



International
Bowling Campus



Building a Community Partnership



YOUTH DEVELOPMENT



Introduction

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Duties:

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



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Webinar Overview

Topic: High School Bowling & Building a Community Partnership

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

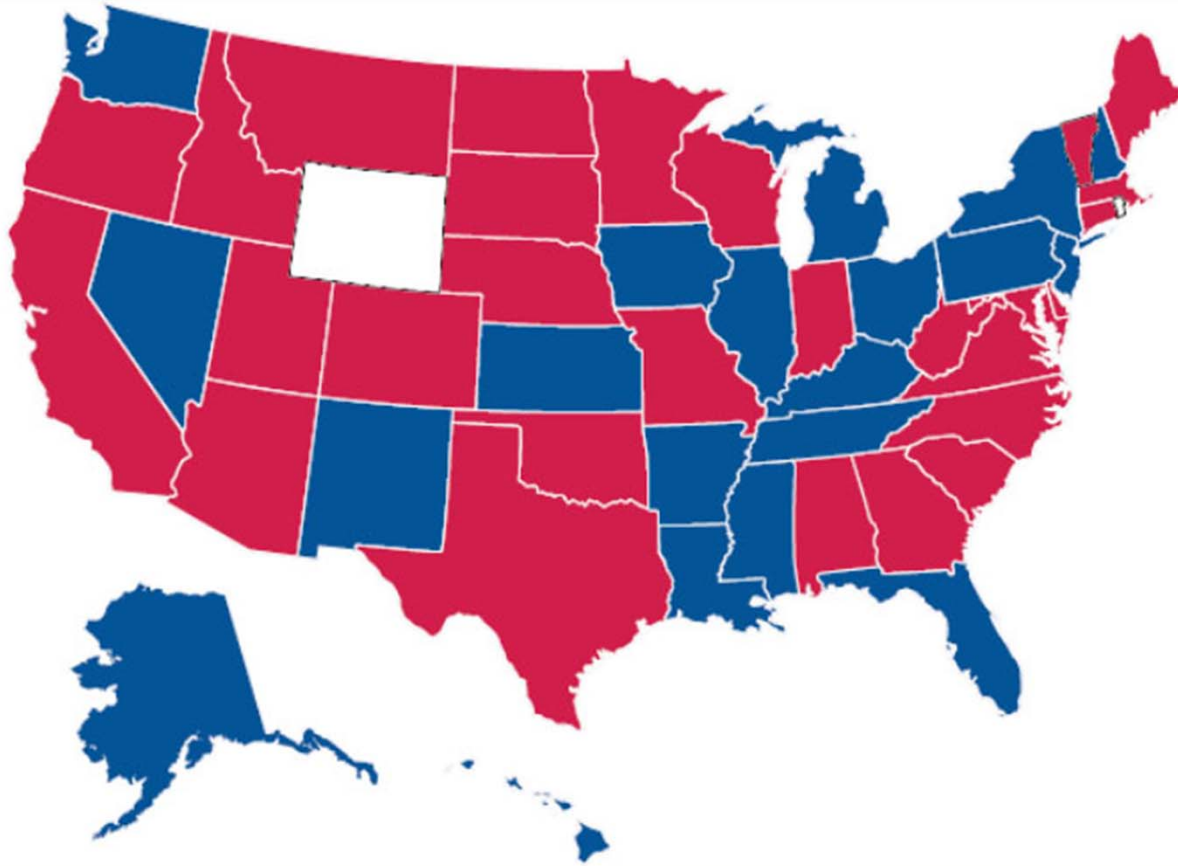


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Current HS Bowling Landscape



VARSITY – 21

CLUB – 28

NONE – 2



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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
 - Will start in the 2015-2016 season



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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



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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 !



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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



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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



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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



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Solution: High School Bowling



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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



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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



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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



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Talk with the Schools

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



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Talk with the Schools

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



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At the End of the Day Remember This...

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



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QUESTIONS?

COMMENTS?



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