



USAVolleyball[®]

CEO Report

Board of Directors Meeting – January 26, 2022



TOTAL MEMBERSHIPS

| | Jr. Females | Jr. Males | Adults | TOTAL | |
|-------------------|-------------|-----------|--------|---------|------|
| 9/1/21 – 12/31/21 | 339,972 | 22,757 | 56,384 | 419,113 | |
| 9/1/20 – 12/31/20 | 263,754 | 13,892 | 42,979 | 320,625 | +31% |
| 9/1/19 – 12/31/19 | 314,671 | 20,489 | 52,764 | 387,924 | +8% |

FULL MEMBERSHIPS

| | Jr. Females | Jr. Males | Adults | TOTAL | |
|-------------------|-------------|-----------|--------|---------|------|
| 9/1/21 – 12/31/21 | 253,045 | 18,323 | 51,442 | 322,810 | |
| 9/1/20 – 12/31/20 | 181,353 | 10,394 | 37,351 | 229,098 | +41% |
| 9/1/19 – 12/31/19 | 249,638 | 17,973 | 51,555 | 319,166 | +1% |



Membership Highlights

- For the first three months of the season (9/1/21 - 12/31/21) USAV Total and Full Membership registrations are up 31% & 41% respectively from the same time last year
- Comparing to the 2019/20 season (pre-COVID), USAV Total and Full Membership registrations are up 8% and 1%
- Increases versus last season largely due to:
 - Impact of COVID on 2020/21 season
 - First year of 12-month registration on MMS
 - Regions opening registration earlier for the 2021/22 season
- We are monitoring to see if the growth off of the 2019/2020 season will sustain or whether it is a timing issue versus registrations that season.



Membership – MMS Update

- This season is v2.0 of USAV's MMS. Many enhancements to improve v1.0 were implemented. These are the top enhancement requests designed to address the biggest MMS pain points:
 - Limiting duplicate accounts and memberships: Many of the frustrations clubs and Regions run into are caused by a member with two or more accounts in the system (so memberships, club assignments, requirements are not together to allow a member to participate).
 - Increased functionality for admin users (e.g. merge accounts, club assignments, roster manipulation, searches across the system, etc.): The more tasks/problems that admins can solve themselves in the system, the better support we will receive from SE on training/issues.
 - Application Programming Interface (API) and reporting improvements: The ability to better share/report on rosters, credentials and eligibility in the system will make a big difference to Regions and those running USAV/Region sanctioned tournaments.



Membership – MMS Update

- The Member Services department worked closely with the RVAA Region Reps in developing the 2022/2023 Season MMS Enhancement list. We are currently in discussions with SE on finalizing the list. Top items include:
 - Ability to flag duplicate accounts
 - Regions have ability to add club assignments
 - Regions have ability to merge claimed accounts/profiles
 - Automate valid Region membership in order to access USAV tab for USAV Administrator membership
 - Make roster information available through the API
 - Ability to require parent information to be required on junior membership purchases
 - Improve process for clubs to build governing season rosters
 - Upgrade membership card



Marketing / Communications / Creative Services

Digital Content

The new website, launched in January of 2021, collected 3,126,792 visitors and 12,156,208 page views in its first year. This is an increase of 93% (visitors) and 107% (page views) from 2020. It's also a 29% increase in visitors and 5% increase in pageviews from 2019, notable because in 2019, event livestreams (high traffic generators) were hosted on the site; this was not the case in 2021, as our livestreams have moved to BallerTV. In 2019, the Watch page had 715,000 page views. Taking that out of the equation, 2021 had a 12% increase in pageviews over 2019.

USA Volleyball social media channels continue to be main driver of information for the organization. From 2020 to 2021, impressions across all channels increased 68%; engagement increased 76%, and video views increased 31%.

For 2022, goals include creating more content for our website and social media channels above & beyond what we already do for USAV domestic and international events, and for what we do to promote USAV programs such as NTDP and Education. This means creating more feature content on the website (and sharing on social) that highlights stories from clubs & regions, or share best practices for clubs; more tagging and sharing of club- and region-focused stories; and creating original social media content to increase followers and engagement. Another focus will be on TikTok, with an upcoming series called "USAVshorts" to build engagement.



Marketing / Communications / Creative Services

The USA Volleyball Show podcast continues to produce twice-monthly episode. The mid-January episode with Karch Kiraly is already one of our most listened to episodes. Upcoming episodes in February will be part of our overall promotion of Black History Month.

NTDP and NTDP Academy

The NTDP Academy was promoted with a series of videos highlighting top content; these are used across social media channels and in membership e-blasts. Graphics have been designed to highlight top learners and top clubs who subscribe to the academy.

Membership

We created a new USAV membership video for the 2021-22 year. The video shows the USA Volleyball journey at all levels, and ends with Olympic & Paralympic footage. The new video ran twice during the NCAA volleyball final. We are currently creating separate versions for each region that will have region marks to allow them to show that they are part of the journey.

FIVB Women's VNL Promotion Launched

In conjunction with the FIVB and Shreveport-Bossier City, the marketing campaign and ticket sales launched in December. Tickets were promoted on the USAV website, social media and in a membership e-blast. More e-blasts are anticipated soon to regional members, along with further social media promotion.



Marketing / Communications / Creative Services

Education

Marketing planning for the Education Department's launch of their new academy is underway. USAV's website has been reorganized to drive visitors to the academy once it launches. Secondly, we are helping provide content for the academy, and building plans to communicate the academy to members.



Indoor Events – 2022 Championships

- Girls' 18s Junior National Championships

Location: Phoenix, AZ

Dates: April 22-24

Estimated Number of Teams: 350

Notes: The 18s will also be adding 2 new divisions (Liberty and Freedom) in 2022 and we will see growth of about 50 more teams into the event.

- Open National Championships

Location: Orlando, FL

Dates: May 27-June 1

Estimated Number of teams: 400

Notes: The Adults have taken the biggest hit in regard to the pandemic. We were able to run the event in 2021 in Louisville but with only 169 teams in attendance. We are hoping the location of 2022 bring many of the teams back to play.

- Girls' Junior National Championships

Location: Indianapolis, IN

Dates: June 23-July 4

Estimated Number of teams: 1600

Notes: The girls' event will grow significantly in 2022 and is going to a 12 Day event with a block schedule. 2 divisions have been added as well as new divisions in the 12s and 13s age groups.



Indoor Events – 2022 Championships

- Boys' Junior National Championships

Location: Las Vegas, NV

Dates: June 30-July 7

Estimated Number of teams: 300

Notes: We expect the Boys numbers to decline significantly in 2022 due to the unrest of the Boys clubs this season. A large group of Boys have made the decision to attend the AAU Championship this summer led by a group from Southern California.

- All Star Championships

Location: Tulsa, OK

Dates: July 19-23

Estimated Number of Teams: 80

Notes: The event name has changed, previously the High Performance Championship. USAV is also working with the Regions on this event. USAV will no longer be fielding Team USA teams for the event but rather hosting a NTDP training block prior to the event and then allowing the players to return and compete with their respective regional teams.

USAV will be simultaneously hosting the NORCECA Boys U19 Championships at the same venue. This will allow our juniors participating in the All-Star Championships to watch Team USA compete live against NORCECA's best teams.



Indoor Events – USAV Produced/Partnered Events

- Boys Atlantic Northeastern Bid Tournament
Manheim, PA – Team participation is looking to be over 200 teams in 2022 after attendance was way down in 2021 with just over 70 teams in attendance.
- Salt Lake City Showdown Girls’ National Qualifier
Salt Lake City, UT – in the inaugural year we are oversubscribed with 1300 teams registered for this event and we are maxed out at 1050 teams due to convention center space constraints.
- Sunshine Classic Girls’ National Qualifier
Orlando, FL – Also oversubscribed with over 1400 teams registered but our capacity is just under 1200 teams.
- Show Me Qualifier
Kansas City, MO – Currently have about 900 teams registered for 2022 and right now we project we can accommodate all teams who would like to participate
- USAV has completed the RFP process for all events and venues through 2025. Contracts being finalized. This will enable us to announce host cities far earlier than we have in the past. For example, 2023 BJNC has already been announced in 12/21.
- An Assistant is being hired to be shared between Indoor Events and Member Services. This person will work with Events January-July and Membership August-December to accommodate each department's busy seasons.



Beach Events

- USA Volleyball Beach Tour Championship location is still TBD
 - Efforts were made to try and follow the AVP event in Hermosa Beach, but USAV was not granted the permit by the city. FYI, USAV has not had a permit in Hermosa since 2016.
 - A search for a new location is ongoing and hope to have this finalized in the coming weeks. Locations being considered are Huntington Beach and Fort Lauderdale.
 - BNQ Hosts are finalizing dates and locations and the website is being updated once events are confirmed.
- Continue to work on a re-brand of the event creating assets more in line with our USAV look and feel to increase awareness and association to USAV with the tour.
 - Assets created for tour
 - ✓ Wind chaser Flags
 - ✓ Banner system
 - ✓ Tents
- Strategic alliance announced with the AVP. Planning and coordination efforts continue focusing on many topics including:
 - Joint Beach Ranking System
 - Event Management Software
 - Event scheduling coordination
 - National Team Development Athlete Tracking Software
 - Coach Education and Certification
 - Officials Education and Certification
 - Co-affiliated events



International Events

- 2022 Volleyball Nations League
 - Finalized location for the 2022 Women's VNL event to take place in Shreveport-Bossier City, LA
 - Same location where the women's national team qualified for the Olympic Games in 2019
 - Dates: May 31st – June 5th
 - Six days of competition
 - Teams Competing – USA, Canada, Dominican Republic, Brazil, Korea, Germany, Japan and Poland
 - Additional information can be found on the USAV website:
<https://brookshiregroceryarena.com/events/volleyball-nations-league-womens-preliminary-rounds/>
- NORCECA Pan American Cup – U18
 - Tulsa, OK in conjunction with the All-Star Championship event.
 - Dates: July 18 -23
 - Teams: TBD



Officials Development

- The Rules Commission's only change this season was to default to not switching sides. Regions can do as they wish.
- The three Rules Books are updated and completed. We will not be offering a hard copy of books this season due to supply chain issues but they will be downloadable and printable.
- We completed our National Candidate Certification Process and certified 20 new National Candidates and 55 new Junior National Candidates this past season.
- We are excited to announce our NODP (National Officials Development Program). This program is supported by our officials' chairs and will bring recommendations from the regions. Each region will recommend two officials from nationally underrepresented groups, so we can begin to build a pipeline.
- We are excited to announce the addition of our new coordinator, Stephanie Evans. She comes to us from USA Triathlon.
- Instructional System Design (USA Volleyball Academy)
 - 39 out of 40 regions are now participating in the USAV Academy, a new record.
 - Four regions are using resources in the USAV Academy to manage their onsite clinics – this is new.
 - Facilitated our first comprehensive review of all Officiating Training modules – made over 250 revisions.
 - Made it through the 2021-22 holiday without a major system disruption. Traffic peaked January 2 with just over 10k unique users. For the month of December had 72,607 unique users logged into the Academy (which is more than double from December 2020).
 - Assisting Coaching Education and NTDP with Academy-related changes to their programs.
 - Seasonal updates to Critical Rules and Exams are already initiated – less wait time this season.



- Reviewing existing content in NTDP Academy to ensure synchronicity with content developed in coaches path.
- Will be developing reward and recognition strategies and programming to motivate more coaches to increase engagement with USAV Education.
- USAV Education will be working with the National Team coaches during the NT Open practices to capture video and interactions for use in content development.
- National Team coaches and consultants are being retained to produce content.
- We are planning to begin development of online education modules and resources for club directors, parents and youth athletes as soon as we have the coaches modules up and running.
- Working with the NTDP to leverage NTDP events to host USAV Education workshops.
- Regions will be asked to identify their Regional Instructors that will be trained by the USAV National Faculty in April. Instructions will be sent to regions to assist in their selection.



- Met with three external volleyball education providers and gave them a partnership proposal detailing the components of the partnership. They are reviewing at present with follow-up meetings taking place later this week.
- Identified 30 candidates for the new USA Education National Faculty and sent out invites. Received 21 confirmations. Will be sending out meeting arrangements for the development of the resources to be used to train the Regional Instructors.
- Developing initial set of Bronze and Silver Tier online modules and in person workshops. To be tested in February.
- Working with Litmos LMS, Shopify and Bold Subscriptions to develop and test the eCommerce function. Also, structuring the Litmos LMS to accommodate coach modules.
- Identifying and retaining content development experts in each of the USAV Development Model Pillars



- We will be contacting the Regions in conjunction with the RVA Education Committee to identify hosts, locations, and dates for the Regional Instructor Training Sessions.
- Collaborating with the RVA Education Committee in the identification of content topics, content providers, and evaluating the applicability of the content developed or submitted and its points value.
- Collaborating with the RVA Marketing and Branding Committee to develop strategies to promote the adoption of the program by regions and clubs.
- USAV Education and the NTDP will be presenting a “Town Hall” to regions, clubs and members in March to showcase the components each program.
- Staffing Update- 2 new positions have been added to the Education Services team:
 - Kevin Ankrom was hired as the new Curriculum Designer in December.
 - Jordan Kelly moved over to USAV Education from the NTDP to be the USAV Education Program Manager in January.



NTDP – Athlete Development

- NTDP Academy
 - Launched the NTDP Academy on August 11, 2021. As of January 2022, the Academy offers 162 total modules taught by 34 different National Team athletes, coaches, and field experts. Course work will continue to build throughout the year. Learning will focus on the holistic athlete working through five pillars: craft, body, mind, heart, and team.
 - Beginning November 2021, we were able to develop a sample NTDPA course for Regions to provide as a member benefit through the USAV Academy. As of January 2022, eight regions have provided this offering to their junior members, and we are seeing a spike in engagement in recent weeks.
 - As of January 18, there are 95 NTDPA subscribers and 1,087 onboarded NTDP selected athletes, coaches, staff, and comped recipients (e.g., Region admin)
- IDPs/Apollo:
 - Individual athlete development plans have been created to provide additional support and guidance for NTDP-level athletes within Apollo, our athlete management tool.
- Hickory Point Beach in Tavares, FL was designated by World ParaVolley to be the first Beach ParaVolley Development Center (BPC) in the world. The BPC will serve as a center for upcoming competitions, events, clinics, camps and training/education opportunities for athletes, coaches and officials.



NTDP – Athlete Development

- Hudl:
 - All Beach and Indoor NTDP Training Series athletes and coaches are provided access to utilize the Hudl platform and supplement their Apollo recommendations, off-court learning opportunities with video recorded from their practices. Athletes and coaches can access this video after the training series to accelerate development beyond the physical dates of our events.
- NTDP Coaches, Scouts, Speakers:
 - Olympic, Paralympic, and National Team athletes and staff have made a HUGE impact on the National Team Development Program. The following numbers are representative of the NTDP Coaches, Scouts, Academy Presenters, and Guest Speakers in 2020/2021 as we continue to align the NTDP with our National Teams.
 - · Olympians/Paralympians: 43
 - · Olympic/Paralympic Staff Members: 32
 - · National Team Athletes: 70
 - · National Team Staff Members: 53



2021 Winter Training Series

- Indoor – Winter Training Series: Anaheim, CA, December 27-30
 - Boys: U17/U18 - 65 & U19/U20 – 37 participants
 - Girls: U16/U17 - 62 & U18/U19 – 52 participants
- Beach – Winter Training Series: Manhattan Beach, CA, December 27-30
 - Boys: U16/U17 = 10 & U18/U19/U20 = 23 participants
 - Girls: U16/U17 = 34 & U18/U19/U20 = 37 participants



NTDP Training & Competition Schedule

- Women's National Team Open Program (formerly known as WNT Open Tryout)
 - February 25-27, Colorado Springs, CO
 - In collaboration: NTDP, Women's National Team, Education Services
- Spring Training Series
 - Indoor, May 6-8, Location(s) to be announced soon
 - Beach
- Summer Training Series
 - Indoor, July 14-18, Tulsa, Oklahoma
 - Beach, July 25-30 (TBC), Location TBD
- Collegiate National Teams
 - Indoor: Dates TBD, Anaheim, CA
 - Beach: Dates TBD, Chula Vista, CA
- Accelerators
 - Indoor: Dates and Locations TBD
 - Beach: Dates and Locations TBD
- Indoor National Teams:
 - U18 Pan American Cup - July 16-24, Tulsa, Oklahoma
 - U19 Pan American Cup - May 21-29, Guatemala
 - U20 Pan American Cup - June 5-13, Mexico
 - U21 Pan American Cup - September 18-26, Cuba
- Beach National Teams:
 - U19 FIVB World Championships – Dates/Location TBD · U19 Trials - Dates/Location TBD
 - U20 NORCECA - Dates/Location TBD
 - U20 Trials - Dates/Location TBD · World University Championships - August 14-28, Lake Placid, New York
 - WUC Trials - Dates/Location TBD
- Sitting National Teams:
 - Youth Para Pan American Games – July 15-22, Bogota, Columbia



- Beach HP Championship: After consulting with the RVAA Beach Committee, we have decided that we will not be holding a 2022 Beach High Performance Championship event. There were many challenges of securing permits as well as the very crowded beach calendar this summer. In addition, USA's plan forward is similar to that for indoor where USAV will not be selecting or fielding age-group national teams for domestic events like the Beach High Performance Championships. Our focus will stay concentrated on training and development of the high potential youth beach athletes through the National Team Development Program Training Series.



- The U.S. Center for SafeSport made the new MAAPP effective January 1, 2022, however, USA Volleyball had already launched its new compliant MAAPP with the start of our new season (9/1/2021)
- Just before the holidays, the Center changed its learning management software, forcing USAV to make the change right before its busiest training time. The transition was made, but not without many hiccups on the part of the Center. The USAV help desk remained on-call all holiday season to assist users with their training issues.
- The Center intends for all NGBs beginning in January 2023 to start tracking their emotional and physical misconduct cases, and such information tracking will be auditable in 2024. USAV is part of a working group to assist the Center in understanding what these cases will be looking like.
- The Center has just informed the NGB's that we will now be required to report retroactively all adult-to-minor sexual misconduct that has ever happened within the NGB and our regions that did not result in a ban. We will need to certify this list by July, 2022.



Diversity Equity & Inclusion

- The NCAA announced last week new transgender rules that state that the NCAA will follow the transgender guidelines that have been established by each NGB. This materially deviates from the past of the NCAA creating it's own regulations.
- The USAV DEI Action Plan was submitted Nov 2021, is considered a working document and will be reviewed quarterly noting any adjustments that need to be made.
- USAV is participating in a NGB working group to address transgender participation. The working group is sponsored by the USOPC and facilitated by The Inclusion Playbook. *The Inclusion Playbook is a Sports Impact project led by civil rights advocate and former Division I athlete [Ashland Johnson](#) with the goal of empowering social change agents to transform communities in and through sports.*
- Upcoming Requirements: 2021 Demographics are due to the USOPC in March and include demographics for the USAV BOD, Staff, Standing Committees and Membership). Note the 2021 date is correct – it's always a look back period.



Diversity Equity & Inclusion

- We've recently invested in a platform to reach a more diverse candidate pool. Advertising through Job Target Diversity Post sends our postings to 25 diversity job sites that specifically focus on reaching ethnic minorities, veterans, women, individuals with disabilities, the LGBTQ community and older workers. (Screen Shot below)

JobTarget DiversityPost

Extend Your Diversity Reach

Job Sites Included:

- Reach a diverse candidate pool
We'll send your jobs to over 25+ diversity job sites that specifically focus on reaching ethnic minorities, veterans, women, individuals with disabilities, the LGBTQ community and older workers.
- Reduce costs
Posting one job on each of these job sites would cost hundreds of dollars, but our partner network provides exclusive discounts that we pass on to our clients.
- Extended exposure to diverse candidates
We'll send your jobs to the DiversityPost job sites for a full 30 days.

© 2021 Job Target



National Teams - Beach

- April Ross & Alix Klineman won Bronze at the FIVB World Tour Finals in Italy Oct 6-10, 2021
- Terese Cannon & Sara Hughes won Bronze at the FIVB Itapema 4 Star in Brazil Nov 10-14, 2021
- BNT Tokyo Gold medal and delegation banner unveiling ceremony held on Nov 20, 2021
- We have created a new position: Beach Development Coach to help us build our pipeline of younger national team athletes
- Planning for the new 2022 Volleyball World Beach Pro Tour which is still being developed by Volleyball World. Instead of working with NF's to host events, Volleyball World is looking to host all of them themselves.



National Teams – Indoor

- Women finished 3rd at the 2021 Pan Am Cup Final Six tournament in Santo Domingo, DOM, Sept. 11-20
- Men finished 3rd at the 2021 Pan Am Cup Final Six tournament in Santo Domingo, DOM, Sept. 1-10
- Karch Kiraly and John Speraw have both been retained as head coaches for the 2024 Paris quad. Karch has filled all of his assistant and support positions and John has hired Matt Fuerbringer back as his top full time assistant coach. John is still recruiting a second full time assistant coach (which is increased from part time in the Tokyo quad in order to increase support of the Men's Program).
- Women have begun January-February Small-Group Training for WNT'ers prepping to compete in Athletes Unlimited which will begin Season 2 this March. There are no men currently training in the Anaheim facility as they are all playing overseas.
- National Team Training Center: just learned that we have a verbal commitment to be able to stay in our Anaheim facility at least through the Paris games. A LOT of work has been done by Jamie and Karch to be able to secure this arrangement which is great news for the program.



National Teams – Sitting (Women)

- Held a training camp in November to prepare for the new quadrennial.
- Held a Gold Medal celebration in conjunction with the University of Central Oklahoma, the City of Edmond, OK, & USAV in November
- World Cup & ParaPan American Zone Championships were cancelled due to the pandemic
- All staff except for 1 assistant coach from the previous quadrennial were retained through Paris
- All players except one that were on the Tokyo roster will stay with the program in the new quadrennial
- Adding a new position, Performance Analyst, that will support the Men's and Women's team. This position has existed for the Beach and Indoor programs and this will now help bring the sitting program support more in line with that of the other disciplines
- Holding camps in February & April and competition against Canada in Boston March 4-6 in preparation for the World Championships
- Selecting a roster for World Championships held May 18-24 in China



National Teams – Sitting (Men)

- Held training camps in Oct., & Nov. To prepare for the new quadrennial.
- World Cup & ParaPan American Zone Championships were cancelled due to the pandemic
- All staff from the previous quadrennial were retained through Paris
- All players from last quadrennial will remain with the program in the new quadrennial
- Resident training began January 18
- Holding camps in February, March, & April in preparation for the World Championships
- Selecting a roster for World Championships held May 18-24 in China



Sponsorships / Partnerships

- Mizuno
 - On January 3rd USAV announced the return of Mizuno as USAV's apparel and footwear sponsor. The sponsorship runs through 2028.
 - This is the largest sponsorship deal in the history of USA Volleyball and the commercial terms per year exceed those of our final (pre-pandemic) year of the adidas agreement
 - Due to global supply chain challenges, working with Mizuno on prioritizing our immediate needs for merchandise. Priority is going to our national team competitions, national team training blocks, NTDP camps and events (and based on timing in the calendar).
 - Mizuno agreement allows us to continue to market USAV using adidas imagery through 9/30/22 since we have no pictures of athletes in Mizuno gear.



Athlete Representation

- Effective 1/1/2022, the USOPC has implemented a new policy requiring 33% athlete representation (and voting voice) on all boards, committees, and assemblies.
- USAV with our AAC rep Eric Duda has petitioned the USOPC for weighted voting waivers as follows:
 - No waiver requested for: USAV Board, AF&B, E&E, Governance, Personnel committees
 - Weighted voting waiver (meaning not requiring physically 33% of athletes on the body but the athletes that are must have 33% voting power): RVAA, Officials Assembly, Junior Assembly, Beach Assembly
 - Jamie and Eric met with the committee on 1/20 and are awaiting their ruling/approval of the waiver request.
 - NOTE: a quorum will not be considered met if the 33% athlete vote is not present.



- There is a lot of noise in Congress right now surrounding the Beijing Olympics and China's human rights record. The US government has boycotted at the government level (they will not be sending a delegation). There are congressmen who are proposing to remove the IOC's non-profit status as a result of supporting China and the games. Should a bill be successfully passed doing so, this will trickle down to the USOPC (and potentially to the NGB's). USOPC is taking the lead on the government lobbying of this issue.
- Lori Okimura has been named Sport Director for World ParaVolley. She is the first female to hold such position.