



# EXCELLENCE

An Elite Performance Conference for USSA Clubs   

## 2014 USSA Club Excellence Conference May 14, 2014

Snowboarding and Freeskiing S.W.O.T. Analysis

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

### Strengths

- Sport and expertise originated here in the U.S.
- More experience at high level features
- Movement toward banked SL – assisting with teaching carving skills

### Weaknesses

- Lack needed venues at top levels in SBX/SX and HP in particular
- Total SB population through NSAA is trending down
- Gender gap wide between men and women
- SBX/SX needs to lower standards (allow younger athletes) to have sufficient field size
- More athletes interested than competitions available below Rev Tour level
- Lack of female coaches
- Rev Tour events are held on weekdays so parks can be open to public on weekends – impact on academics
- Travel costs are a large burden
- Rev Tour “race to register”

### Opportunities

- Centralized training opportunities on world-class venues that can be built
- Mid-level series underneath Rev Tour – SS
- Banked SL continued development – move 12 & unders to this event from SBX/SX
- Qualification process to Rev Tour – prepare athletes and get right athletes there as opposed to the registration rush
- Better use of carrots within existing series to motivate participation and progression
- Outreach to new demographics

## Threats

- Other countries making up expertise and experience advantage we once had
- Cost to build venues with limited population that can ski/ride them
- Foreign national teams reserving limited venues in U.S., particularly early season
- Injury rate
- Competition from big mountain
- Insurance

### **Recommendations moving forward:**

USSA allow for clubs to move into venues after set camps

Networking between clubs to get training on comp level venues