

List of criteria for a strategy to grow college wrestling.

JACK & CSS Colleagues

We had a great meeting (In person & electronic participation) of the USAW-CSS. Thanks for your contribution. We'll have our next planning meeting in Yakima Red Lion Inn on **Friday October 27** of the USAW-Cooperative States Structure. **MARK YOUR CALENDARS.** We'll also be able to have a electronic meeting with the JHWA

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Here's my list of criteria for a strategy to grow college wrestling.

1) Align organizations and states with NWCA.

We have helped them start 17 new teams in last few years and they have started others besides that. This is a key part of their mission and aligning contacts, strategy and resources together makes us all stronger.

2) Develop a strategy for each target.

Any new college wrestling team is a good one. They all have different missions and challenges and costs. Some are easier to convert than others and attract different funding sources. DI/II/III, NAIA, HSBCU, community colleges, small Christian colleges, Galluadet (deaf), enrollment driven, geographic location, incomplete conferences, underserved states, etc.

3) Address their needs.

How does wrestling address their issues? international students, women, mission, community, revenue, prominence, alumni, differentiation.

4) Innovate.

Develop and reform our product to maximize success. i.e. Christian colleges with FS/GR programs to travel overseas for mission work; FS programs near Canadian, Cuba borders; etc. Reform our product to produce fans and revenue.

5) Identify the advocates in each state.

Government, administration, alumni, foundations, businesses, sponsors - i.e. not the wrestling community.

6) Determine what funding and assistance we can provide.

What do we offer to start a program?

7) Address objections.

Prepare answers to overcome the questions you know we're going to get.

8) Get public support.

Publicize and present our value to the community, so other people will fight for us. We can not save ourselves.