

U.S. Collegiate Ski and Snowboard Association

2023-2024 ANNUAL REPORT



LETTER FROM THE PRESIDENT



Dear Members, Partners, and Friends of the US Collegiate Ski and Snowboard Association,

As President of the Board, it is my honor to present to you the Annual Report for the US Collegiate Ski and Snowboard Association (USCSA). This past year has been one of remarkable achievements, growth, and unwavering commitment to our mission of promoting and developing skiing and snowboarding at the collegiate level.

Throughout the year, we have witnessed the extraordinary dedication and passion of our athletes, coaches, and volunteers. Our events have brought together collegiate athletes from across the nation, fostering a spirit of camaraderie and competition that is truly inspiring, and what makes the USCSA what it is.

Highlights:

1. This year we welcomed several new Conference Coordinators to the organization. These individuals stepped forward to help lead the USCSA into the future. This year we also saw a few long time Board members step down, and while it is sad to see them transition, it is exciting to welcome their replacements and invite fresh perspectives and leadership to the organization.
2. The 2024 US Collegiate Ski & Snowboard National Championships held in Lake Placid, NY were a resounding success and our largest event ever! We witnessed incredible performances, personal bests, and unforgettable moments that will be cherished by all who attended. The level of competition and sportsmanship displayed was a true reflection of the values we uphold.
3. Our Annual Conference was held in Denver, CO this past May. We had over 40 individuals attend the conference to discuss strategy, vision, mission and programs. It was great to see everyone working together to advance and grow our organization.

As we look to the future, we are excited about the opportunities that lie ahead. Our strategic and marketing plans include expanding our reach, enhancing our support for student-athletes, and continuing to support the conferences and their volunteers. We are committed to fostering an environment where every collegiate skier and snowboarder can thrive, have fun and build lifelong memories.

None of our accomplishments would be possible without the tireless efforts of our dedicated volunteers and the support of our sponsors and partners. To our athletes, who continually inspire us with their perseverance and passion, and to our alumni, we extend our thanks. I would be remiss in not acknowledging the hard work of our contractors, led by our Managing Director Meegan Moszynski; without her leadership the organization would not be where we are today.

In closing, I want to thank each of you for your continued support of the US Collegiate Ski and Snowboard Association. Together, we are building a brighter future for collegiate skiing and snowboarding, and I am excited to see what we will achieve in the coming year.

Sincerely,

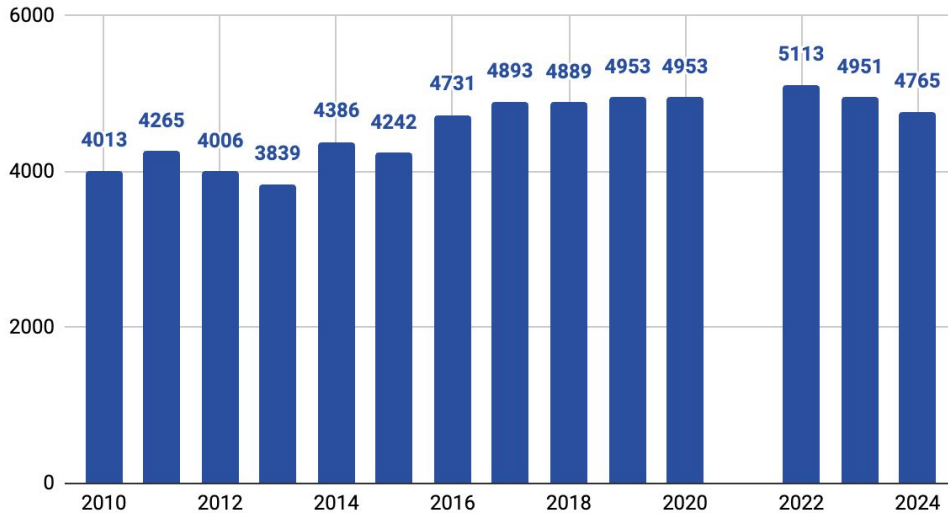
Bo Bigelow
President



STUDENT ATHLETES

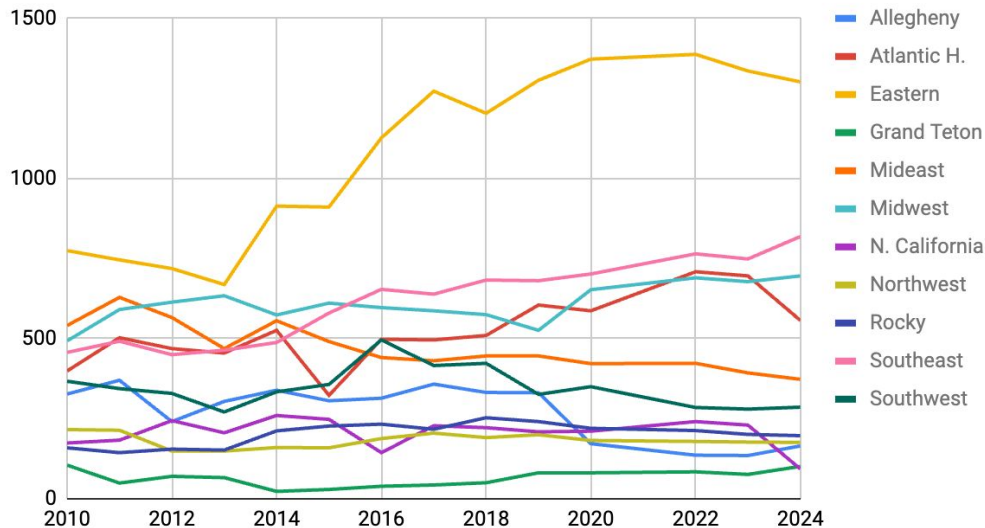


Total Competitors Year-Over-Year



- Average over past 8 years: 4931
- Highest ever: 5113 (2022)
- Low snow year

Competitors by Conference

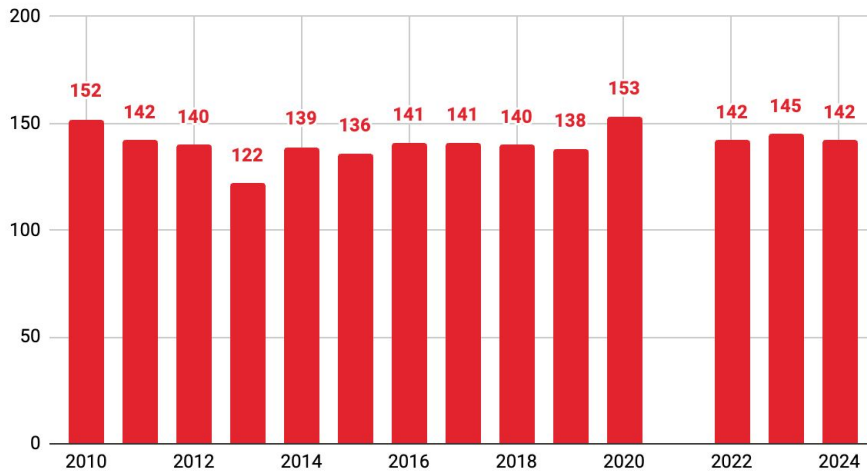


Growth	Decline
Allegheny	Atlantic Highlands
Grand Teton	Eastern
Midwest	Mideast
Southeast	NorCal
Southwest	Northwest
	Rocky Mountain

INSTITUTIONS

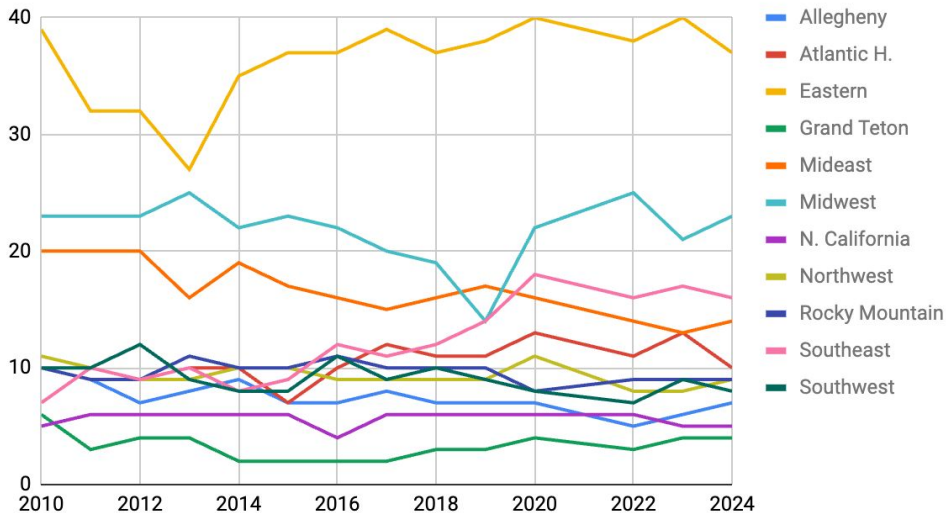


Total Member Institutions



- Average over past 8 years: 143
- 8 new institutions registered

Conference Institutions by Year

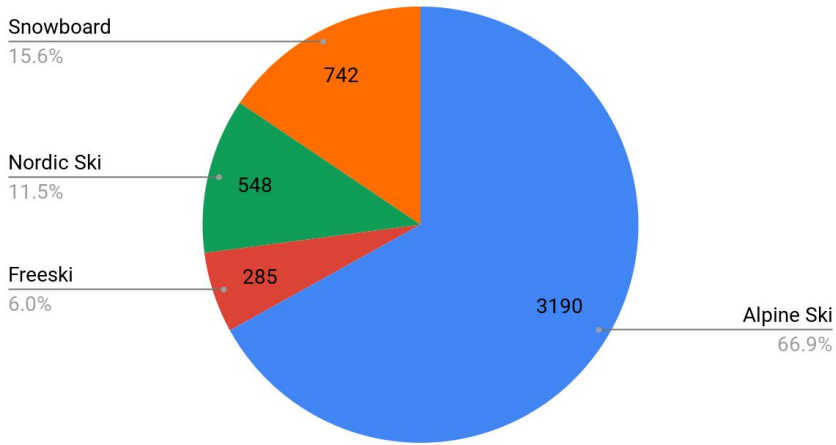


Growth	Decline
Allegheny	Atlantic Highlands
Midwest	Eastern
Northwest	Southeast
Rocky Mountain	Southwest
<i>All other Conferences maintained their status quo</i>	

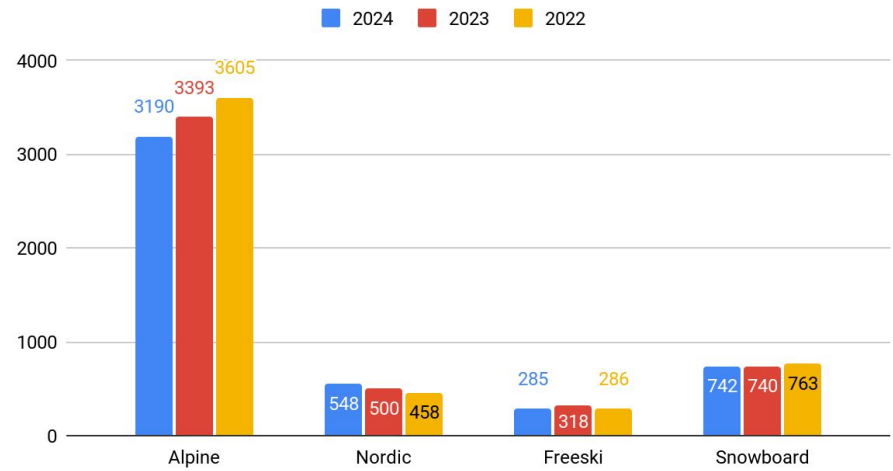
DISCIPLINES



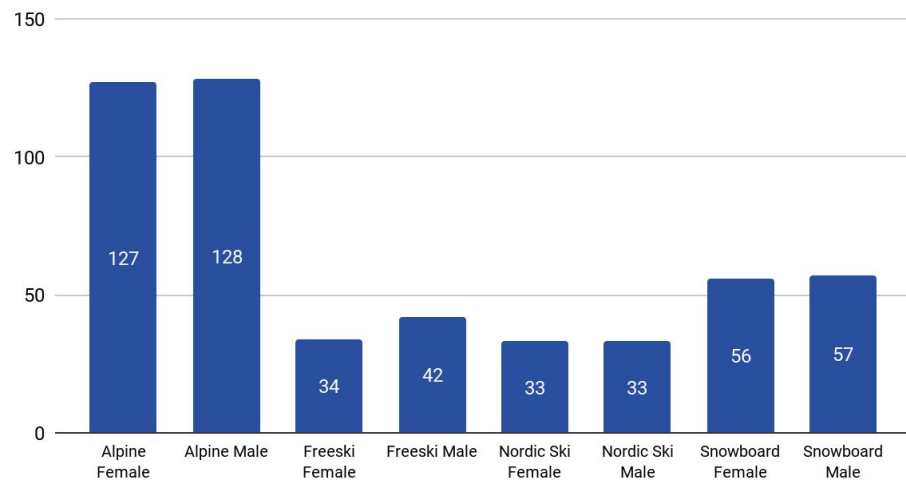
Disciplines 2024



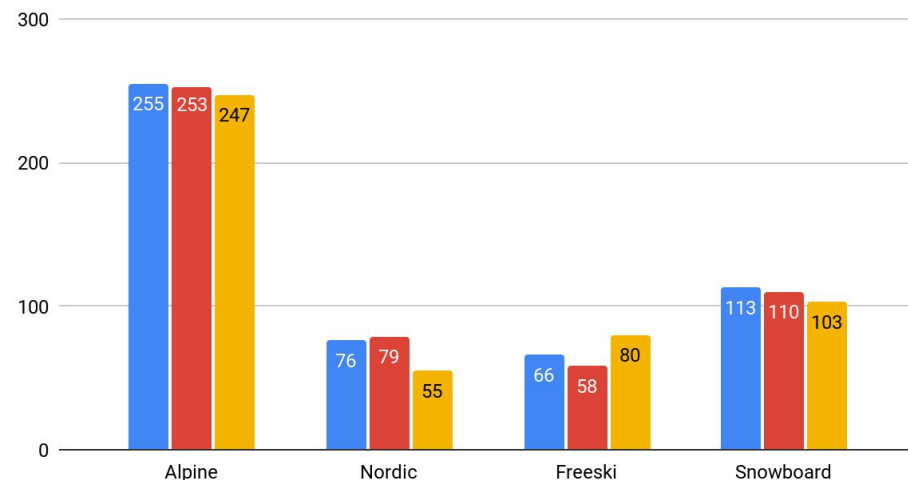
Individuals by Discipline: 2022-2024



Teams by Discipline 2024

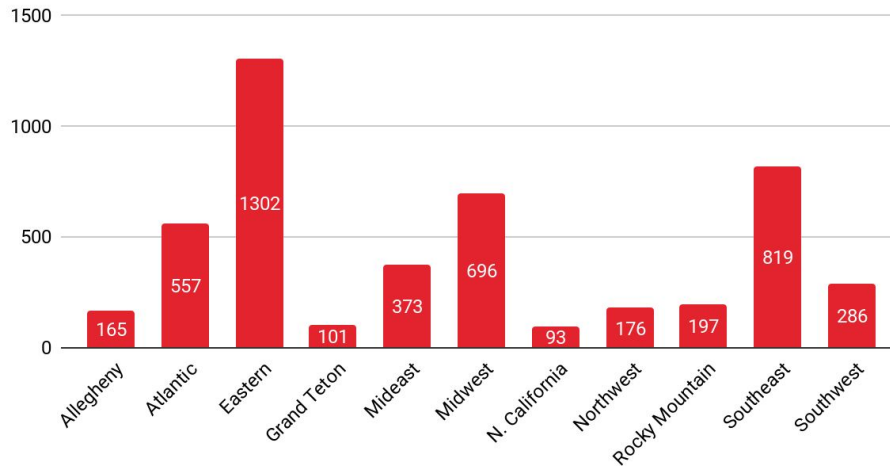


Teams by Discipline: 2022-2024



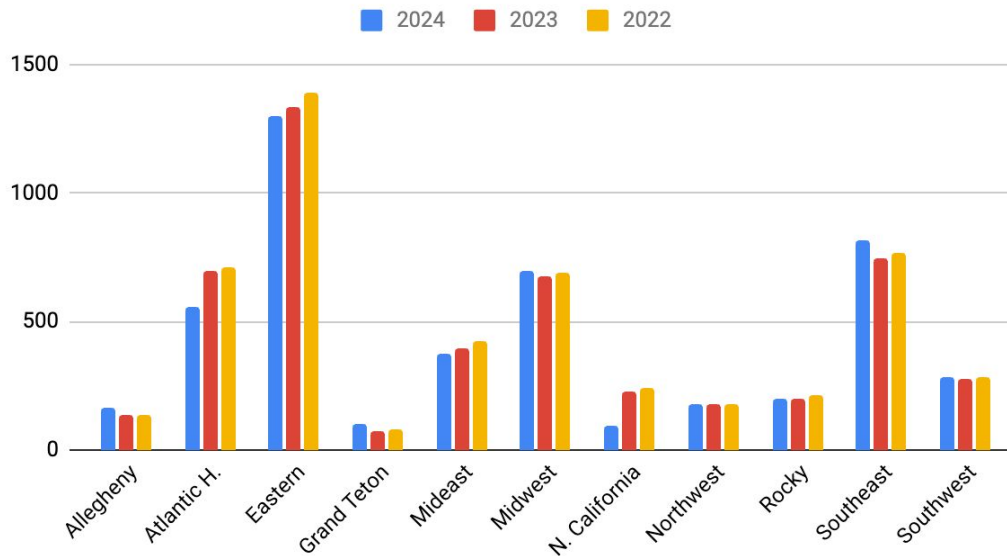
CONFERENCES: INDIVIDUALS

Individuals by Conference 2024



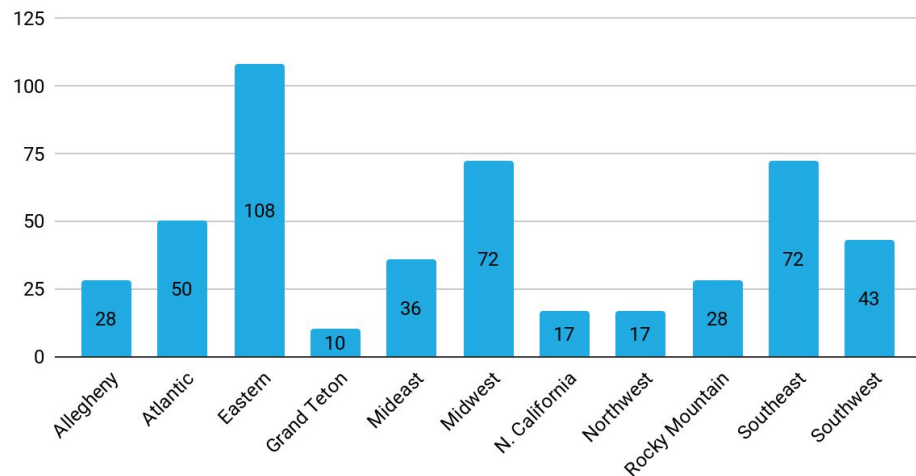
1. Eastern
2. Southeast
3. Midwest
4. Atlantic Highlands
5. Mideast
6. Southwest
7. Rocky Mountain
8. Northwest
9. Allegheny
10. Grand Teton
11. Northern California

Individuals by Conference: 2022-2024



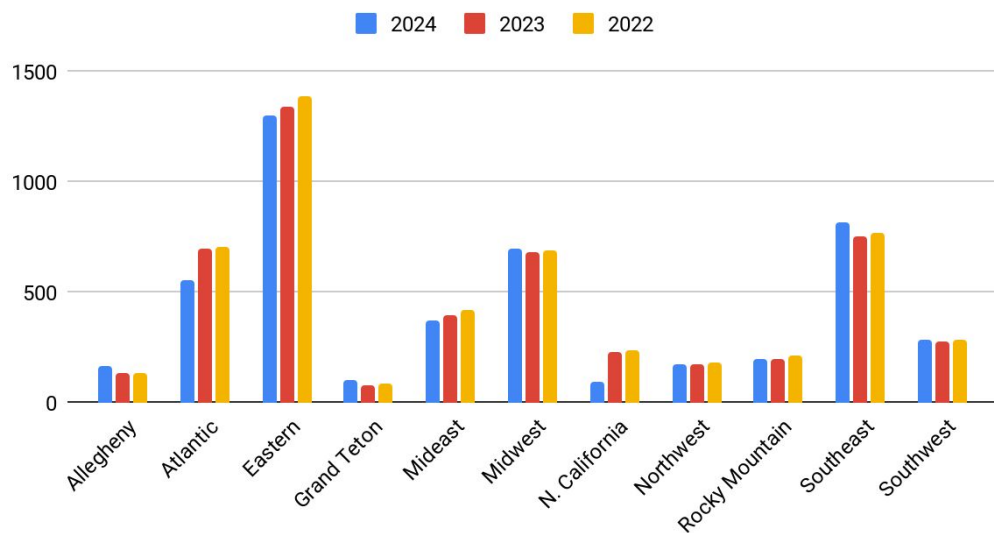
CONFERENCES: TEAMS

Teams by Conference 2023-2024



1. Eastern
2. Midwest & Southeast
3. Atlantic Highlands
4. Southwest
5. Mideast
6. Allegheny & Rocky Mountain
7. Northern California & Northwest
8. Grand Teton

Teams by Conference: 2022-2024



U.S COLLEGIATE SKI & SNOWBOARD NATIONAL CHAMPIONSHIPS



Brought to you by:



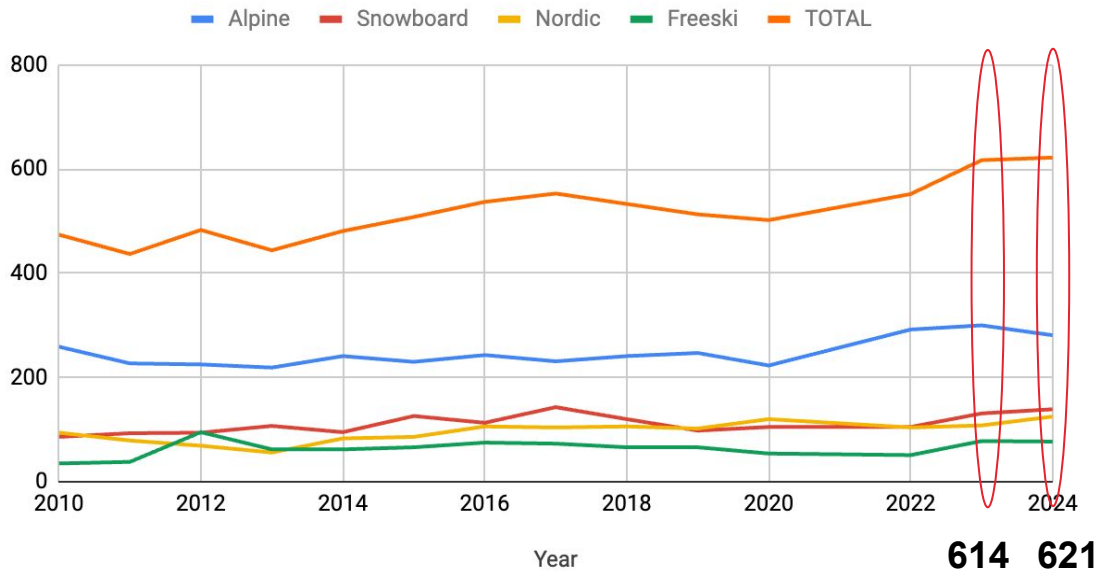
2024: LAKE PLACID, NY

The 2024 U.S. Collegiate Ski & Snowboard National Championships were a huge success this year. The weather (mostly) cooperated, and we saw record attendance: 621 athletes total. The venue is well-suited to our needs and can accommodate all events, athletes and spectators comfortably. With the support of a title sponsor, Celsius, the event rose to the level of high-caliber professionalism that the USCSA aspires to achieve.



NATIONAL CHAMPIONSHIPS: 2024 & BEYOND

National Championships Registrants



COMMUNICATION

The internal and external communication efforts this year were well received overall. The **website** was redesigned to be more concise, and messaging was clearer and consistent.

Better communication around the importance of **coaches/captains/seed meetings** will improve attendance and information sharing throughout the week.

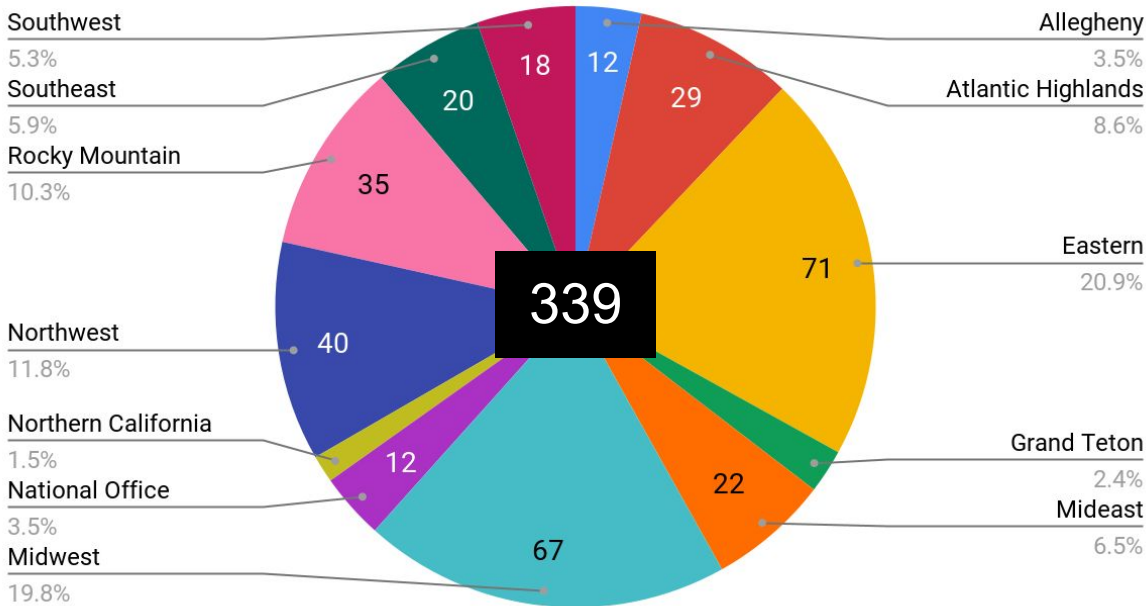
DISCIPLINES

This year's **snowboard and freeski** events were well executed, and the enhanced communication around the timeline for announcing results helped to recaliber expectations. The **Nordic** field size grew exponentially, as the overall program continues to gain traction. The **alpine** program continues to experience success at the Whiteface venue, despite some challenging weather during the Men's Giant Slalom event.

VOLUNTEERS



Coach/Official/Volunteer Distribution 2024



THANK YOU
THANK YOU
THANK YOU
THANK YOU

COMMITTEE HIGHLIGHT: MARKETING

The Marketing Committee dove right in to executing the tasks laid out in USCSA's first-ever marketing plan. The plan was finalized in the summer of 2023 and includes projects and initiatives to increase brand awareness and overall marketing strategies for the organization. The Committee, along with USCSA's external marketing consultant, oversaw a comprehensive Conference survey in the fall, the creation of an additional logo that spells out "USCSA," our 50th anniversary celebration, the collection of stories from alumni, the creation and dissemination of collateral materials for a volunteer recruitment campaign, the beginning of a website revamp, and involvement in USCSA's fundraising plan, among other accomplishments. The Committee members and Student Reps worked hard this year to elevate the USCSA brand!

2023-2024 STUDENT-ATHLETE REPRESENTATIVES



ALPINE

Halsey Lucas

ALPINE

Skylar Ransom

NORDIC

John Thompson

SNOWBOARD/ FREESKI

Sarah Streett

SNOWBOARD/ FREESKI

Grace Govan



The Student Representatives are the voice of the student population in the USCSA. They make sure the priorities of our #1 "Customer," a.k.a. the student athlete, are represented.

Responsibilities of the Student Reps include:

- Support the student-athlete by representing their interests to the National Office.
- Develop and implement programs to enhance the student athletes' ski & snowboard competition experience.
- Generate interest among the student athletes to become involved with the USCSA at the conference, regional and/or national level(s).

CELEBRATING 50: 1974-2024



WE TURNED 50!

This year was the 50th anniversary of the USCSA. With the assistance of USCSA's Historian, Ron Bonneau, we shared our story on our website and social media channels, and we gathered testimonials from alumni about their time with the USCSA.



United States Collegiate Ski and Snowboard Association - A Historical Overview

The formation of the National Collegiate Ski Association (NCSA)-- known today as the United States Collegiate Ski and Snowboard Association (USCSA)-- and its continued success can be traced to the long-term dedication and personal contribution of President Emeritus Holger Petersen.

1967

Holger Petersen established the Wisconsin Intercollegiate Ski Association (WISA)



uscsa 50 Years of USCSA: Did You Know, Part 1 ■ USCSA was the first (and still only) organization to offer collegiate snowboard and freeski competition, with the first snowboard events held in 1999 and the first freeski events held in 2009.

In celebration of our 50th anniversary we've put together a history timeline and fun facts on our organization - read more on our website, link in bio.



uscsa 50 Years of USCSA: Did You Know, Part 2 ■ USCSA was formerly known as the National Collegiate Ski Association (NCSA) and changed its name to USCSA in 1992

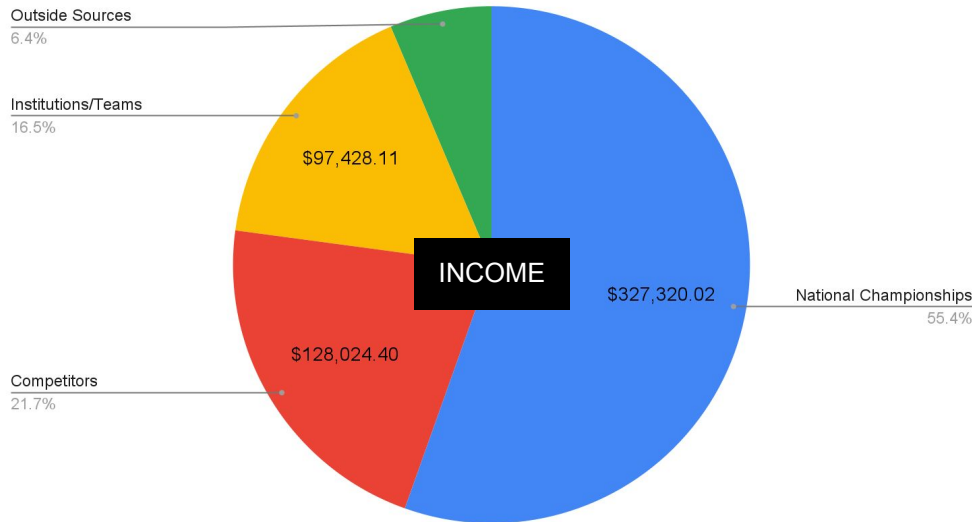
In celebration of our 50th anniversary we've put together a history timeline and fun facts on our organization - read more on our website, link in bio.



uscsa 50 Years of USCSA: Did You Know, Part 3 ■ USCSA was the first organization to offer women's collegiate ski competition, with the first women's championships held in 1976

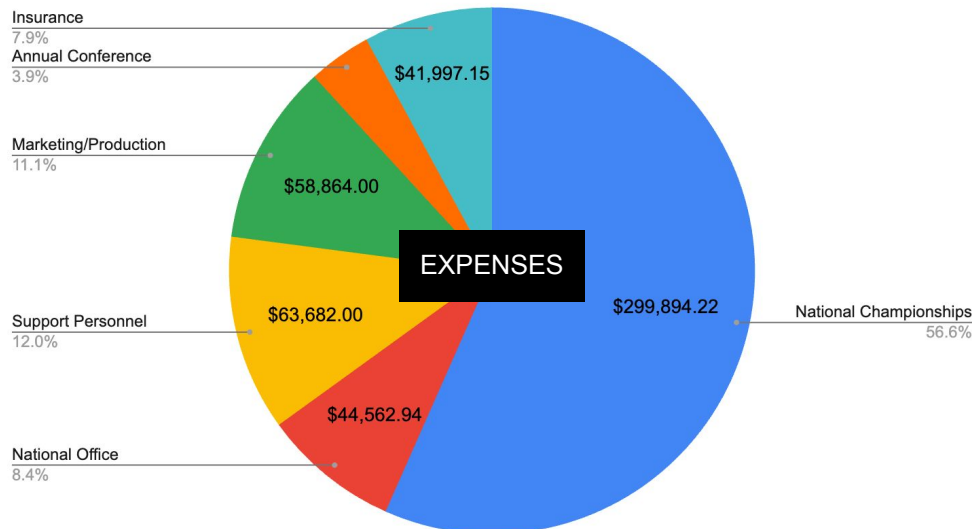
In celebration of our 50th anniversary we've put together a history on the organization - read more on our website. <https://www.uscsa.org/history.html>

FINANCIALS



Notable YOY changes in Income:

Title Sponsor for the U.S. Collegiate Ski & Snowboard National Championships



Notable YOY changes in Expenses:

New bibs for the U.S. Collegiate SKI & Snowboard National Championships

Semi-trailer upgrades

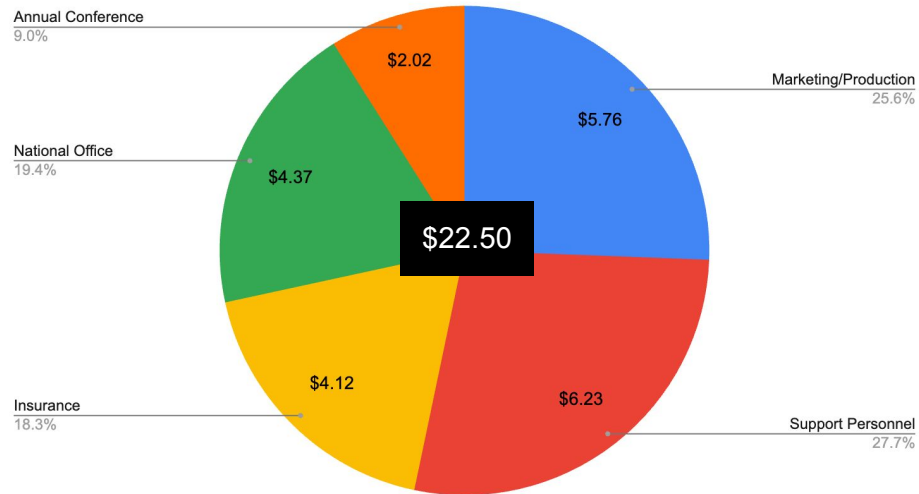
Additional National Office support

WHERE DO MY DUES GO?

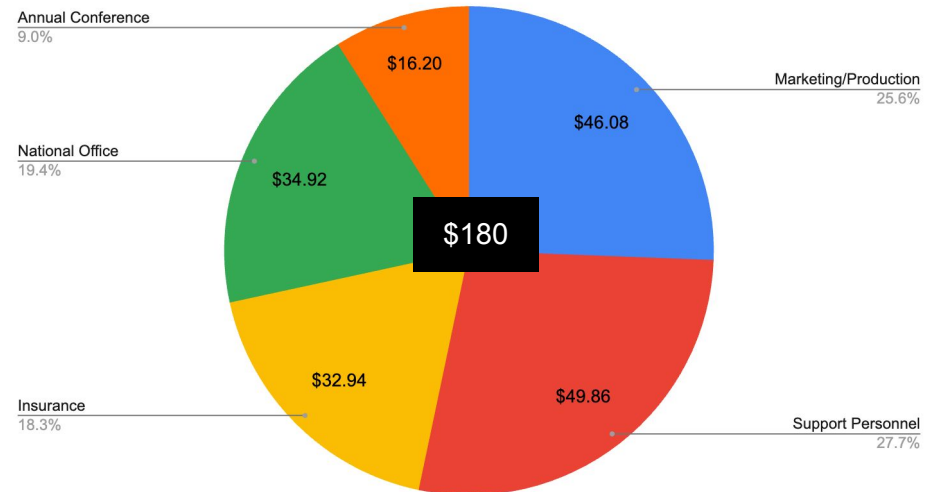
BASED ON EARLY BIRD RATES



COMPETITORS



TEAMS



A NOTE ABOUT NATIONALS

The income and expenses associated with the U.S. Collegiate Ski & Snowboard National Championships are accrued separately from full-season membership fees. The registration process for “Nationals” is separate from the regular in-season registration. All income generated from Nationals registration goes toward Nationals expenses, and all expenses are covered by Nationals registration, in addition to sponsorship revenue.

FUNDRAISING & PARTNERSHIPS



The Development Committee and Student Reps worked hard this year to continue exploring sponsorship opportunities for the opportunities through the use of the sponsorship deck. The most successful partnership resulted in a title sponsor of this year's U.S. Collegiate Ski & Snowboard National Championships: Celsius. The student athletes, spectators, volunteers and the venue were all enthusiastic about and supportive of this partnership.

The Development Committee also created a fundraising plan for the organization with an outline of considerations, goals and next steps for the organization to tackle in its next fundraising initiatives.



**THANK YOU
FOR ANOTHER GREAT YEAR!**



www.uscsa.org

**NEW ADDRESS!
68 Harrison Ave #605
PMB 22462
Boston, MA 02111**

**The U.S. Collegiate Ski & Snowboard Association is a registered 501(c)3 organization.
All charitable donations are tax-deductible.**