American Development Model
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-esteem
- Teamwork
- Physical activity
- Peer social

By The Numbers

- As many as 70% discontinue playing organized sports by age 13
- Only 1% of high school athletes who receive any scholarships
- Between 3-11% of high school athletes compete at the college level
- At least 50% of athletic injuries related to overuse
- Between only 0.03-0.5% of high school athletes reach professional level sports
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

LTAD

Pathway Focus to Better Play

NF/NGB Driven

ADM

Development First

Marketing of Good

Coach Focused

Better Play
"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

<table>
<thead>
<tr>
<th>Revenue</th>
<th>Participants</th>
<th>Fee per session</th>
<th>Session a month</th>
<th>Cost per Month</th>
<th>Months</th>
<th>Total Reg.</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>Paid Cash Experience</td>
<td>300</td>
<td>$40.00</td>
<td>4</td>
<td>$160.00</td>
<td>10</td>
<td>$1,600.00</td>
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<tr>
<td>Volunteer Model</td>
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<td>$120.00</td>
<td>4</td>
<td>$480.00</td>
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<tr>
<td>Increased Participation</td>
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<td>$40.00</td>
<td>4</td>
<td>$160.00</td>
<td>10</td>
<td>$1,600.00</td>
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In Table 2, the expenses of paid vs volunteer model are compared. The Paid Coach model has $60,000 in staffing costs, as well as uniform and overhead that captures costs 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

<table>
<thead>
<tr>
<th>Expense</th>
<th>10:1 Ratio</th>
<th>Staff Cost per Session a month</th>
<th>Staff per month</th>
<th>Staff per session</th>
<th>Months</th>
<th>Staffing Cost</th>
<th>Uniform</th>
<th>Overhead</th>
<th>Profit/Loss</th>
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<td>Growing Participants</td>
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Table 3: Financial Impact of Retention

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<tr>
<th>Poor Retention</th>
<th>Year</th>
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<th>Fee</th>
<th>Amount</th>
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<table>
<thead>
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<th>Good Retention</th>
<th>Year</th>
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<th>Fee</th>
<th>Amount</th>
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<tbody>
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It Doesn’t Hurt Business
All The NGBs Using ADM
ADM in the USA

Brochure:
Teamusa.org/ADM

More Info:
Director of Coaching
Chris Snyder
Chris.Snyder@usoc.org