Culture Working Group  
4/2/18

Summary of Core Values:
• USANS Core Values: Courage, Confidence, and Character
  o Through:
    ▪ Community, Perseverance, Integrity, Innovation, Fun
• #1 Response to USANS staff survey was that Community was the most important for developing culture

Challenges:
• Where is the line for athletes producing revenue and how do transactional relationships fit in this?
• Where does cultural education fit within SJ and NC?
• What does competition look like at a young age?
• Athletes need to develop intrinsic forms of motivation rather than extrinsic.
• Youth wanting instant gratification
• Challenges we know exist within ski jumping and have some out on surveys
  o Athletes not feeling welcome
  o Fighting between clubs
  o Different forms of communication or lack of communication
  o Different culture from region to region
  o Lack of paid staff

Ideas for Developing Culture:
• National Team:
  o Working on team goals and athletes need to figure out how they fit into that
  o Accountability & follow through
• Whole Country:
  o We need to develop “Our Culture” not Norway’s, Finland’s, or Slovenia’s
  o Fostering relationships with other country’s athletes
    ▪ Engagement with people and a more global perspective
  o Culture starts at a young age
  o USANS needs to be leading the way and promoting core values to community
  o Culture needs to include both experiential and technological pieces
  o USANS needs to be the leader in helping club development
    ▪ Communication and explanations between parents & club leaders
    ▪ Recruit the parent not the kid

Where do we go from here?
• Exchanges (countries & clubs)
• Homestays
• Consider changing U10 Format
• USANS puts more emphasis on Core Values
• Changing expectations of parents and athletes
• Use technology to our advantage
• Virtual Worlds
• Set goals for clubs, divisions, and the national organization
• Pick three points to work on and execute on those