

NATIONAL FASTPITCH COACHES ASSOCIATION  
JUNIOR COLLEGE CAUCUS MINUTES

December 2, 2015

Atlanta Marriott Marquis

Kathryn Gleason, Tournament & Camp chair called the meeting to order at 8:40 a.m.

- I. Kathryn Gleason, Northern Kentucky University and Chair welcomed the committee to the 2015 NFCA Convention.
- II. Michelle Vasquez, NFCA liaison provided the committee with a summary of the 2015 camp schedule.
  - a. Classic Recruiting Camps
    - i. Pennsbury, Thursday June 18 (450 attendees)
    - ii. Ohio Stingrays, Thursday July 9 (334 attendees)
    - iii. Houston Friday, September 4 CANCELLED not enough interest & transition at NFCA
  - b. Excel Recruiting Camps
    - i. Kansas City, Friday June 5 (40 attendees, lots of potential for growth)
    - ii. Nashville, Thursday June 18 (CANCELLED) tournament director
    - iii. Dallas, Thursday June 25 (50 attendees)
    - iv. Champions Cup, Tuesday July 14 (59 attendees)
    - v. Columbus, Thursday July 23 (64 attendees) room for growth, love tournament directors
  - c. Academic Recruiting Camps
    - i. Las Vegas Academic, Friday June 12 CANCELLED not enough interest
    - ii. Northeast Academic at Pennsbury, Wednesday June 17 (250 attendees)
    - iii. Champions Cup Academic, Monday July 13 (40 attendees)
- III. Suggestions/Areas of improvements/feedback from athletes, coaches/parents
  - a. Michelle Vasquez provided the committee with feedback from the NFCA staff:
    - i. The Established Classic NFCA recruiting camps did as predicted and was lucrative. Currently the charge for a classic camp is \$120, we feel this is a good time to increase camp amount to \$140. We attempted to hold a camp later in the year (September 4) however found this was a difficult time for us (Lacy Lee Baker had resigned August 15) and for the Houston market feel an EXCEL camp might be better suited for the area.
    - ii. Regarding the Academic camps and EXCEL camps we feel this is an area of growth. The established Academic camp in Pennsbury did as expected, in Las Vegas; there was much "anticipation" however when push came to shove the interest just wasn't there. However, our partnership with CHAMPIONS CUP (Jim & Susan Bollinger) presents an opportunity for growth in the Southern California market.

- iii. All but one NFCA Excel camps operated in the black. We feel this was a terrific starting point for us and believe we can grow these types. We identified flawed areas and will have them fixed and in place by 2016.
    - b. Utilization of NCSA
      - i. Direct content from them to post on our website
      - ii. Email blasts from them directly because they have direct contact with athletes and parents
      - iii. Need to market NFCA camps on their social media outlets
    - c. Social Branding
      - i. Need to increase the number of athlete followers on NFCA media accounts
      - ii. Need to be more recognized among younger athletes
    - d. SportsBoard
      - i. Suggestions made from Ash Beckham (Buckeye Showdowns Tournament Director), because both the NFCA and Buckeye Showdowns utilize SportsBoard to incorporate in large classic camps.
        - 1. Consider selling profiles to participating athletes (approx. \$10 per athlete)
        - 2. Data collection for SportsBoard to publish rather than put on NFCA staff
- IV. 2016 Schedule (Still solidifying 2016 dates)
- a. Northeast Academic at Pennsbury Wednesday, June 15, 2016
  - b. Pennsbury Thursday, June 16, 2016
  - c. Ohio Stingrays Thursday, July 7, 2016
  - d. Champions EXCEL Monday, July 11, 2016
  - e. Champions Academic Tuesday July 12, 2016
  - f. Endorsed Camp: Valley Invitational, June 17, 2016
- V. Open discussion
- a. Potential sites
    - i. Peoria (USSSA/PGF uses these fields)
      - 1. Very drivable
    - ii. Scrapyard (Houston, Texas)
      - 1. All turf
      - 2. 8 or more fields
      - 3. Covered seating for parents
      - 4. Very nice
      - 5. NPF site
    - iii. Collins Fields (Texas)
      - 1. 5 fields
      - 2. Good local resources
  - b. Branding Official/Associations

- i. NFCA needs to incorporate official branding “Official Coaches Association”
- ii. Target athletes to follow NFCA media outlets (Twitter, Facebook, Instagram)
  - 1. Have a place for them to take pictures in front of NFCA logos
  - 2. Incorporate designated time in camp for social media (pictures)
- c. Off-Season Camps
  - i. Middle of October
  - ii. Camp RiseBall – Bill Edwards
    - 1. It was suggested to contact Bill Edwards about what value the NFCA can add to Camp Riseball
      - a. Pro’s
        - i. Easy travel
        - ii. Equipment already provided
        - iii. Increase NFCA reach
      - b. Con’s
        - i. Will NFCA presence interfere with Camp Riseball Revenue?
- d. Parents Clinic
  - i. It was suggested to have a Parent’s Clinic attached to camps. This was thought as an avenue where parents could talk to other parents who had daughters go through the recruiting process. Essentially another recruiting avenue.

Meeting adjourned at 9:50 a.m.