

# U.S. Collegiate Ski and Snowboard Association

**2021-2022 ANNUAL REPORT**



# FROM THE PRESIDENT



Dear USCSA Members,

We did it — together. I would be lying if I told you that I thought the 2021-2022 season would be as successful as those seasons before the COVID-19 pandemic. Our organization and its members were facing an uphill battle to come back strong this year and you all outdid yourselves. Not only did we have a great season, we had one of the best seasons in this organization's nearly 50 year history!

I want to start by saying thank you. Your patience, persistence, and passion made this season what it was. From the athletes, to the coaches, volunteers, and beyond, all of you contributed to our success in one form or another. We worked together as new teams formed and new captains led others to teach each other what it means to be a part of the USCSA. Beyond thank you, I'd like to offer my sincere congratulations to those teams and individuals who rose to the top of the competition field this season and stood on the podium at the US Collegiate Ski & Snowboard National Championships in Lake Placid.



This year, our membership eclipsed 5,000 individuals for the first time in the USCSA's history. These individuals competed in four unique sports and hailed from over 485 teams, representing 190 higher education institutions located across the country. To support these athletes, more than 250 volunteers and coaches hosted events in 11 conferences across six unique regions. These strong numbers culminated with our second largest National Championships ever, composed of 552 participants.

While we're incredibly proud of all we accomplished together this year, we realize there is still work to be done to improve and grow our organization. When the snow melts, we don't stop working. The volunteers of the USCSA will continue to work hard throughout the summer months to bring you new and exciting things for the 2022-2023 season and I hope you'll join us again when registration opens in September.

For our student-athletes who graduated this spring — congratulations! Your hard work and dedication on and off the snow paid off and you're off to do great things. All of us at the USCSA are proud of you. And just because your time competing is over, it does not mean you need to step away from the USCSA! We're always looking for new volunteers across the country to help make the organization better. Simply visit our website to learn how to get involved (parents, that includes you, too)!

Congratulations again and thank you.

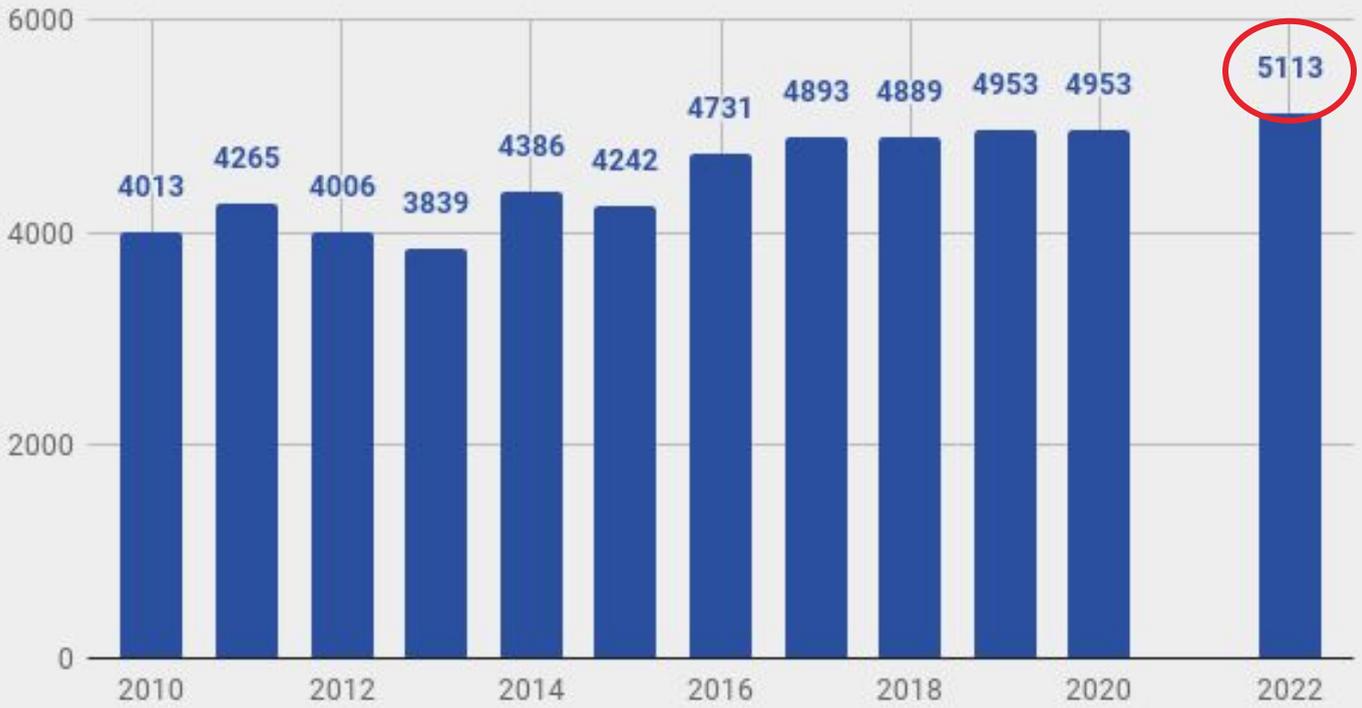
Sincerely,

Chris Shumeyko  
President, USCSA

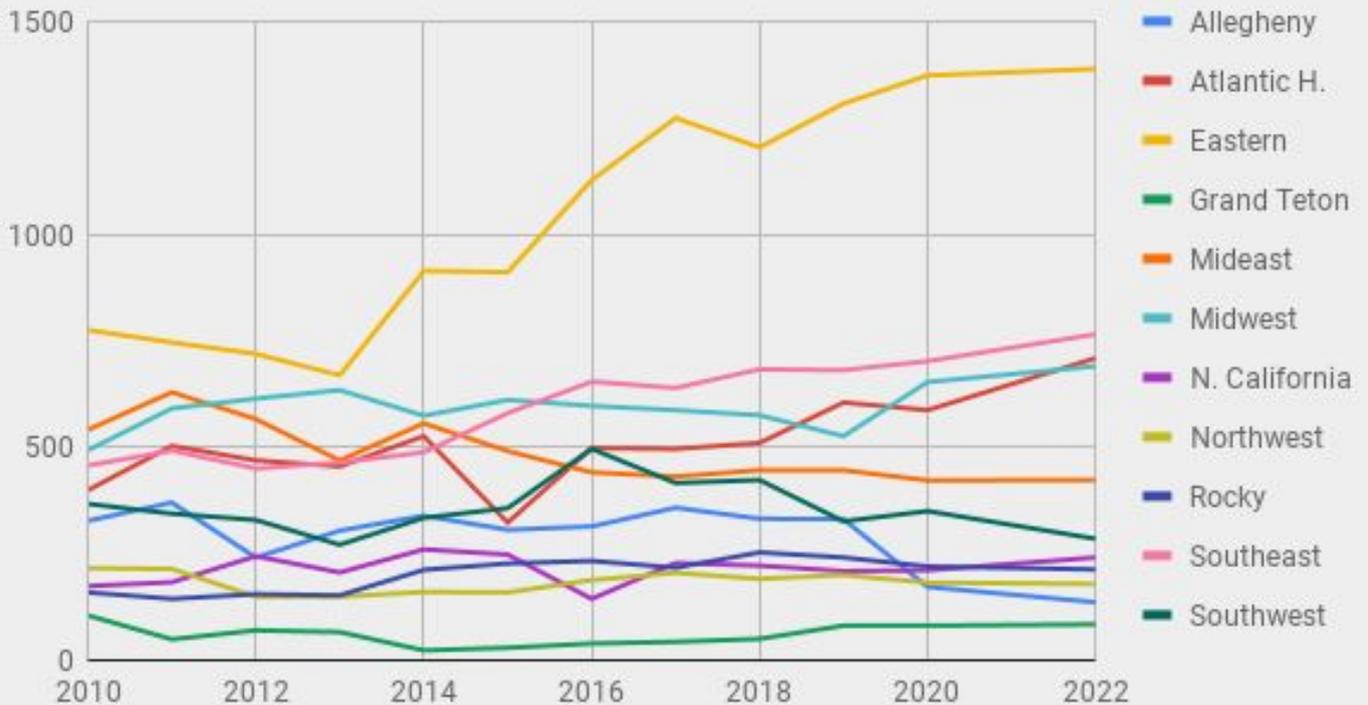
# MEMBERSHIP



## Total Competitors



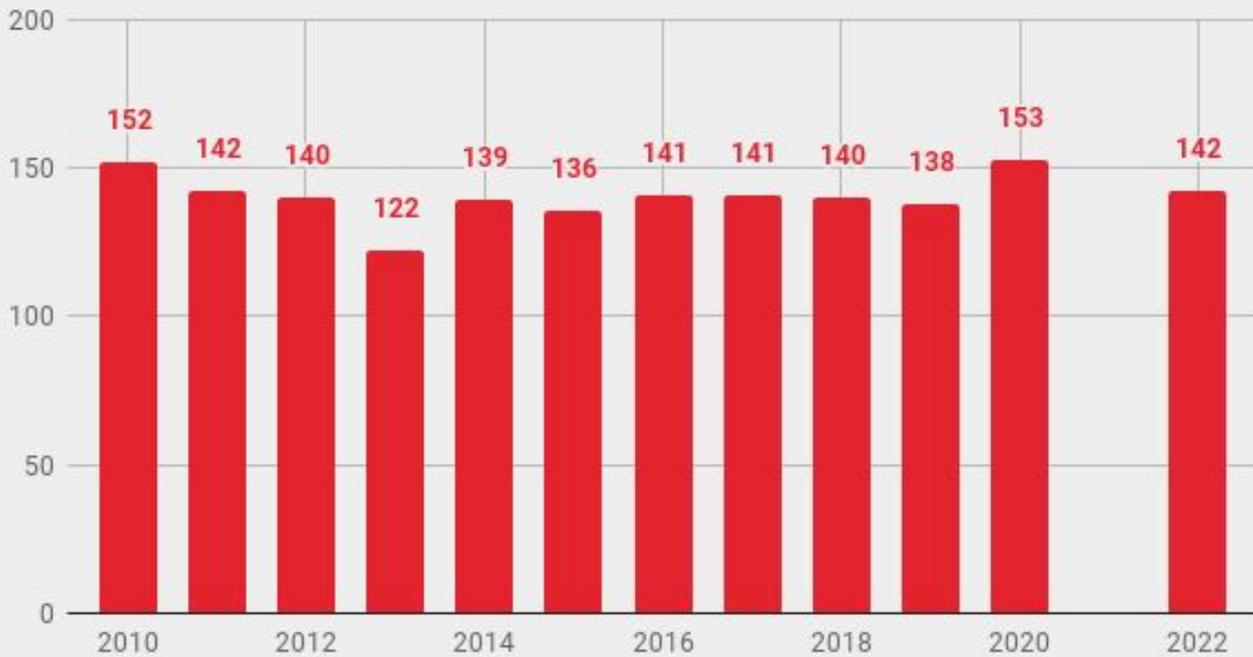
## Competitors by Conference



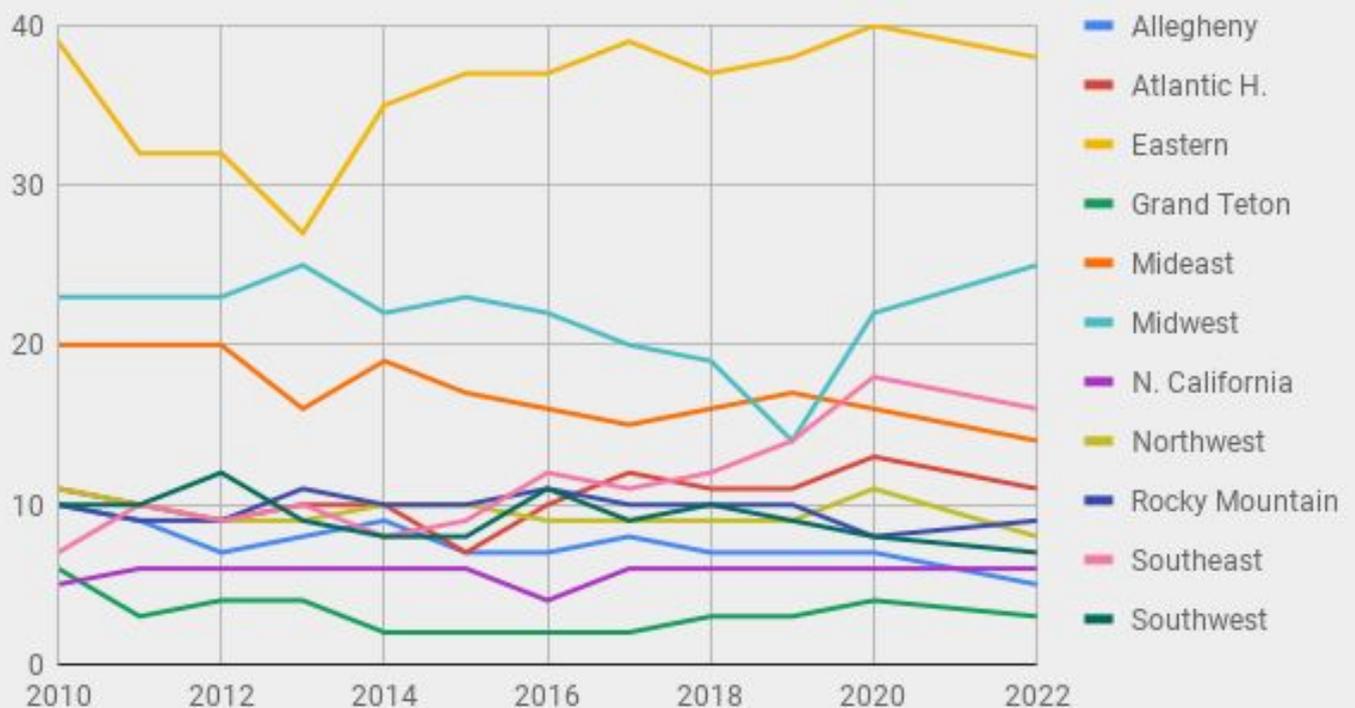
# MEMBER INSTITUTIONS



## Total Member Institutions



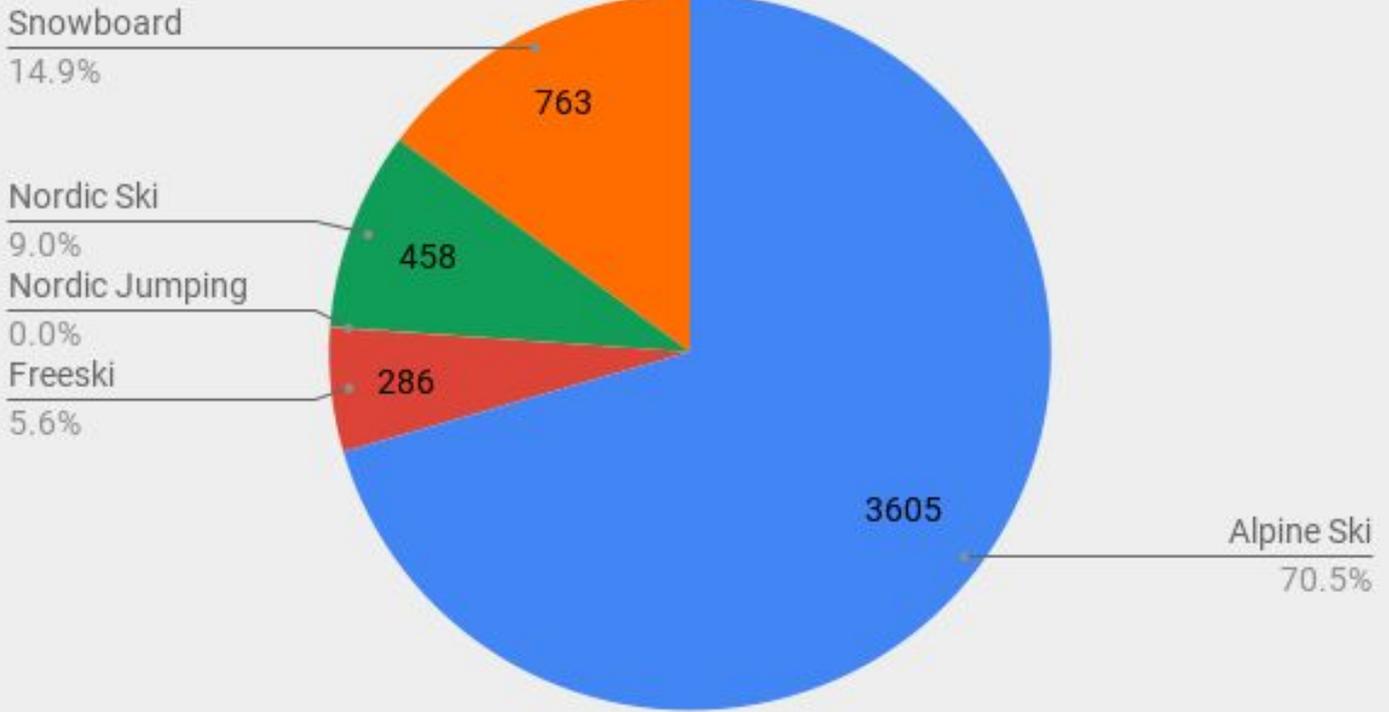
## Conference Institutions by Year



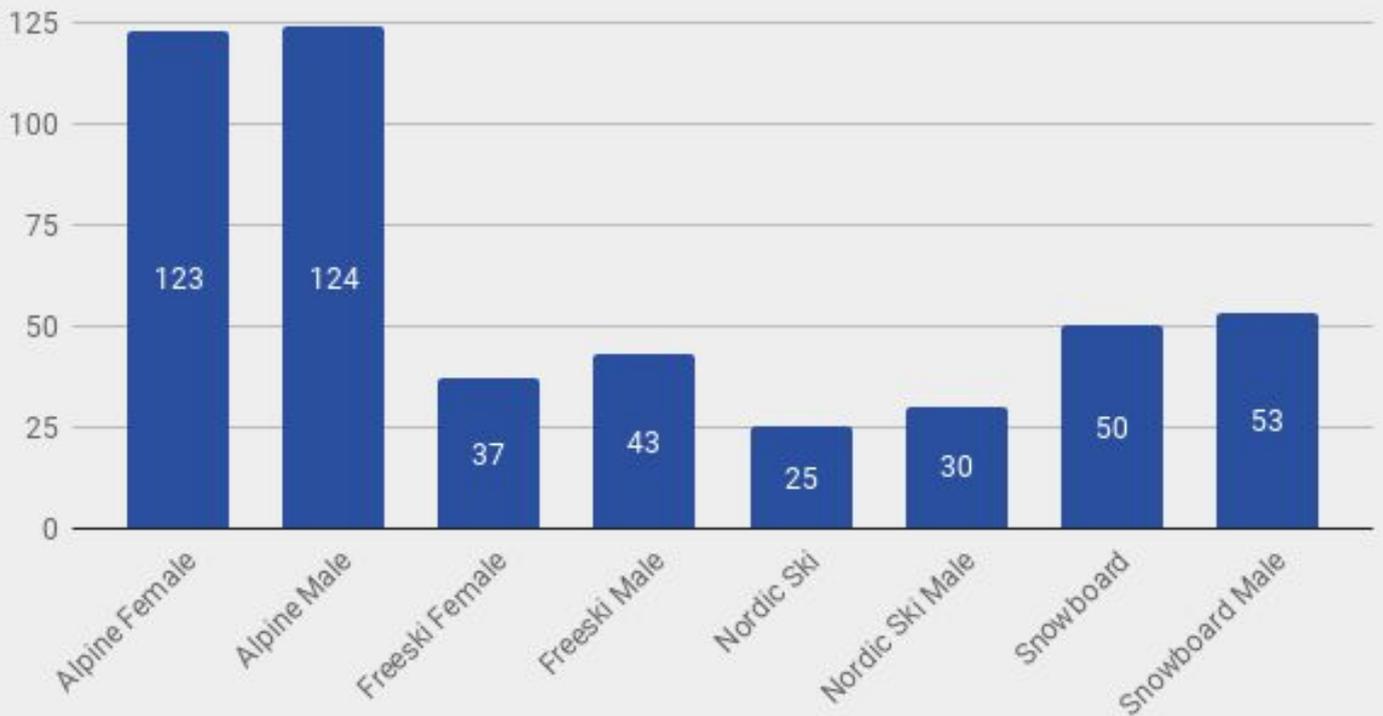
# DISCIPLINES



## Disciplines 2021-2022



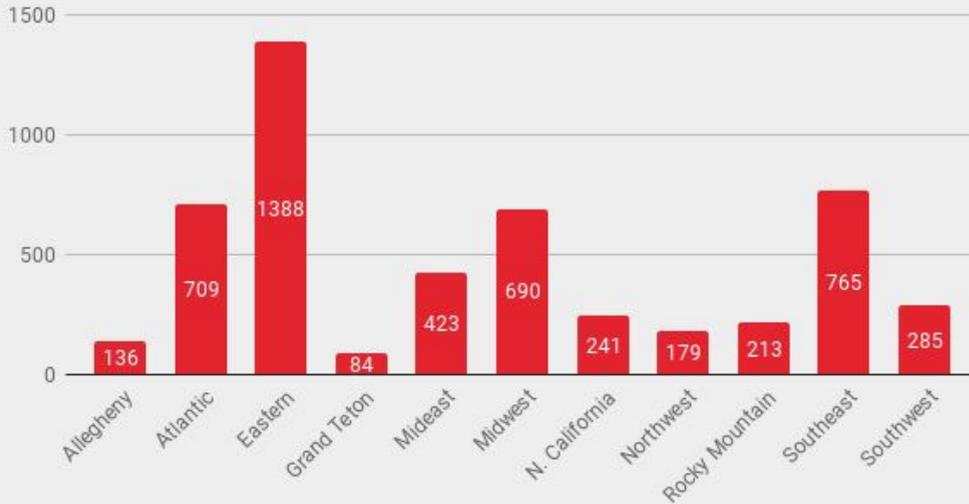
## Teams by Discipline 2021-2022



# CONFERENCES

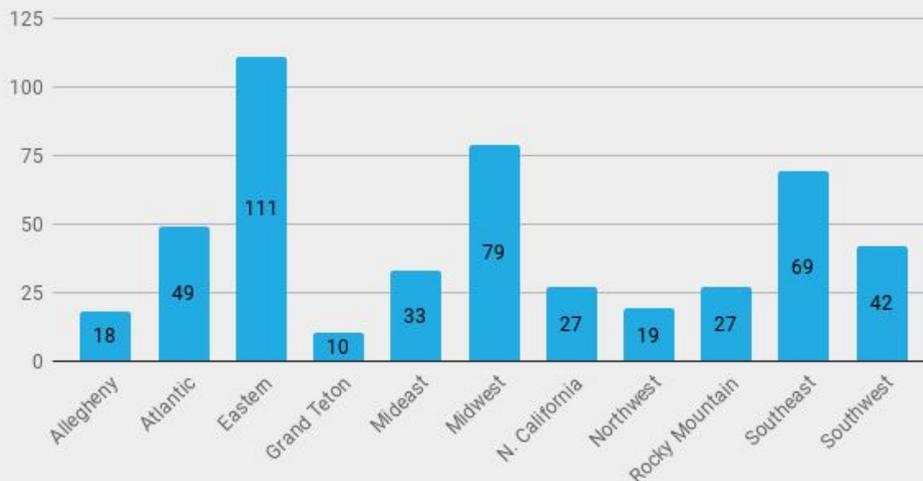


Individuals by Conference 2021-2022



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

Teams by Conference 2021-2022



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

# NATIONAL CHAMPIONSHIPS



## LAKE PLACID, NY

The USCSA continued its strong partnership with the Olympic Regional Development Authority (ORDA), Whiteface, Mt. Van Hoevenberg and New York Ski Education Foundation (NYSEF) to put on the 2022 U.S. Collegiate Ski & Snowboard National Championships. The excitement was palpable— everyone was thrilled to be back in person after a two-year hiatus! A huge thank you to all volunteers and congratulations to all participants. This signature event continues to be a main point of focus for the USCSA, and we are working to grow in stature and execution while remaining accessible and affordable for all.

## MAMMOTH, CA

We continue to seek a venue in the west that meets the needs of all disciplines and provides equitable access to our student athletes. At the time of publication, we are planning to host the 2023 U.S. Collegiate Ski and Snowboard National Championships at Mammoth Mountain in California.



# NATIONAL CHAMPIONSHIPS: BROADCAST



## BOSS HOGG & TEAM

The 2022 National Championships broadcast set new records in its 10-year history of covering the event:

	2022	2020	2019
TOTAL VIEWERS	55,313	38,023	43,380
TOTAL EXPOSURES	143,950	94,481	112,813
TOTAL FINISH RATE	30%	19%	24%
TOTAL TIME VIEWED	4 YRS, 28 DAYS, 18 HOURS	1 YR, 255 DAYS, 9 HOURS	2 YRS, 82 DAYS, 14 HOURS

## FUN FACTS

- This year, our broadcasts were viewed in 51 countries
- Largest **audiences** per discipline:
  - Alpine– Women's GS Run 1: 7766
  - SB/FS– M & W Boardercross: 5788
  - Nordic– Classic Sprint: 4275
- Our largest viewer growth was seen in **Nordic**
- Viewer numbers are based on individual **IP addresses**
  - Often, many viewers watch a single IP address feed (at registration, in the lodge, at Starbucks, at homes in Sweden, etc.)
  - This illustrates the absolute baseline minimum viewers, while reality suggests they could be 2 or 3 times higher if we could count **actual eyeballs** instead of IP addresses.
- The fact that our viewers watch more than an hour of each broadcast is **remarkable** in the world of live stream consumption
- 30% completion rates and 1 hour average watch times are **completely rare** in average livestream metrics
- An additional 17,018 impressions have been recorded since the end of the event, signifying **our most robust post-event viewing** metric in our broadcast history

# NATIONAL CHAMPIONSHIPS: LOOKING FORWARD



## COMMUNICATION

Communication tools for a big event are paramount to its success. We continue to improve the ways in which we communicate important messages around registration, event venues, weather contingencies and other logistical information. The construction at Lake Placid, coupled with the space limitations due to the pandemic and challenging weather incidents created several challenges and necessary changes to ensure the utmost enjoyment and safety of all participants.

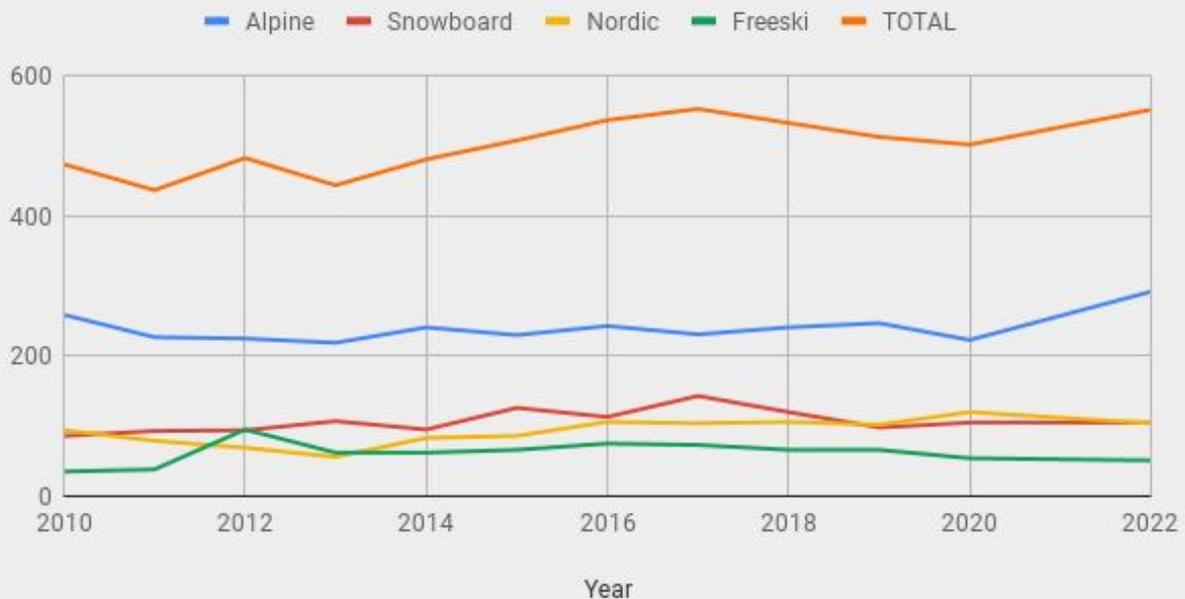
## DISCIPLINES

The USCSA is dedicated to providing a high-caliber experience for student athletes of all disciplines. We recognize that there are several opportunities to improve the event for our snowboard and freeski athletes in the future, and to maintain a high level of events for our Nordic athletes.

## REGISTRATION FEES

The USCSA strives to keep costs as low as possible for members; in fact, this year's fee was reduced to match 2018 rates. At the same time, we continue to face challenges from the lingering effects of the COVID-19 pandemic, rising inflation, and the continual increased costs of doing business.

National Championships Registrants



# VOLUNTEERS



## COMMITTEES

The events and operations of the USCSA are run almost entirely by volunteers. The organization currently has more than a dozen committees that support the Board of Directors and each Conference in issues from finance to marketing to competition rules.

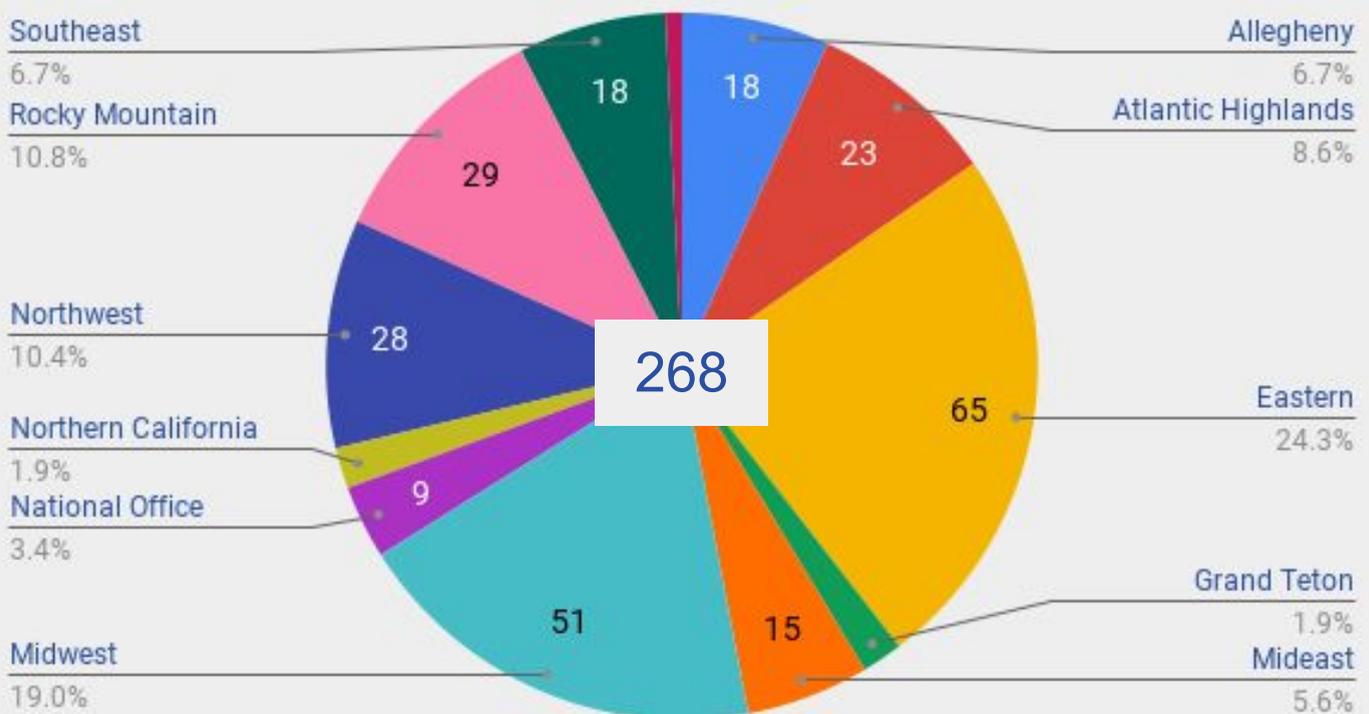
### COMMITTEE HIGHLIGHT: STRATEGIC PLANNING

In the fall, the Strategic Planning Committee hosted a Town Hall event to gather feedback from membership about the USCSA in order to create a vision and implement core values for the organization. With this input and through additional meetings throughout the winter and spring, the Strategic Planning Committee has created the first strategic plan for the USCSA in its history. This plan will be instrumental in guiding the organization forward with purpose and in adherence to its mission.

## SAFE SPORT COMPLIANCE

The USCSA remains in compliance with the Safe Sport Act of 2017 and subsequent updates. All coaches, officials and volunteers must complete a background check and abuse prevention training. We provide a confidential reporting mechanism on our website as well.

### Volunteer Distribution 2021-2022



# 2021-2022 STUDENT-ATHLETE REPRESENTATIVES

## ALPINE

Katie Brust



## ALPINE

Charlie Naples



## NORDIC

Luke Dykowski



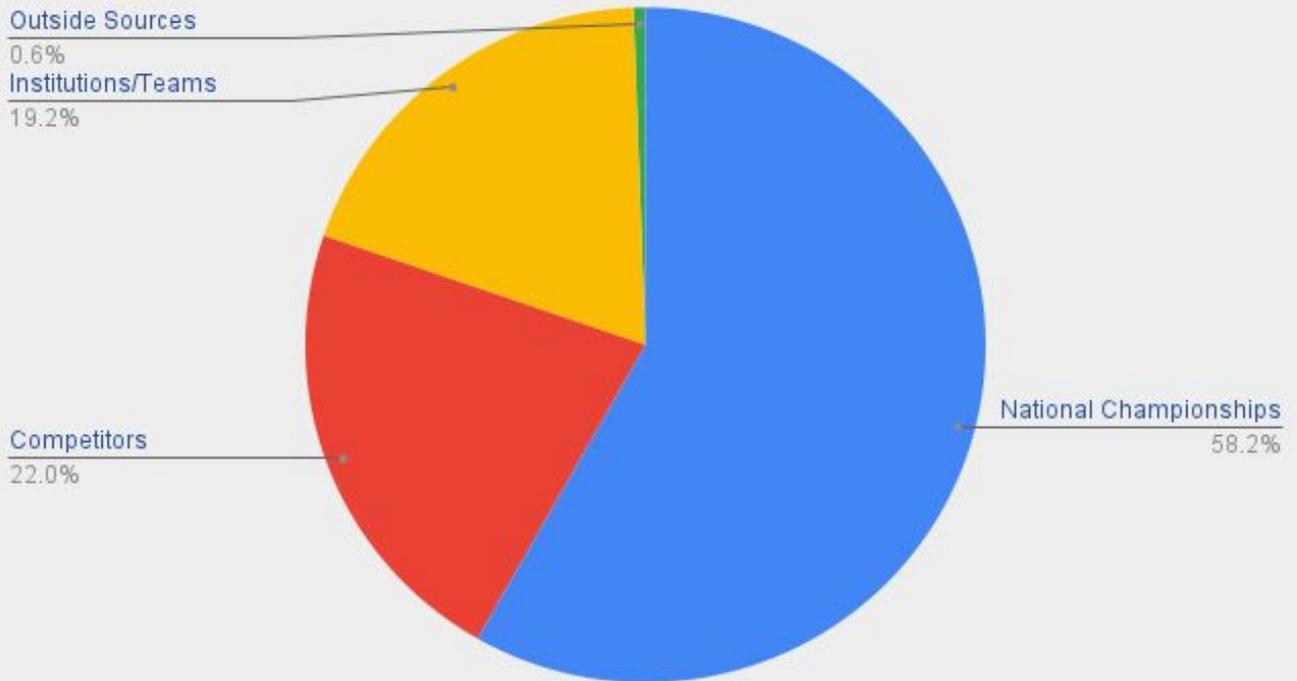
Thank you to our 2021-2022 Student-Athlete Representatives! Katie, Charlie and Luke all devoted passion, time and valuable resources to the USCSA during their two-year tenure as Student-Athlete Reps. Katie created our new logo and brand guidelines; Charlie contributed to our new strategic plan; and Luke played a key role in the growth of the Nordic program, particularly in the Midwest. Charlie and Luke also helped out at the 2022 National Championships as volunteers and in coaching. We are so grateful to our Student-Athlete reps for all they do! Thank you Katie, Charlie and Luke for a wonderful year!!



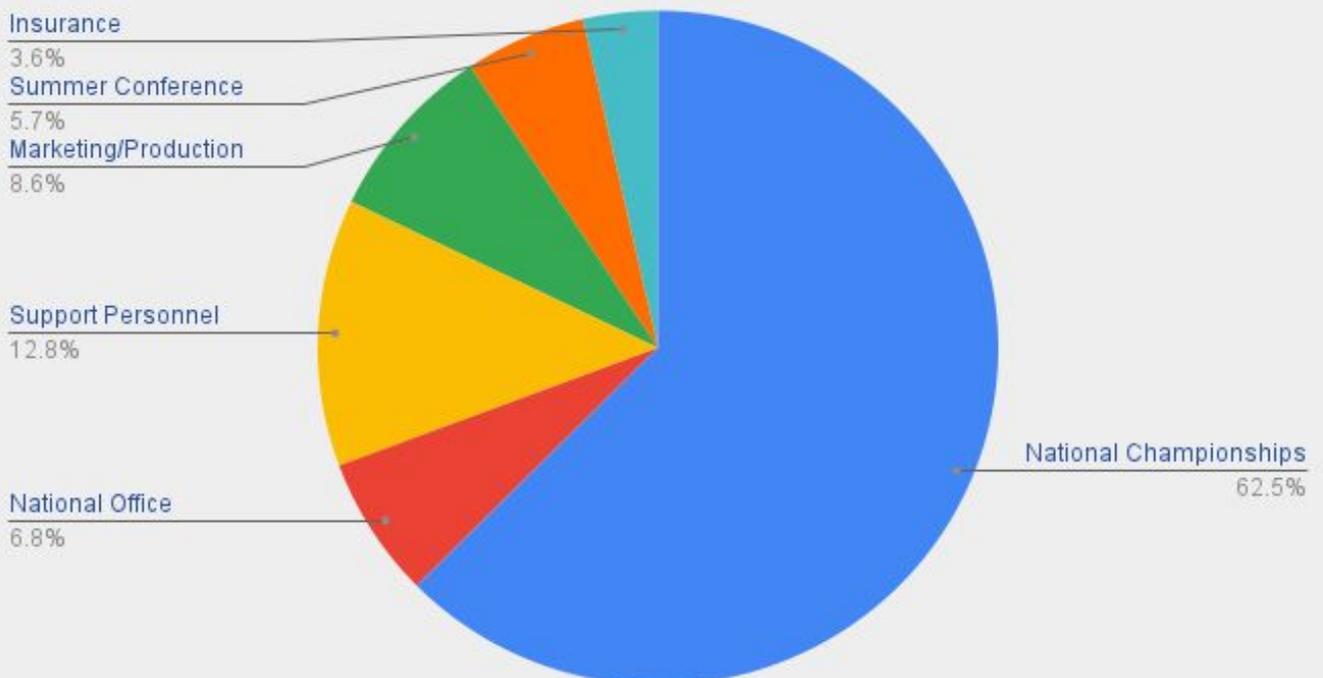
# FINANCIALS



### Income Sources 2021-2022



### Expenses 2021-2022

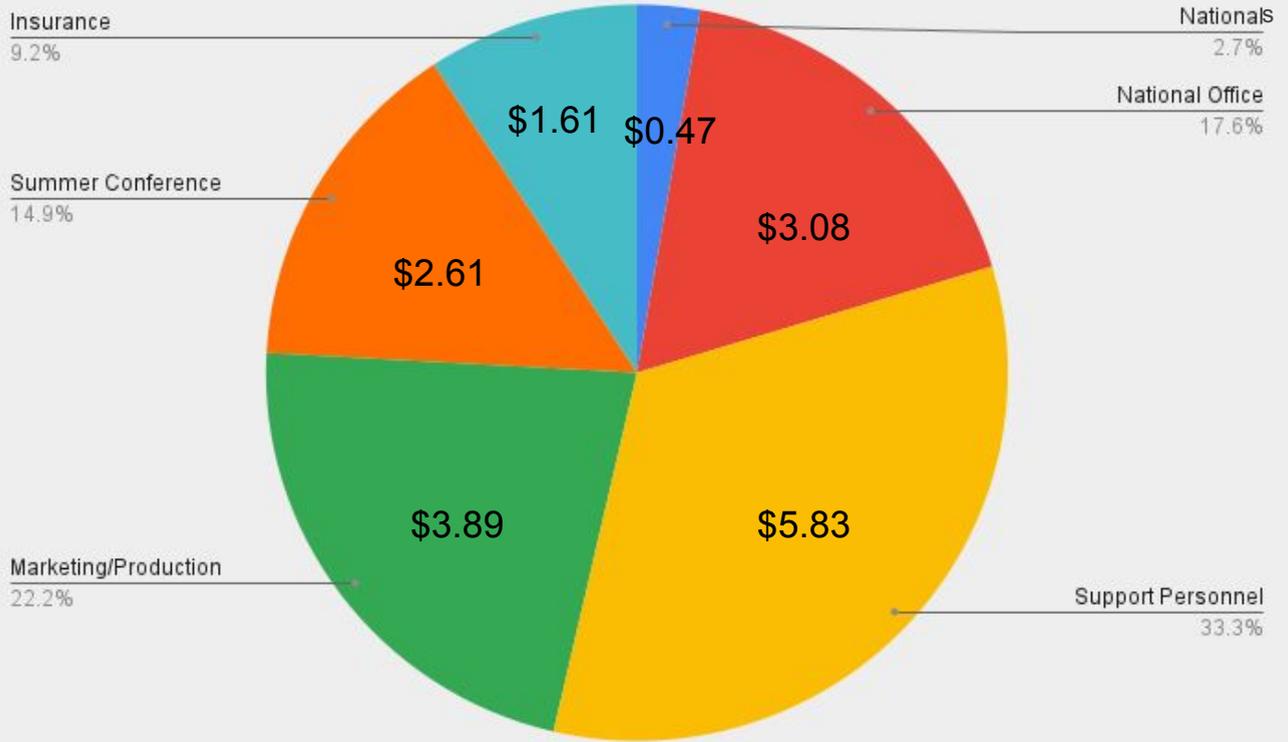


PROJECTED NET INCOME: \$17,918.83

# WHERE DO MY DUES GO?



BASED ON EARLY BIRD RATE OF \$17.50



# FUNDRAISING



## DEVELOPMENT COMMITTEE

The USCSA continues to grow and with this growth, comes the responsibility to increase the financial security of the organization. Changes to insurance, operating expenses, and future plans all drive this requirement and we have reached a point in the organization's life where we cannot solely rely on registration fees to support our operation. We are surrounded by opportunities for donors and partners, and obtaining, supporting, and growing these opportunities require specialized skill sets that cannot be handled by our Board, Managing Director, or Marketing Committee alone. We need a group of experienced development experts to generate ideas and advise the Board, Managing Director and Marketing Committee on best practices and effective strategies.

The USCSA is about to release its 1, 3, and 5 year strategic plan and to support that plan, we must identify sustainable opportunities for funding that diversify our funding streams such that we lessen our reliance on membership dues and support our strategic growth.

## PARTNERSHIPS (SPONSORS)

The USCSA partners with several industry-leading brands and companies to provide member benefits for USCSA's student athletes, coaches, volunteers and leadership. These partnerships are one of the many benefits of your USCSA membership (or volunteer time) and are in place to support your skiing or snowboarding activities, including training and competitions. Member benefits were listed on the USCSA website and as a footer in all member communications.



**THANK YOU  
FOR A GREAT YEAR!**



**[www.uscsa.org](http://www.uscsa.org)**

**177 Huntington Ave  
Ste 1703 #22462  
Boston, Massachusetts 02115-3153**

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