



MEN'S COLLEGIATE CLUB TRIATHLON PROGRAM TIES WITH NCAA RECRUITMENT FOR WOMEN

Quotes from Sonni Dyer (Queens University)



Emerging Sports for Women



WHY ADD A MEN'S TRIATHLON PROGRAM?

- Increased enrollment of high academic quality "GPA" male students
- Compliments NCAA women's program which is attracting higher-performing women who seek a competitive environment
- Fewer competitors needed for male-club Tri, allowing for cost-effective expansion
- Leverage existing coaching, facility, travel, equipment, sports-med, & SID assets dedicated to women's triathlon



HOW TO IMPLEMENT MEN'S TRIATHLON PROGRAM

- Integrate recruiting efforts with Admissions
- Determine the program-wide discount percentage for men
- Coach and recruit male athletes
- Compete at USAT Collegiate Club Conference and Nationals



IMPORTANCE OF TIMING

- **Women's varsity NCAA program can align with this build. Many times, male and female 'friends' will attend the same institution – this further opens that door for enrollment increases to be incremental on a regular basis**
- **Addition of men's program with lower costs per male will boost enrollment revenue**
- **Utilize assets already invested in women's Tri program**



ADMINISTRATION SUPPORT

- Addition of Men's Tri makes it a 'revenue sport'
- Triathlon can break even with a lower number of SA's and scales well with larger rosters
- Men's Club Tri has a high GPA of 3.5
- Triathlon attracts affluent families, building donorship foundations
- Connect alumni and donors to current Tri programs



FINANCIAL CONSIDERATIONS

- Example: 40 triathletes @ 60% tuition discount (\$43k) = \$17k per student gross revenue
- Gross revenue minus scholarships, coach salaries, and operational expenses
- Triathlon becomes a net revenue generator for the institution



SHORTCOMINGS

- Administration needs to be clear on how closely NCAA varsity and male club can work together. Some programs might not allow the same economies as Queens
- Requires more coaches for 40+ SA's (average coach to athlete ratio is about 1 coach for every 10 athletes)
- Coach quality and selection must be high and compensated well enough for them to stay at the institution and build a program (commensurate with other similar sized sports)



FIRST-YEAR GOALS

- 6 Club men + 6 NCAA women
- Immediate competition and scoring for both programs
- Leverage for year-2 recruiting
- Support with a solid marketing and comms plan inside the institution (that makes this work)
- Work with USAT on a global outreach plan for international students to attend – male and female



RECRUITMENT APPROACH

- Club men's recruitment is easier without NCAA compliance restrictions
- Larger talent pool for male triathletes – many are ‘hungry’ to race and compete for a program that offers aid
- High end Collegiate men's opportunities are limited, making recruitment attractive (only 4 programs currently offer men’s aid) – ground floor build means you will attract the top athletes



COMPETITIONS

- **Compete in USAT Collegiate-Club Conference events (Fall semester)**
- **Participate in USAT Collegiate -Club Nationals (Spring semester)**
- **Varsity females only need 4 competitions; male club usually only have two conference events in a season – others compete in open events during the fall/spring semesters**



A **CHOICE** OF A

LIFETIME

FOR A **LIFETIME**

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