



USA Junior Olympic Archery Development

USA Archery

Recurve ◦ Compound ◦ Barebow

Step Up to the Youth Archery Program for
National and World Target Competitions and the Olympics

Where will JOAD Archery take you?

MEMO: USAA JOAD Committee
Date: Dec. 13, 2008
RE: Where do USAA programs go from here?

Carryover:

The February 2008 JOAD Summit in Vegas left USAA JOAD leadership with the impression that organizations were busy and only focused on their own youth programs. Attempts to cooperate and collaborate did not advance.

Preface:

December 9 -11, 2008, the ATA Summit was held in Phoenix, Arizona. DNRs, Archery organizations, associations, manufacturers, retailers, programs as well as the shooting sports and hunting industry in general were well represented. Each entity reported on their accomplishment for the year as well as plans for the future and challenges. The summit format allows the attendees to ask and answer question and encourages dialog. It was the first time that USAA/JOAD/CAP presented its comprehensive suite of programs to the ATA Summit.

2008 ATA Summit Overview:

2008 ATA Summit reinforced that bowhunting is by far the largest archery activity. Archers as a percentage of the total population are declining. More than ever there is a need to foster youth archers to be the archers of the future. NASP is highly successful. One of the common realizations from the ATA Summit is that the target archery community volunteers are overwhelmed. NASP children and others introduced to archery number in the hundreds of thousands, yet these children are not able to continue on because there are not enough programs and clubs beyond NASP.

Another concept is that bow hunting is a partner program to target archery. Hunting and target archery need each other to be able to guide youth to whatever type of archery they and their families would like. All realize that the best way to succeed is to work together as a united archery community. Great things can be accomplished quickly and effectively if we work together.

The 2008 ATA Summit archery industry leaders saw and heard what the USAA is and does. The USAA introduced and gave an overview of coaching, youth and collegiate programs as well as Olympic, world championship and development opportunities. After all the ATA Summit presentations were made, it was apparent that programs needed already exist and could be connected to facilitate transition between programs. An organized plan and leadership will help communicate and guide implementation. A clear and well publicized plan will encourage volunteers to participate in defined roles.

Roy Grimes for NASP and the USAA (Denise Parker USAA Acting CEO, Lorretta USAA CAP, Bob Pian USAA JOAD) met and determined that there is a need to create a well defined, yet flexible, path that "new" youths, parents, instructors, coaches and volunteers can follow. Parker and Pian of the USAA with Doug Engh for ASAP, determined that ASAP is positioned to be a key conduit for program transition from other programs before entering the USAA's full time youth archery program. The DNRs, and associated archery organizations such as the NFAA, ASA, IBO and others will all benefit from information and leadership to guide them. Note that Olympic Archery in the Schools (OAS) is a pilot program in California. It has the potential to be NASP like for those interested specifically in Olympic archery. Like NASP, OAS it will spin off archers to other disciplines.

USA Archery Youth and Collegiate, Step by Step: The following was the generally conceptualized path for youth target archery at the ATA Summit.

Step 1 - Introduction:

DNR Outdoor Expos days, Camps, "Give shooting sports a try" programs all expose archery of all types. These "expo/camp/try out" participants are not tracked or nurtured to insure that they have the information needed to continue with archery and to determine if they actually continue beyond the initial outreach program. Personal contact information data base and ongoing survey is essential to know what is needed to and to track results.

Step 2 - NASP:

NASP is successful beyond anyone's wildest dreams. www.nasparchery.com NASP is almost in all 50 states. NASP has literally reached hundreds for thousands of school children. The NASP teachers and volunteers have gone on to offer after school programs. Many NASP after school program leaders and coaches are, or are projected to become, over extend and "burned out". They also have little exposure to the options beyond NASP. A transition program is needed that can introduce those that wish continue beyond NASP. Transition options can then be communicated to the NASP archers, leaders and coaches.

Step 3 - ASAP:

ASAP is a part time program for parks and recreation program and anyone else. www.afterschoolarchery.com ASAP provides generalized activities and achievement awards as well as an Olympic/FITA game and 3-D game. Curriculum is needed to facilitate the transition from NASP to ASAP. Currently ASAP is a NFAA/USAA/ASA archery style program. ASAP is willing to become the introductory level youth program for all.

Step 4 - USAA youth archery program aka JOAD: www.usaarcheryjoad.org

- A. Currently, JOAD is the only year around youth archery program. JOAD is an established pathway to world championships, Olympics and high performance development. Curriculum is needed to facilitate the transition from NASP, ASAP and OAS to JOAD. Note that ASAP is to be incorporated by JOAD to act as JOADs beginners and introduction program.
- B. **Name:** Contemporary FITA and sport naming convention utilizes "Youth" terminology in lieu of "Junior". The singular usage of Olympic in the JOAD name is confusing to newcomers with regards to Olympic, world championship, international, compound, bare bow and recurve opportunities. **Action:** Develop a new name to replace JOAD that utilizes the term "Youth" and signifies the inclusion of international styles of archery (compound bow, indoors, etc). Key words: "USA Archery", "Youth", "Olympic" and "World or International"
- C. **Bowhunting, 3-D and national field/indoor archery and others:** Encourage collaboration and develop curriculum to facilitate the transition from NASP, ASAP and OAS to their styles of archery. Note that the bowhunting, 3-D and national field/indoor archery lack full time youth programs.

Step 5 - USAA CAP: <http://www.uscollegiatearchery.org/>

CAP is the established collegiate archery program with roots in both NCAA and elite national and international archery. Today CAP is experiencing a rebirth collegiately as a club and recreation sport. ESDF has contributed a substantial amount of funds to allow CAP to offer unprecedented support. Curriculum is needed to facilitate the transition from NASP, ASAP, OAS and USAA JOAD to USAA CAP.

Step 6 - USAA: www.usarchery.org

The USAA is the sanctioned entity for FITA and USOC Olympic archery in the USA. USAA Youth and USAA Collegiate are USAA programs. Unified leadership of USAA programs will insure a smooth transition within USAA.

Strategic Plan: It is essential that the JOAD strategic plan be implemented fully:

Objective #1 – Create a promotional campaign aimed directly at recruiting those archers who have already been exposed to the sport of archery through an introductory archery program, i.e. NASP, OAS, ASAP, Camps, etc.

Objective #2 – Increase communication efforts to motivate and educate JOAD leaders and certified instructors on how to get involved in NASP, OAS, ASAP, Camps and other archery programs within their community.

Objective #3 – Increase the amount, availability, usability and access to important JOAD documents and information including rules, guidelines, instructor material and promotional material.

Objective #4 – Communicate and collaborate with the CDC, CAP and HPP to enhance those programs that are mutually beneficial to ensure consistency in programs.

Objective #5 – Create a means or foundation by which JOAD can encourage and accept grants and donations dedicated to JOAD programs.

Objective #6 – Reduce membership barriers and simplify club operations issues.

Additional efforts identified at the ATA Summit:

- Year around development programs require quality coaching to effectively train archers.
- Develop an expectation to provide compensation to those that provide a quality service.
- Utilize ASAP as a JOAD transitional program conduit.
- Provide access to high performance programs
- Provide funding for youth archers and their families to be able to focus on archery excellence.

Other Factors:

Program Funding: Solicit sources including the ESDF, ATA, Excise taxes distributed to DNRs and other individual entities.

Leadership: Leadership is needed to encourage collaboration and unite the stake holders of the youth target archery community. The leader of the effort will be the de facto leader of youth archery movement.

Leader, instructor and coach support: Volunteers typically serve for a short term to avoid finance pressures. Leaders, instructors, coaches, and support and logistics staff must be compensated to insure that they can continue to contribute for the long term. Note that often USAA youth archery program contributors have invested substantial time, money and personal commitment to become proficient.

Data: Data collection is required to be able to communicate with the archery community. Member's data, contact information and poling capability helps to determine membership and program needs.

Affiliations: Note that the NFAA and USAA are affiliated by agreement and by common program and archer profiles. NFAA and USAA collaboration opportunities are plentiful.

Glossary of “Initials”:

- 3-D: Three dimensional animal figure simulated hunting
- ASA: Archery Shooters Association
- ATA: Archery Trade Association
- CAP: USAA College Archery Program (not to be confused with “Community Archery Parks”)
- DNR: State Department of Natural Resource (aka “Fish and Wildlife Service” and “Game and Fish Departments”)
- ESDF: Easton Sports Development Foundations
- FITA: International Archery Federation
- IBO: International Bowhunting Organization
- JOAD: USAA Junior Olympic Archery Development
- NAA: National Archery Association (aka USA Archery)
- NASP: National Archery in the Schools
- NFAA: National Field Archery Association
- OAS: Olympic Archery in the Schools
- USAA: USA Archery (aka National Archery Association)
- USOC: US Olympic Committee

End

Sincerely,

A handwritten signature in blue ink, appearing to read "Robert L. Pian". The signature is fluid and cursive, with a long horizontal stroke at the end.

Robert L. Pian
Co-Chair USA JOAD Committee