



# *Building a Community Partnership*



# Introduction

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## Duties:

- **Promote & Advocate Middle/High School Bowling**
- **A Resource and Guide for centers, schools, state athletic associations**



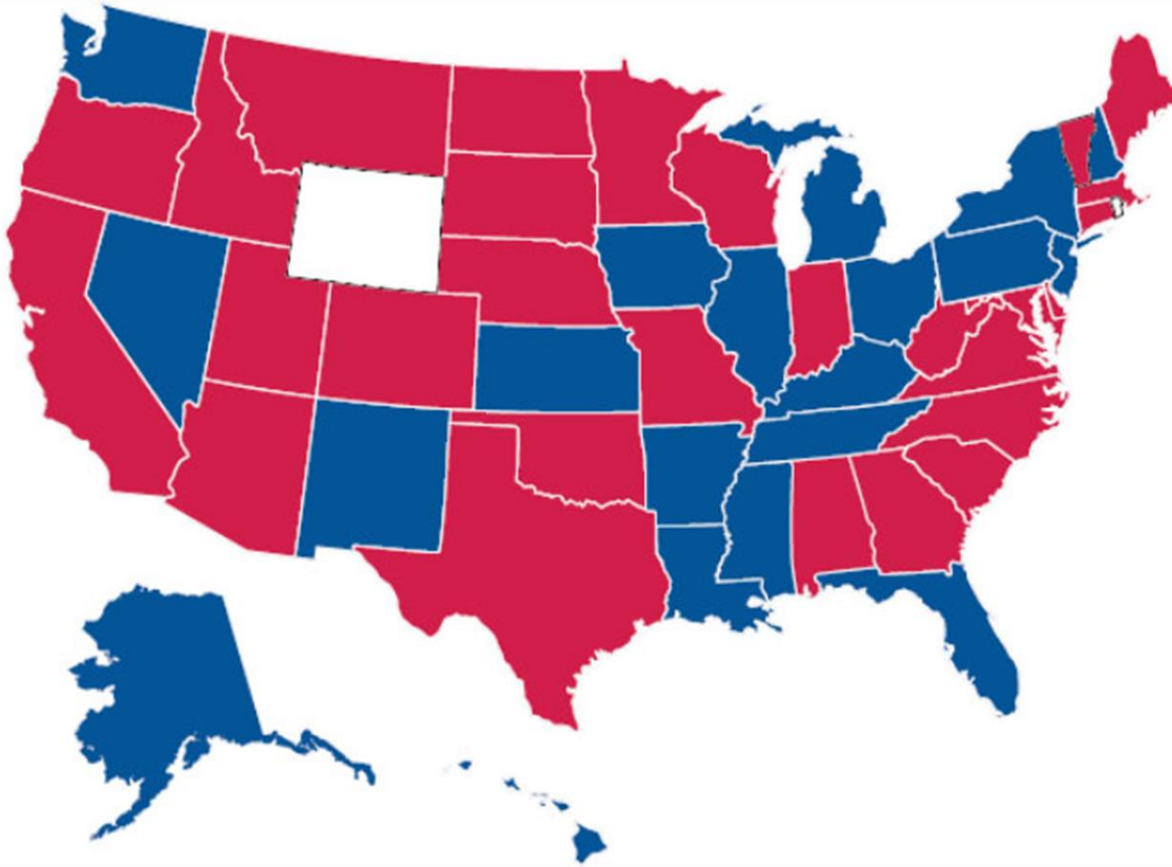
# Webinar Overview

## Topic: High School Bowling & Building a Community Partnership

- **Why offer High School Bowling?**
- **Understanding the School Mindset**
- **Partnership > Business**



# Current HS Bowling Landscape



**VARSITY – 20**

**CLUB – 29**

**NONE – 2**



# Recent Developments

- **Nebraska**
  - **Has been working for 10 years to become Varsity sanctioned**
  - **Recently gained much needed NSAA support; possible Unified program**
- **Texas**
  - **Continues to gain support**
  - **Growing participation yearly**
  - **Meeting with UIL in October**



# Recent Developments

- **Missouri**
  - **MSHSAA contacted the state BPA;  
Want to work together**
  - **MSHSAA wants the participation**
- **Alabama**
  - **Proprietor Support**
  - **AHSAA Support**
  - **Target goal for 2014-15 season**



# Why Offer HS Bowling?

- **HS Bowling can bridge the gap between your Center and the Community**
  - **This is a “Good Will” gesture**
  - **At the same time, it creates Community Awareness**
  - **Excellent Marketing Tool**



# Why Offer HS Bowling?

- **All Communities have High School Students, so Why Not?!**
  - **Students need activities/sports**
  - **Not every student can play football, basketball, etc.**
  - **Bowling can be the answer !**





# Why Offer HS Bowling?

- **Creates a Relationship with the Schools**
  - **Not selling TO them; Partnering WITH them**
  - **Good intentions spreads fast**
  - **Teachers / Admin talk**
  - **Could open Elem. & MS doors**



# Why Offer HS Bowling?

- **Not JUST Students Walk Through Those Center Doors**
  - **Family**
  - **Friends**
  - **School Administrators**
  - **ALL will see what your center has to offer**



# Put Yourself in the School's Shoes

- **What are Your Priorities?**
  - **Students ALWAYS come first**
  - **Want programs that create student interest**
  - **Dealing with a shrinking budget**





# Solution: High School Bowling



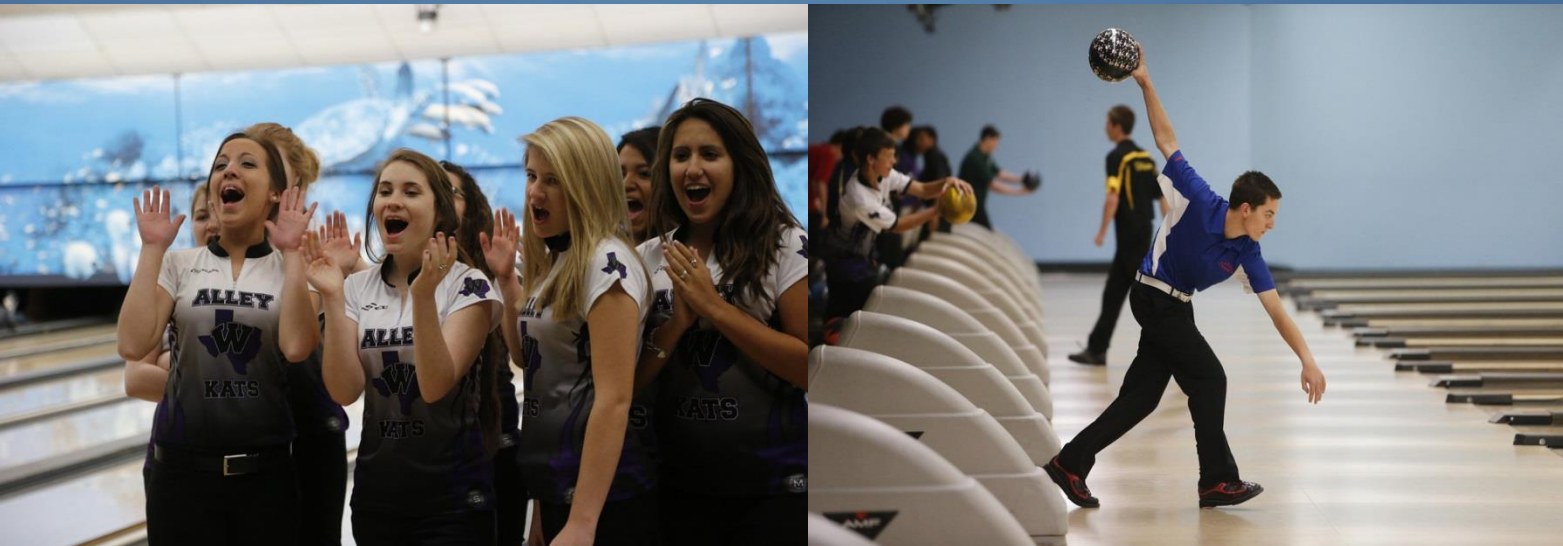
# Solution: HS Bowling

- Engages students less likely to participate
  - Over 70% of students that bowl, are not involved in other sports
- Enhances Teamwork & Grades
  - Promotes higher grades
  - Allows students to grow in a social environment



# Solution: HS Bowling

- Promotes a lifelong activity
  - Introduces a sport that keeps students active



# Solution: HS Bowling

- Collegiate Bowling Programs
  - More than 200 colleges have programs, including NCAA
  - Scholarships & tuition assistance available, especially for female athletes
  - Schools continue to add teams and programs each year



# Where Do you Start?

- **In Your Center**
  - **Create buzz**
  - **Talk with center youth**
  - **Talk with adult bowlers**
  - **Gauge the interest**





# Where Do you Start?

- **Once you Gauge the Interest...**
  - **Determine your leaders**
  - **Activate those people to help**
  - **Motivated Parents can move mountains**
  - **Motivated Kids perform miracles**



# Talk with the Schools

- **Work with them to create the program**
  - **Include them on decisions**
  - **Ask their opinion**
  - **Make the process seem effortless for them**



# Talk with the Schools

- **Show interest in working together**
  - **Remember: Partnership > Business**
  - **Let your passion show**
  - **Make the students a priority**
    - **Ex. Bowling is a sport ALL students can participate in and enjoy**



# Talk with the Schools

- **Present the Program to Admin**
  - **Add academic requirements for eligibility that is consistent with their current policy**
  - **What does the school like about the program? What would they change?**
  - **Make changes TOGETHER**



# Talk with the Schools

- **If the School Agrees...**
  - **Execute the program**
  - **Learn from mistakes**
  - **Make changes TOGETHER**
  - **Make next year even BETTER**



# Talk with the Schools

- **If the School Disagrees...**
  - **Maintain the relationship**
  - **Keep communication ongoing**
  - **Discuss solutions / changes  
TOGETHER**
  - **Stay passionate, available and  
helpful**



# At the End of the Day Remember This...

- **Create a Relationship**
- **Grow the Partnership**
- **Be Available & Helpful**
- **Work Together**
- **Never Give Up**





# CONTACT INFORMATION

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**YOUTH DEVELOPMENT**



# QUESTIONS?

# COMMENTS?

