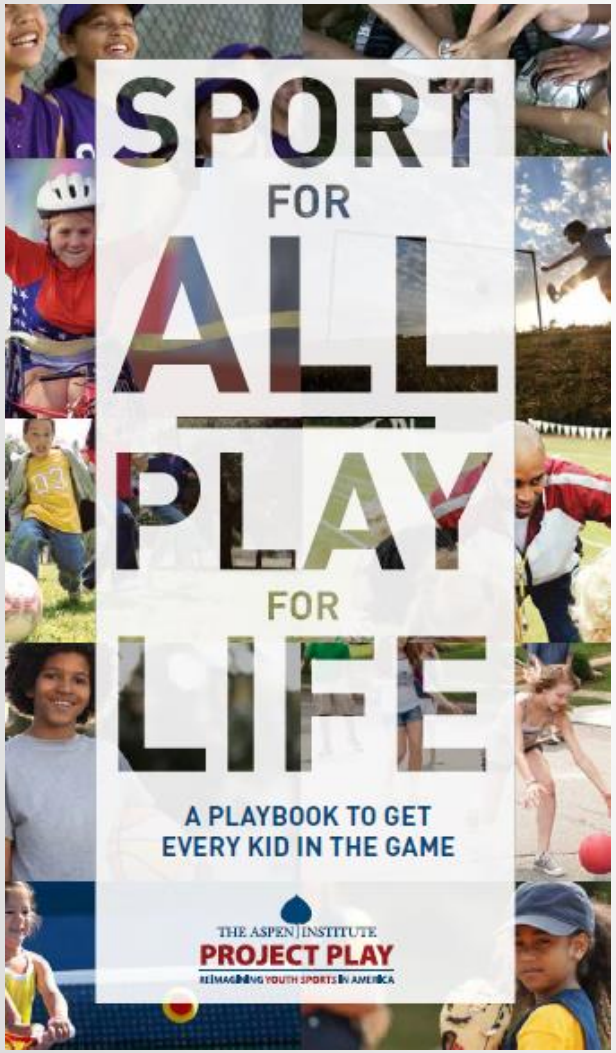
American Development Model

Inactivity in Youth Sports/America



KIDS ARE NOT PLAYING

Too many kids are burned out, locked out, dropping out, or priced out.

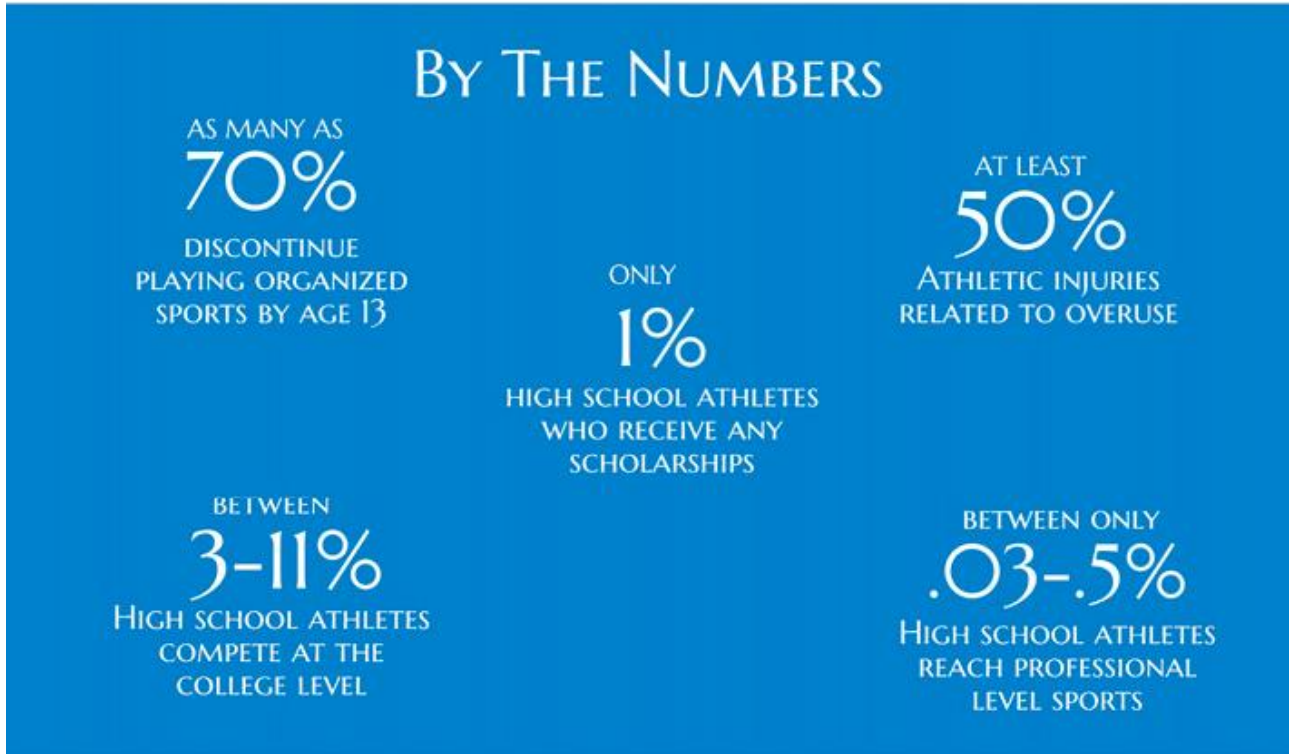
- **Youth Sport drop out is at an all time high**
  - **1/3 of kids in America drop out of sport between ages 6 and 12**

- **Untrained, underqualified coaches are training our youth causing drop out**
  - **26% of athletes quit sports under the age of 12 due to poor coaching**

The Crisis for Elite Sport Pool of Athletes

- **Our current American system is professionalizing athletes too young**
  - **Cutting kids at 10-12 is hurting the pool of athletes and Specialization is being taken to extremes!**
  - **“Adult-ification” of sports is over regulating and out pricing our future**

Benefits of Youth Sports
Leadership
Fun
Self-E
Teamwork
Physical activity
Peer social


By The Numbers
As many as
70%
Discontinue playing organized sports by age 13
Only
1%
High school athletes who receive any scholarships
At least
50%
Athletic injuries related to overuse
Between
3-11%
High school athletes compete at the college level
Between only
.03-.5%
High school athletes reach professional level sports

American Development Model

The United States Olympic Committee, in partnership with the National Governing Bodies, created the **American Development Model** in 2014 to help Americans realize their full athletic potential and utilize sport as a path toward an active and healthy lifestyle.

Long-term athlete development concepts are utilized to promote sustained physical activity, participation in sport, and Olympic and Paralympic success. These concepts have been tailored to create a framework for developing American youth through sport.

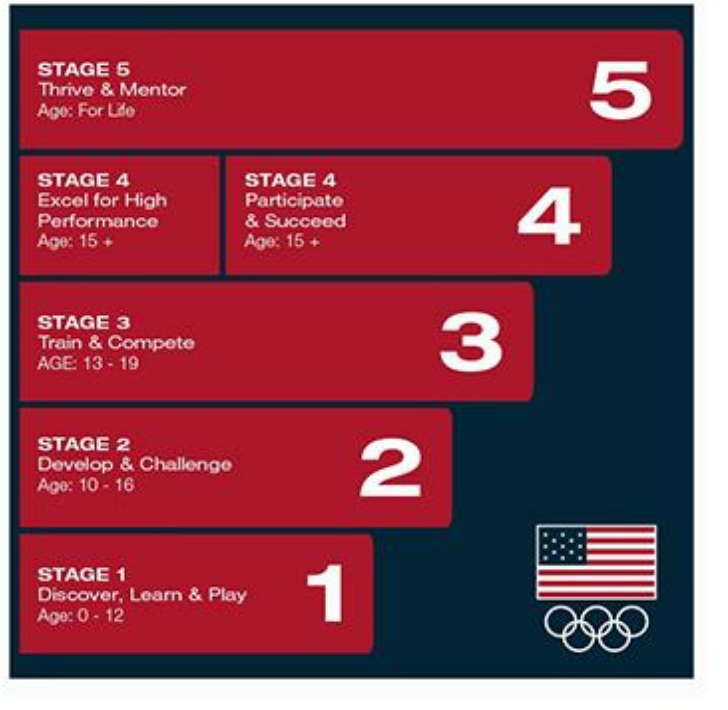
American Development Model

ADM Key Principles

- Universal access to create opportunities for all athletes
- Developmentally appropriate activities that emphasize motor and foundational skill development
- Encourage multi-sport/multi-activity
- Fun, engaging and challenging atmosphere
- Quality coaching at all age levels

ADM Stages

The ADM explains an athlete's advancement through a five-stage pathway that supports a healthy sport experience based on physical, mental and emotional levels, and potential for growth.



What is ADM in America

NGB Flexibility on Key Factors (Customization)

"We have to capitalize on what is known as the optimal window of skill acquisition - the age that a kid can maximize his genetic potential, whatever that might be. In hockey, skill acquisition - that optimum trainability - is through 12 years old. So we had to ask ourselves, for two years, are we creating an environment where the focus is on hitting and not on making plays?"

Case Study

Implementation

Of

ADM Principles

In

Club Sport Environment

Dr. Matthew J. Robinson

Table 1: Revenue projections for Paid vs Volunteer Coach Model

Revenue	Participants	Fee per session	Session a month	Cost per Month	Months	Total Reg.	Total
Paid Cach Experience	300	$40.00	4	$160.00	10	$1,600.00	$480,000.00
Volunteer Model	300	$30.00	4	$120.00	4	$480.00	$144,000.00
Increased Participation	400	$40.00	4	$160.00	10	$1,600.00	$640,000.00

In Table 2, the expenses of paid for vs volunteer model are compared. The Paid Coach model has $60,000 in staffing costs, as well as uniform and overhead that captures cost such as utilities, field rental, general operating expenses etc.) There is still a significant difference in profit for the Paid-Coach Model. The key to the revenue generation is the cost-per-session. The club is paying an individual $25 per hour to manage participants that bring in $400 in revenue in that hour (10 participants x $40 cost-per-session).

Table 2: Expenses Projections

Expense	10/1 Ratio	Staff Cost per Ses.	Sessions per month	Staff per session	Months	Staffing Cost	Uniform	Overhead	Profit/Loss
Paid Coach	30	25	4	10	10	$30,000.00	6000	$72,000.00	$372,000.00
Volunteer Model	0	0	0		4	$0.00	6000	$21,600.00	$116,400.00
Growing Participants	40	25	4	10	10	$40,000.00	8000	$96,000.00	$496,000.00

Table 3: Financial Impact of Retention

Poor Retention			
Year	Enrollment	Fee	Amount
2010	500	$1,000.00	$500,000.00
2011	300	$1,100.00	$330,000.00
2012	200	$1,100.00	$220,000.00
2013	200	$1,200.00	$240,000.00
2014	150	$1,200.00	$180,000.00
Total			**$1,470,000.00**

Good Retention			
Year	Enrollment	Fee	Amount
2010	500	$1,000.00	$500,000.00
2011	450	$1,000.00	$450,000.00
2012	450	$1,100.00	$495,000.00
2013	450	$1,100.00	$495,000.00
2014	400	$1,100.00	$440,000.00
Total			**$2,380,000.00**

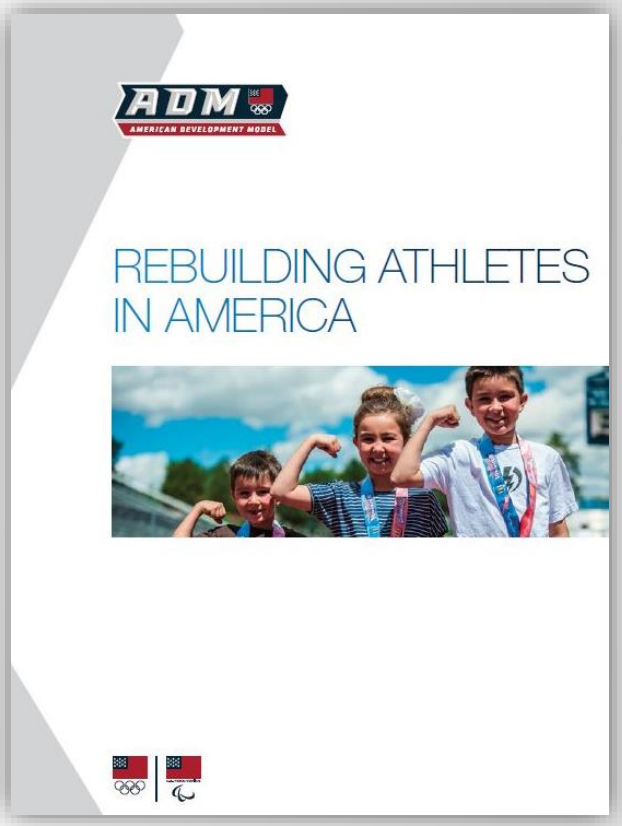
It Doesn't Hurt Business

All The NGBs Using ADM

ADM in the USA

Brochure:

Teamusa.org/ADM

More Info:

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