USA Bowling
Youth Sports Model
Summary

• IBC Youth Mantra
• What’s Missing/Why Something Different?
• USA Bowling The Program
• How To Get Started
• How To Get New Kids To Your Center
• Coaching
• Summary
IBC Youth Development

• IBC Youth Bowling Mantra
  – “Get Them In”
  – “Get Them Excited”
  – “Get Them Committed”
IBC Youth Development

- We Do “Get Them In”
  - Bowl Annually: 20,293,000 (41% of all kids)
- We Struggle to “Get Them Excited”
  - Frequently: 3,480,000 (17%)
- We Do Not “Get Them Committed”
  - Sanctioned Competition: 212,000 (1%)
Bowling

• What are we missing?
  – Visibility
  – Shorter Seasons
  – Physical Activity
  – Team/Social Effect
  – Easy to Understand Format
  – Skill Development
  – Coaches
  – Training Program For Coaches
Youth Sports

• Youth Development

  • “There is common agreement that the quality of the youth sports experience depends on the competence of the adult leaders; most specifically, the coach. Thus, educational programs for volunteer coaches would seem to be in demand, but such is not the case.”

Youth Sports in America - Study Commissioned by Michigan State University
USA Bowling – The Program

• Vision
  – Develop a mainstream sports model for youth bowling
  – Develop FREE coaching tools for our volunteers

• Mission
  – Build a development program that drives kids to choose to become lifetime bowlers
Philosophy

- Safety first – RVP
- Everyone competes
- Positive coaching reinforcement
- Competitive, balanced teams
  - No handicap
- Proper skill development
USA Bowling: The Model

- Team-based structure similar to other youth sports
- Similar age, competitive, balanced teams
- One coach per team of four or five
- Regular practice separate from competition
- Short season league cycle
- Fun, social environment
Basic Structure

• **8 week program: One signup fee $75-100**
  – Two weeks of practice to start (two pre set times)
  – Six weeks of practice and competition (two pre set times)
• **Team sport: 4/5 kids on a team**
  – One coach/volunteer per team
• **1 regular team game/2 baker games (1 hr 15 minutes)**
  – No handicap
  – No awards
• **Party last week – Championship Saturday**
  – Position round
  – Trophy presentation
League Schedule

• 8 Weeks
  – Week 1: 2 Practices Only
  – Week 2: 2 Practices Only
  – Week 3: 1 Practice, 1 Competition
  – Week 4: 1 Practice, 1 Competition
  – Week 5: 1 Practice, 1 Competition
  – Week 6: 1 Practice, 1 Competition
  – Week 7: 1 Practice, 1 Competition
  – Week 8: 1 Practice, 1 Position Round, Awards Presentation, Party
Features

• Similar to other youth sports programs
  – More attractive to non-bowlers who don’t understand our longer season
  – Trained coaches and instruction per team
  – No more than one team need to practice at the same time
  – No more then two teams need to compete at the same time
    • A benefit for lane availability and team play
• Program led by a league commissioner
Bowling

- Did we address the issues?
  - Visibility
    - No
  - Shorter seasons
    - Yes, 8 week schedule
  - Physical activity
    - Yes, added practice time
  - Team/social effect
    - Yes, team based format
  - Easy to understand format
    - Yes, NO handicap – simplified scoring
  - Skill development
    - Yes, practice separate from competition
  - Coaches
    - Yes, one per team
  - Training program for coaches
    - Stay tuned
Success Stories

- West Acres Bowl – Wichita, KS
  - Pioneer
- Rab’s Country Lanes – Staten Island, NY
  - First year, 130+ bowlers
- Red Apple Sports Center – Bartlesville, OK
  - First try, 50+ bowlers
- Vestavia Lanes – Vestavia, AL
  - Parent Involvement
- Pla Mor Bowl – Iowa Falls, IA
  - Initiated “the draft”
- Alley Cats – Arlington, TX
  - FEC
How To?

• Familiarize yourself with the program
• Design your center’s model
  – We offer a basic model that you can modify to fit your center and youth’s needs!
• Set goals
• Create and execute your marketing plan
• Train your coaches, volunteers and staff
Getting Started: Step 1

• Familiarize yourself with the program
  – Understand the basic format and rules
  – Understand your target audience
  – Develop your strategy for using the program and how your center and youth could benefit
  – Identify potential commissioners and select one
    • Someone who is open minded and passionate about the game
Getting Started: Step 2

• Design your center’s model
  – Feel free to use the basic format OR
  – Make it fit for you!
    • What is your team format (trios or doubles)?
    • When are they going to practice (lane availability)?
    • How many coaches per child (key)?
Getting Started: Step 3

• Set goals
  – Aggressive but attainable
    • Existing kids
    • New kids
    • Coaches

• Target and plan timing
  – September or October followed by a January second season?
Getting Started: Step 4

- Create and execute marketing plan
  - Check out the Youth Resource Center for help
  - [www.bpaa.com/YouthResourceCenter](http://www.bpaa.com/YouthResourceCenter)
Getting Started: Step 4

• Create and execute marketing plan
  – At 8 weeks prior to launch
    • Post in-center materials like counter cards, posters, web-based ads and email blasts
Getting Started: Step 4

• Create and execute marketing plan
  – At 6 weeks prior to launch
    • Distribute flyers in the community including partners, information boards, restaurants, grocery stores, etc.
    • Build advocates
      – YMCA partners
      – Parks and recreational groups
        » 20 Kids – B&B
Getting Started: Step 4
Getting Started: Step 4

• Create and execute marketing plan
  – Don’t want to do it yourself?
  – Call US!
    • $129 – USA Bowling Marketing Kit
      – Posters
      – Counter Cards
      – Fliers
      – Printed, Shipped to You and ready to go!
Getting Started: Step 5

• Training
  – Staff (front counter, snack bar, redemption counter)
    • Explain the concept
    • Set expectations and specific scripting
    • Make sure everyone has a complete understanding and can recruit
  – Coaches and volunteers
    • Enroll in USA bowling coaching program
Attracting Youth to the Program

• **Schools**
  – Understand the policy for submitting flyers to school districts – IT IS POSSIBLE

• **Local family magazines**
  – Free placement
  – Ad placement
  – Pitch a possible feature placement

• **Newspapers**
  – Popular columnists
  – Family section
  – Sports section
Attracting Youth to the Program

• Signage in-ground stakes
  – Outside your center – “sign up’s now!”
    • Busy intersections
• Flyer placement/community partners
  – Information boards
    • Restaurants
    • Grocery stores
Recruiting Coaches

• Be on the look out for the right fit!
  – Good communication skills a must
  – Good time management skills

• Potential Candidate Pool
  – Parents
  – Graduating youth league players
  – Local college bowling team members
  – Interested adult league players
Who’s going to do all this?
Youth Sports

• The backbone of youth sports is volunteers
  – AYSO
    • 750,000 kids
    • 32 paid employees
Responsibilities

- Center
- Commissioner
- Coaches
Center’s Responsibilities

• Sales, marketing and sign ups
• Recruiting players
  – Taking payments
  – Making lanes available at workable time
• Recruiting coaches
• Gathering feedback
  – Execute surveys at beginning and end of program
Commissioner’s Responsibilities

- Creates entire competition schedule
  - Executes to coaches – first meeting
- Manages coaches
  - Obtains sign-ups from center and distributes to coaches
    - Players/parents contact info
- Be readily available for support
  - Coaches, parents, players
  - Possibly sub-in as coach if needed
Coaches Duties

• Manage everything for the players
  – Communicate with parents
    • Practice times/pre booked schedule
    • Changes in scheduling
  – Manage the kids
    • Plan/execute practice time
      – Skill instruction mixed with FUN
    • Manage the competition
      – Positive reinforcement
Coaching
USA Bowling Coaching

• Mission Statement
  – We will teach the game, sport and activity of bowling in a way that passes on the knowledge of the game
    • Instructors
    • Volunteers
    • Youth of today
What is USA Bowling Coaching?

- *Grass Roots* seminar program
- Delivered to youth volunteer instructors through seminars across the country
  - Seminars are FREE to BPAA member centers or USBC Association Leaders
  - YES Fund
What You’ll Get

• Benefits include:
  – 140-page USA Bowling Coaching Manual
  – 8-week Lesson Plan
  – Option to receive Level I USBC Coaching certification (must be RVP)
Want to hold a seminar?

• **YES! We will provide the materials**
  – Curriculum, presentation - $200
  – Enough for 25 volunteer coaches
  – You provide the Instructor *Or*

• **We can also provide the Instructor**
  – Curriculum, presentation, instructor - $500
Summary

• USA Bowling Competition
  – Turn key program ready to execute
  – Youth Resource Center

• USA Bowling Coaching
  – Send your volunteers today!
  – Hold your own!
• Questions?
• We Are Here To Help!

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