



USBC COLLEGIATE GUIDE



youth education services fund

The Youth Education Services (YES) Fund is a united effort by industry leaders in the sport, initiated by the Bowling Proprietors' Association of America and the United States Bowling Congress, dedicated to youth bowling development and marketing.

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To make a contribution or learn more about the YES Fund, contact:

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USBC COLLEGIATE

USBC Collegiate, a program of the United States Bowling Congress, is dedicated to providing collegiate bowling opportunities to enhance students' academic, athletic and personal development. The National Collegiate Athletic Association, National Junior College Athletic Association and National Association of Intercollegiate Athletics recognize USBC Collegiate as bowling's national intercollegiate governing body. USBC Collegiate maintains the eligibility of club and varsity bowling by providing certification and regulation of the sport of bowling at the collegiate level. It also provides assistance and leadership in implementing bowling programs to ensure pride and enjoyment in the sport of bowling.



CONTACT INFORMATION

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BOWL.com/collegiate



WHAT USBC PROVIDES PROGRAMS AND STUDENT-ATHLETES



- Current materials and information to organize, conduct and promote bowling activities
- Complete list of all intercollegiate bowling programs, tournaments and conferences
- Access to nearly 250,000 youth participants
- Network of nearly 5,400 bowling centers
- Network of certified bowling instructors/coaches and certification opportunities
- Access to bowling industry publications and news releases
- Service and assistance from national staff
- Regulation of intercollegiate bowling
- Certification of intercollegiate bowling events
- Eligibility into intercollegiate bowling events
- Social and athletic opportunities at the collegiate level
- Membership into the largest organized sport in the world
- Eligibility clearinghouse
- Current national governing body championship tournament (USBC Intercollegiate Team Championships)

WHY HAVE A COLLEGIATE BOWLING PROGRAM?



- **Intercollegiate bowling popularity is on the rise nationwide**
- **Create a high-quality, competitive sports program that features flexible costs to meet your institution's budget**
- **Helps your institution become an immediate leader in the sport of bowling**
- **Creates additional national television and media exposure for your institution**
- **Team will not need the use of traditional facilities such as your gym, pool or track for practice or competition**
- **Opens a new pool of student-athletes each year as approximately 10,000 athletes who bowl graduate each season**
- **Reasonable program costs and immediate opportunity for success**
- **Potential for financial assistance for the student-athlete**
- **A loyal, dedicated alumni**



USBC COLLEGIATE MEMBERSHIP

Obtaining membership

Membership in USBC Collegiate shall be obtained through the intercollegiate bowling coach/advisor. Upon completion and submission of the USBC Collegiate Application for membership and fees, each intercollegiate team shall receive USBC National and USBC Sport Bowling membership for each individual registered on the team. If holding a competition comprised entirely of intercollegiate bowlers, all participants must be USBC Collegiate members.

USBC Collegiate membership fees

USBC Collegiate membership entitles bowlers to participate in all certified intercollegiate conferences and tournaments. Fees required for USBC Collegiate membership:

1. USBC Collegiate team fee of \$350 per team for a roster of up to eight student-athletes.
2. Additional student-athletes may join for \$35 each. USBC Collegiate fees cover the team fees and the individual national membership fees required for the United States Bowling Congress.

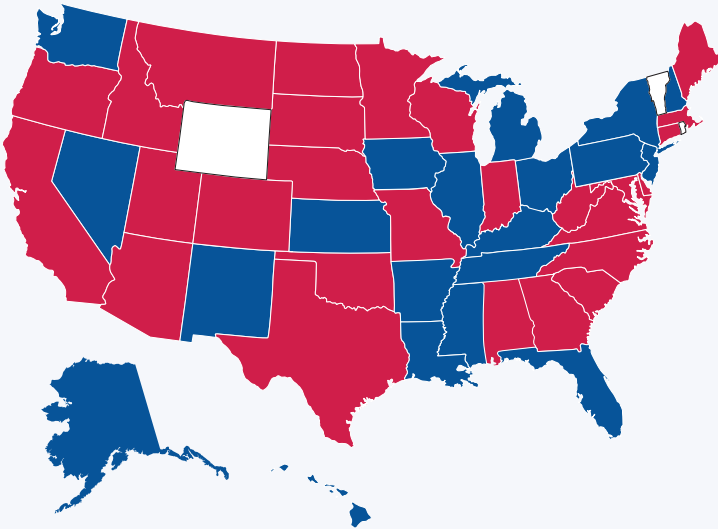
Postseason competition

The USBC Intercollegiate Team Championships, held annually in April, is the pinnacle event of the college bowling season. The championships bring together the top 16 men's and top 16 women's teams

in the country to compete for national team titles. The Intercollegiate Team Championships has been broadcast on national television for 10 consecutive years.

The USBC Intercollegiate Team Championships field starts with 80 men's and 64 women's teams competing in sectional qualifying events. To be automatically invited to a sectional qualifier, a team must have won its USBC Collegiate certified conference or earned enough points from finishes in USBC Collegiate certified competition. The top four men's and top four women's teams from each of four sectional qualifiers advance to the national championships.

STATES WITH HIGH SCHOOL BOWLING



STATES WITH HIGH SCHOOL VARSITY STATUS

Alaska	Iowa	Mississippi	New York
Arkansas	Kansas	New Hampshire	Ohio
Florida	Kentucky	Nevada	Pennsylvania
Hawaii	Louisiana	New Jersey	Tennessee
Illinois	Michigan	New Mexico	Washington

STATES WITH HIGH SCHOOL CLUB TEAMS

Alabama	Idaho	Montana	South Dakota
Arizona	Indiana	Nebraska	Texas
California	Maine	North Carolina	Utah
Colorado	Maryland	North Dakota	Virginia
Connecticut	Massachusetts	Oklahoma	West Virginia
Delaware	Minnesota	Oregon	Wisconsin
Georgia	Missouri	South Carolina	



USBC Collegiate also conducts the USBC Intercollegiate Singles Championships, which crowns individual national champions in the sport of bowling. All collegiate bowlers can attempt to qualify for the Intercollegiate Singles Championships through one of the four sectional qualifiers, where a total of 24 men and 16 women will advance to the national finals. At each sectional, the top four men and top four women advance; the additional eight men's spots will be based on the size of the field at each location. Airfare, hotel, transportation and meals for each national finalist will be paid by USBC.

ESTABLISHING A PROGRAM

Athlete availability

Each institution has outstanding potential to immediately field a competitive bowling team. Bowling at the high school level continues to grow. Currently, 20 states have high school varsity bowling programs and an additional 27 states have some high school club-level bowling competition.

USBC High School, a resource program of the United States Bowling Congress, offers assistance in the creation and maintenance of high school bowling programs to school administrators, high school state athletic associations, state proprietors associations and industry member organizations. The bowling industry is dedicated to working with the National Federation of State High School Associations and state athletic associations in the development of bowling as a varsity letter sport in all 50 states.

Athlete advancement opportunities

The United States is saturated with individuals who participate in structured bowling programs. The collegiate level serves as a steppingstone in the development of athletes progressing from youth and high school competition to national team (USBC Team USA and Junior Team USA) and professional competition (Professional Bowlers Association). USBC Collegiate programs continuously produce numerous high-quality players who rank among the world's best.

Participation numbers

Standard collegiate competition utilizes a five-player team with each team's regular travel roster consisting of up to eight players. During the season, a program could maintain a larger squad in order to continue to develop the program and secure long-term success. While the standard format utilizes five-player teams during intercollegiate competition, student-athletes might have the opportunity to compete in various events during the season. All intercollegiate competition allows for necessary substitutions to be made during team competition. The coaching staff evaluates and determines the athletic performance of the players for each event. Schools can have a roster of 35 men and 35 women for the 2011-12 season. That means your program can have a total of 70 student-athletes compete this season.

Length of season

The intercollegiate bowling regular season runs from October through February with postseason competition in March, April and May. USBC Collegiate currently certifies and supports more than 100 intercollegiate bowling tournaments nationwide throughout the season. Many of these intercollegiate events serve in the qualification system for the USBC Intercollegiate Team Championships by awarding points based on finish.

Opportunities for program success

Based upon the utilization of financial, coaching and student-athlete resources available, a highly-competitive bowling program could be functioning within one to two years. It is a realistic possibility the program could be competing in postseason competition with a high finish in the USBC Intercollegiate Team Championships during its first competitive season.



Media exposure

The sport of bowling provides potential national television exposure for the institutions. A number of articles and promotional items regarding collegiate bowling are published in national newspapers and magazines throughout the year. Several events throughout the season are broadcast live on BOWL.com.

In addition, numerous collegiate bowling alumni are achieving high levels of success at the national, international and professional levels. Many collegiate bowling standouts have gone on to great success on the Professional Bowlers Association tour and as international competitors representing the United States on Team USA and Junior Team USA. Collegiate bowling programs have been successful in recruiting top international bowlers who also represent their respective countries on their national teams.

MANAGING A PROGRAM

Coaching staff

A full-time head coach should be utilized for the bowling program with consideration given to adding an assistant coach. The competitive season for bowling is approximately seven to eight months in length, with the regular-season competition going from October through February and postseason competition running March through May. Outside of actual competition, full-time attention is needed for practice,



conditioning, player development, recruiting and administrative duties. The additional months would be utilized for continued recruiting and potential revenue-generating activities.

Salaries for these coaches can be computed using current salary formulas for coaches of other sports. To ensure the highest quality of instruction, personnel and equipment utilization is performed, the coaching candidate should have specific credentials. USBC Collegiate suggests the candidate have previous experience, USBC Coaching credentials, an understanding of bowling ball technology and previous collegiate bowling experience. USBC Coaching Silver and Bronze level certifications are the highest within the sport. A school can use the “Find A Coach” feature on BOWL.com or contact the USBC Coaching department at coaching@bowl.com to find certified coaches in its area.

Availability of facilities

It is not a requirement for your institution to have an on-campus practice facility for a bowling program. With nearly 5,400 bowling centers in the United States, your institution’s community probably has access to championship bowling centers that can be used for these purposes. These facilities allow you the opportunity for team practices and preparation for intercollegiate competition. It might be possible for player and on-lane instructional equipment to be stored on-site at minimal or no cost.

A fee structure has been included within the following operation expenses for facilities utilization with the understanding that practice fees and storage of program equipment may be negotiated with these bowling centers.

Scheduling

During the intercollegiate bowling season, more than 100 USBC Collegiate-certified tournaments are available for competition. Most of these tournaments are multi-day events focused on team competition. The size of these events can range from dual meets to a large national event with competition against varsity and club sport programs.

USBC Collegiate serves more than 190 institutions with collegiate bowling programs nationwide during each season and can assist in developing a competition schedule right for your institution’s needs and budget requirements.

Equipment availability

Several bowling manufacturers offer donated or discounted equipment to college bowling programs. For additional information, please contact USBC Collegiate.

The coach should have a good understanding of the top bowling equipment manufacturers. Once these deals are in place, it also becomes financially beneficial to have bowling ball maintenance equipment and supplies on hand to ensure proper equipment performance.

Additional equipment needs

For proper bowler analysis and instruction, it is recommended to utilize video equipment in the bowling program. Video equipment could include a simple video camera, tripod and television package and advance up to a specialized digital video analysis system designed specifically for bowling.

Utilizing a qualified coach and advanced video equipment provides the proper tools to ensure the highest level of training and coaching for ultimate team performance.

OPERATING EXPENSES

Various levels of financial commitment exist for universities with a bowling program. Operating expenses include such items as competition fees, travel, practice, equipment, uniforms and recruiting. The figures for a budget provided within this guide do not reflect scholarship dollars or coaches benefits and are average estimated budgets. The operational budgets are based on a 12-player roster with a travel squad of eight players and one coach at each competition. Additional information on the budgets can be provided by USBC Collegiate upon request.

Low-end bowling program: Estimated operational budget

For approximately \$12,000, a bowling program that covers the basic expenses and attendance at 10 days of intercollegiate events can be developed.



This budget does not cover costs associated with postseason competition. Expenses in this budget include competition fees, travel expenses, practice and uniforms. In the low-end operational budget, athletes would be responsible for providing their own bowling equipment. Equipment needed by student-athletes includes bowling balls, bowling bags, shoes and other miscellaneous items.

Mid-range bowling program: Estimated operational budget

For approximately \$25,000, an institution can implement a bowling program that covers expenses and attendance at 20 days of intercollegiate bowling events. This budget does not cover costs associated with postseason competition. The mid-range budget covers the expenses for competition fees, travel expenses, practice, uniforms and video training equipment.

In the mid-range operational budget, athletes would be responsible for providing their own bowling equipment. Equipment needed by student-athletes includes bowling balls, bowling bags, shoes and other miscellaneous items.

High-end bowling program: Estimated operational budget

For approximately \$50,000, a high-end bowling operational budget could be developed to cover expenses and attendance at 30 days of intercollegiate bowling events. Expenses in this budget include tournament entry fees, travel expenses, practice, uniforms, advanced video training equipment and bowling equipment.

In reviewing the three budgets, notice the key variables between low-end and high-end budgets are the number of competition days, travel expenses, training equipment and bowling equipment. A program can competitively function in the beginning with minimal expense in these areas. However, as the program grows and focuses on the development of a competitive team and national recognition, these areas will need additional financial attention.



Estimated low-end bowling program

(Based on roster size 12 and traveling party of eight athletes and one coach)

Expense Item	Description	Cost
Competition Fees	10 competition days at \$100 per day USBC Collegiate membership – \$490	\$1,490
Lodging	10 nights with 3 rooms at \$80	\$2,400
Transportation	Ground – 14 days at \$80 per day	\$1,120
Meals	\$45 per athlete/coach per day	\$4,050
Practice	2 practice days per week	\$2,000
Uniforms	\$75 per athlete	\$900
Equipment	Athletes supply bowling equipment	\$0
Coach Salary	Part-time	TBD
Total		\$11,960

Estimated mid-range bowling program

(Based on roster size 12 and traveling party of eight athletes and one coach)

Expense Item	Description	Cost
Competition Fees	20 competition days at \$100 per day USBC Collegiate membership – \$490	\$2,490
Lodging	18 nights with 3 rooms at \$80	\$4,320
Transportation	Ground – 28 days at \$80 per day	\$2,240
Meals	\$45 per athlete/coach per day	\$8,100
Practice	2 practice days per week	\$3,000
Training Equipment	Video equipment	\$1,500
Uniforms	\$100 per athlete	\$1,200
Equipment	\$250 per athlete for balls, bags, shoes, etc.	\$3,000
Coach Salary	Part-time	TBD
Total		\$25,850

Estimated high-end bowling program

(Based on roster size 12 and traveling party of eight athletes and one coach)

Expense Item	Description	Cost
Competition Fees	30 competition days at \$100 per day USBC Collegiate membership – \$490	\$3,490
Lodging	28 nights with 3 rooms at \$80	\$6,720
Transportation	Ground – 38 days at \$80 per day Airfare – 4 events at \$325 ticket (6 athletes & coach)	\$12,140
Meals	\$45 per athlete/coach per day	\$12,150
Practice	3 practice days per week	\$4,000
Training Equipment	Advanced video equipment	\$5,500
Uniforms	\$150 per athlete	\$1,800
Equipment	\$450 per athlete for balls, bags, shoes, etc.	\$5,400
Coach Salary	Part-time/Full-time	TBD
Total		\$51,200



HISTORY OF COLLEGE BOWLING

It is believed that the first collegiate bowling competition was held April 8, 1916. Paul Gould reported on the inaugural event in an article of the May 1947 issue of *Bowling*. The article was generated from a letter he received from Cornell University's Victor Klee, whose team participated in the event.

Klee's letter stated that bowling was recognized as an intercollegiate sport at Yale in 1916 and Bill Wyer of Yale organized the first collegiate bowling tournament held in New Haven, Conn. Varsity teams from Yale and Lehigh, as well as the Cornell University Inter-fraternity league, Syracuse University, Stevens Institute Bowling Associations and Rensselaer Polytechnic Institute competed in this historic competition. Following the competition, the leaders of these bowling teams formed the Intercollegiate Bowling Association, with these colleges as the charter members. They immediately began planning the second event for 1917 and competition expanded by at least 11 more teams.

World War I was the demise of this first attempt at organized collegiate bowling, as no mention of collegiate bowling appears in any national bowling publications again until the early 1940s. Klee stated that had it not been for WWI, college bowling would have been established on an enduring basis among the leading colleges of the East and Midwest. And Wyer would have gone down as the "grandpappy" of intercollegiate bowling.

During the 1940s, many collegiate conferences and tournaments began to form in the East and Midwest, which caught the attention of the American Bowling Congress and Women's International Bowling Congress. In 1966, ABC and WIBC each created programs to oversee collegiate bowling. As the program



grew, ABC and WIBC decided to combine their programs and efforts to become the ABC and WIBC Collegiate Division in 1977 and hired a Collegiate Division Manager to oversee its operations.

The world of collegiate athletics took notice as the National Junior College Athletic Association, the governing body of intercollegiate athletics for two-year colleges, began running bowling as a championship sport for men in 1971. In addition, the National Association of Intercollegiate Athletics added bowling as the 11th sport in the NAIA program with the staging of the first men's national finals in Kansas City, Mo., in 1962. Bowling served as an NAIA men's championship sport from 1962-78.

The NAIA was a college bowling pioneer – the NAIA Bowling National Championship came before the debuts of the USBC Intercollegiate Team Championships (1975) and the National Junior College Athletic Association Championships (1971).

Membership peaked during the 1980-81 season with 153 intercollegiate programs and more than 19,000 individual members. In 1982, the Young American Bowling Alliance was formed and the industry decided collegiate bowling belonged to the youth division – becoming the YABA Collegiate Division. For various reasons, over the next several years, college bowling began to deteriorate.

A major boost for college bowling occurred in 1994 when the National Collegiate Athletic Association recognized women's bowling as an emerging sport to help settle federal gender equity issues in college sports.

The bowling industry took notice and formed an industry joint oversight committee that operated college bowling, using joint funding from ABC, WIBC and YABA to create the Intercollegiate Bowling Program. The committee expanded to include representatives from organizations such as the National Junior College Athletic Association and Association of College Unions International to help align bowling with other college sports and NCAA regulations. The Intercollegiate Bowling Program was renamed College Bowling USA in 1997.

The NCAA announced the approval of women's bowling as an NCAA championship sport beginning with the 2003-04 school year, as the number of women's collegiate programs exceeded the required 40 for championship sport status. The first NCAA Women's Bowling National Collegiate Championship was held April 8-10, 2004 at Emerald Bowl in Houston, Texas, with the University of Nebraska taking home the inaugural title.

With the formation of the United States Bowling Congress on Jan. 1, 2005, College Bowling USA became the USBC Collegiate program.

USBC Collegiate experienced record growth in the 2009-10 season going from 147 school to 177 schools and from 2,400 members to 3,100 members. Program participation numbers continue to increase with 192 total schools and 3,390 student-athletes for the 2010-11 season.

ATHLETIC ORGANIZATIONS

NCAA

In recent years the National Collegiate Athletic Association aided the growth of college bowling, elevating women's bowling to NCAA championship sport status in the 2003-04 season.

Women's bowling was originally given NCAA "emerging sport" status Sept. 1, 1994. This was done so institutions could provide greater opportunities for female student-athletes to participate in athletics and also to comply with Title IX guidelines and requirements regarding revenue distribution, minimum financial aid awards, minimum sports-sponsorship and player distribution numbers.

For the 2010-11 season, more than 60 schools offered women's bowling at the varsity level — all vying to advance to the cross-divisional NCAA National Collegiate Women's Bowling Championship.

USBC Collegiate is dedicated to assisting the NCAA and its member institutions in implementing varsity bowling opportunities. This process includes educating university administrators, athletics personnel, prospective student-athletes and the general public of the benefits of having a varsity bowling program on their campus.

NAIA

With all the recent hoopla surrounding college bowling because of the NCAA's addition of women's bowling as a championship sport in the 2003-04 season, the growth of college bowling at another varsity level – the National Association of Intercollegiate Athletics – could be easy to overlook.

NAIA member institutions primarily fit the profile of smaller, private schools known more for academic excellence than athletic prowess. Since 1937, the NAIA has administered programs and championships in proper balance with the overall educational experience, placing academic achievement above athletic excellence. The organization also places importance on providing equal opportunities for all student-athletes.

The NAIA currently has more than 25 men's and women's programs conducting bowling as a varsity sport. Bowling reached emerging sport status when 25 or more NAIA member institutions declared to participate for the 2010-2011 academic year. The sport will now serve a one-year provisional period and must certify eligibility for participating student-athletes. This period will not include official national championship competition; however, a coaches association will be established to develop policies and procedures. Following the provisional period, the coaches association may organize an NAIA invitational event, a defined requirement in order for the sport to gain championship sport status.

NJCAA

The National Junior College Athletic Association is the governing body of intercollegiate athletics for two-year colleges. Its programs are designed to meet the unique needs of a diverse group of student-athletes who come from both traditional and non-traditional backgrounds and whose purpose in selecting a junior college may be as varied as their pre-college experiences.

Men's and women's bowling programs within NJCAA member schools have been functioning since the 1970s. This level of competition is exclusive to two-year junior and community colleges, with logical progression for many of these athletes to four-year institutions. The NJCAA also hosts its own national championship each year.

Club Level

The difference between club and varsity intercollegiate bowling programs is the origin of the program's funding. A club intercollegiate bowling program may receive school funding through the student union or student activities. Other funding resources for club programs include fundraising and out-of-pocket to cover expenses. A varsity bowling program receives funding through the athletic department.

Varsity bowling programs currently are offered for women within NCAA and for men and women within NAIA and NJCAA. They operate under the strict rules and regulations of their member athletic organizations.



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