow and does not emphasize life-long sport or NCAA opportunities

Opportunities

- develop national nordic brand
- more regional coordination
- solidify, regularize, institutionalize and sustain the Elite teams model
- increase the level of exposure and recognition for CC and NC

- keep top athletes (internationally) at the top – performing
- increase marketability – USSA Support
- increase participation
- increase exposure
- develop more creative events such as skills courses, bonfire dinners, etc.

Threats

- huge country – big distances
- cutting of national team model (NC) is this a sign of things to come?
- CC/NC don't get as much industry or corporate support
- not culturally recognized as a mainstream sport
- limited marketability
- limited participation
- limited exposure
- losing early access to venues and facilities (snow – weather)
- shorter seasons