NWCA
MISSION • VISION • VALUES:
Mission
The NWCA brings the wrestling coaching community together to advance the sport and ensure that current and future generations have the opportunity to engage in a safe and educationally based wrestling experience. This is primarily done by strengthening existing programs, creating new programs, and providing coaches with progressive educational opportunities.

Vision
To be the premier provider in all aspects of scholastic and collegiate wrestling, inspiring universities, coaches, governing bodies, participants and spectators to have a passion for the positive benefits wrestling provides in this nation.

Values
• Intentional Culture provides the style and form needed to articulate goals in terms of expectation and aspiration. It prescribes the process for how we will agree and disagree without compromising the balance of our core values.

• Trust allows us to be open and forward thinking. It frees us to bypass political correctness and suspicions that undermine the intellectual freedom to make progress and good decisions.

• Commitment allows us to see who is on the team and who is committed to the team to help us understand who we need to allocate our resources.

• Integrity is the cornerstone for our behavior and treatment of all the stakeholders in the sport of wrestling. It makes clear the path to take for understanding the difference between right and wrong and following through. It is tested by the filter “Do the right thing.”

• Duty brings NWCA to completion of the task when conditions on the ground might want to cut us short.
On behalf of the NWCA Board of Directors and our President, Coach Tom Ryan at Ohio State University, I want to take a moment to celebrate some notable accomplishments of the National Wrestling Coaches Association (NWCA) as we close out the 2016/17 fiscal year.

We continue to make phenomenal progress with new college wrestling program growth as evidenced by the fact that 15 new college teams have been established at all collegiate levels. The NWCA has now helped to establish over 170 new college teams just since 2001.

We are also thrilled to promote that there are now 38 intercollegiate women’s teams, ten of which are at NCAA member institutions. The NWCA, USA Wrestling, & Wrestle Like A Girl have recently submitted an application for NCAA Emerging Sport Status for women’s wrestling. We intend to pursue similar status with the NAIA and NJCAA governing bodies.

While we are excited to have so many new college programs being established, the real “win” is achieved by sustaining them. This can only be accomplished by having an ample number of well-trained coaches to lead them. Our primary strategy to meet this goal is through the implementation of our CEO Leadership Academy. We provide up to 100 full scholarships annually to deserving head/assistant college wrestling coaches to complete this comprehensive training program which is designed to sharpen our coach’s CEO/entrepreneurial skills as well as to strengthen the alignment of our programs with educational values.

At the scholastic level, we have 244,804 boy’s (ranks #7) and 14,587 girl’s competing in high school across the nation. We are proud to say that six states now sponsor state championships for girls wrestling with several more that are interested. Our primary strategy to foster the continued growth of boy’s and girl’s participation at the scholastic level is through an NFHS Level 1 Certification delivered jointly by the NWCA and National Federation of State High School Associations. The NWCA also offers advanced training through a modified (for scholastic coaches) version of our CEO Leadership Academy.

In summary, nobody plays a more important role in future growth of amateur wrestling than the head coach at every level. For this reason, the NWCA remains committed to investing heavily into the development of the coach specifically in the educational environment.
WRESTLING HEALTH IN THE USA

Amateur wrestling has some terrific vital signs that should be celebrated and at the same time, there are some significant challenges that need to be addressed:

HEALTHY VITAL SIGNS FOR HIGH SCHOOL BOYS & GIRLS WRESTLING

- The number of high school boys wrestling teams is 10,629 (ranks #8).
- Since 1999, boys high school wrestling participation has increased by 8,000.
- High school girls wrestling is one of the fastest growing sports with over 14,587 participants. (The largest high school participation sport for which there is no NCAA Championship).

HEALTHY VITAL SIGNS FOR MEN’S & WOMEN’S COLLEGE WRESTLING

- The NCAA Division I Wrestling Championships rank among the Top 5 in revenue as compared to all other NCAA men’s sports. ESPN covers all rounds.
- 170 new men’s and women’s college teams have been established since 2001 (38 are women’s intercollegiate teams and NCAA Emerging Sport Status is imminent).
COMMITTED TO
THE GROWTH OF WRESTLING
AT ALL LEVELS

The NCAA Division I Wrestling Championships rank among the Top 5 in revenue as compared to all other NCAA men’s sports. ESPN covers all rounds. 170 new men’s and women’s college teams have been established since 2001 (38 are women’s intercollegiate teams and NCAA Emerging Sport Status is imminent).
COACHING DEVELOPMENT

The NWCA resolutely believes that the head coach at all levels plays a pivotal and vital role in the future of wrestling. Our core scholastic and collegiate coaching development programs are delivered in collaboration with the National Federation of State High School Associations (NFHS) and the NCAA Wrestling Committee. It is our hope that completion of these courses (and/or demonstrate the equivalent in experience) will eventually be a pre-requisite for employment as a wrestling coach. With consistency and professionalism, we believe we can increase the number of wrestlers, wrestling coaches, and wrestling programs (mens and womens) at every level.

NWCA COACHES DEVELOPMENT RESOURCES FOR HIGH SCHOOL/MIDDLE SCHOOL COACHES

☑ Practice Planner – new web-based tool designed to standardize the teaching of wrestling technique at all levels.

☑ Scholastic Coaches Portal – a “members only” portal has been uniquely designed to facilitate collaboration among all 10,000 member high school coaches.

☑ High school girls wrestling is one of the fastest growing sports with over 14,587 participants. (The largest high school participation sport for which there is no NCAA Championship).

NWCA COLLEGE COACHES DEVELOPMENT RESOURCES FOR COLLEGE COACHES

☑ Annual Convention: approximately 400 vendors and coaches at all levels convened to access professional development presentations, share ideas, and problem-solve without the distraction of competition.

☑ College Coaches Portal: a newly developed “members only” portal has been designed to facilitate collaboration among college coaches and/or to deliver coaching development tools and resources to all 350 college programs.
ORGANIZATIONAL DEVELOPMENT

As responsibility for “the business of sports” becomes an increasingly significant part of the coaches’ roles, the NWCA believes that it is no longer acceptable for a coach to simply be a technician of the sport. The coach must now function as the de-facto “Chief Executive Officer” of their program, report to a “board” (e.g. Athletic Director, Superintendent, School Board), and maintain responsibility and accountability for the health of the program. To this end, the NWCA exists to support coaches in the development of these skills for the sustainability and growth of their programs.

NWCA COACHES DEVELOPMENT RESOURCES FOR HIGH SCHOOL/MIDDLE SCHOOL COACHES

- **CEO Leadership Academy for High School/Middle School Coaches** (men/women) – available in September 2017 for FREE to all coaches interested in pursuing CEO and leadership training.
- **Practice Planner** – New web-based tool designed to standardize what is being taught at each age group level.
- **Marketing/Promotion Kit** – 260 coaches participated in Best of Brand Competition which is designed to help coaches make their programs more relevant in schools/communities.

NWCA COLLEGE COACHES DEVELOPMENT RESOURCES FOR COLLEGE COACHES

- **CEO Leadership Academy**: NWCA provides up to 100 full scholarships each year for deserving head/assistant coaches (men’s/women’s programs) to receive CEO and leadership training.
- **College Coaches Resource Manual**: NWCA provides all coaches with a standard code of operating procedure manual to assist with the administration of their program.
- **Marketing/Promotion Kit** – 167 college coaches participated in the Best of Brand Competition designed to make their programs more relevant in their schools and communities.
ADVOCACY

Through public relations, event creation, management, execution, and various governing body interaction, the NWCA seeks to be a strong, consistent voice beyond the wrestling community. In an effort to grow the sport by the explanation of its virtues, the NWCA seeks to establish and sustain relationships with media outlets to promote the sport. Events will be held as catalysts for wrestling advancement while governing body interaction assists in our efforts to keep wrestling relevant in the athletic landscape across the nation.

- Fifteen new college teams have been established for next year (170 since 2001).
- Since 2006, intercollegiate wrestling has been restored to New Mexico, Texas, Arkansas, Alabama, Georgia, and Florida where it had been extinct for over 20 years.
- The NWCA is a trusted entity for being the voice of high school and college coaches with governing bodies.
- The NWCA provides the college governing bodies with critical subcontractor services including NCAA Qualifier Allocation consultation, weight management oversight, and post season tournament seeding.
- The NWCA executive director served on and provided a facilitator for the Blue Ribbon Wrestling Task Force designed to develop a strategic plan for DI Wrestling.
- The NWCA has formed a Blue Ribbon Task Force comprised of high profile wrestling ambassadors and state high school association executives for the purposes of substantially accelerating the growth of boys and girls wrestling.
- The NWCA executive director helped to form the Action Coalition to Strengthen Olympic Sports (ACT-SOS) for the purposes of strengthening Olympic sports on college campuses.
CLASSROOM PERFORMANCE

The NWCA firmly believes in and takes literally the term “student-athlete” in its complete form. As regulations and mandates are instituted to make this concept exceedingly clear to sports programs across the country, the NWCA desires to equip coaches with the skills and tools necessary to help their student-athletes in both their academic and athletic endeavors.

- Across all three NCAA Divisions, wrestling has the largest percentage of first generation college bound students.
- NWCA provides comprehensive training for all coaches at the annual convention specific to “best practices” for improving eligibility and graduation rates.
- Over the most recent five year period, Division I wrestling enjoyed the greatest “single year” improvement for eligibility and retention rates of all NCAA Division I men’s sports (APR scores of 956 to 976).
- The NWCA’s goal going forward is to achieve 4 consecutive years of strong eligibility/retention rates so Division I’s four-year average is 985 or better.
- NCAA Division II also monitors eligibility and retention rates of all sports although the metrix is different so we are putting safeguards in place to improve these rates as well.
NATIONAL WRESTLING COACHES ASSOCIATION
2016-2017 AT A GLANCE

2016 NWCA ALL STAR CLASSIC • November 4, 2016
2017 NWCA MULTI-DIVISIONAL NATIONAL DUALS • January 5-6, 2017
2017 NWCA DIVISION I NATIONAL DUALS • February 17-20, 2017
2017 NWCA PITTSBURGH CLASSIC • March 25, 2017
2017 NWCA BEAST OF THE EAST • December 16-17, 2017

WRESTLING STATS 2016 - 2017
- 14 New Programs in 2016 - 2017
- #2 Sport for 1st Generation College
- 38 Collegiate Women’s Teams
- 10,629 Boys HS Programs
- 2,091 Girls HS Programs
- 14,587 Individual Girls HS Participants

COLLEGE
- 550+ Coaches
- Online Modules
- 360 Evaluations
- Mentoring Program
- NWCA Convention

HIGH SCHOOL
- 100+ Coaches
- 360 Evaluations
- Mentoring Program
- NFHS Level I Cert
HEALTH & SAFETY

The #1 responsibility of every coach is to the health/safety of every wrestler and this must be a priority in all coaching development activities. The NWCA provides tools and training to assist coaches in the proactive health and safety measures necessary to maintain a stable program.

Through a partnership with internationally renowned sports medicine experts at The Andrews Institute, we are able to provide the latest research and “best practices” on important threats to amateur wrestling such as concussion, skin infection prevention, overuse injuries, and much more.

✔ Our flagship NWCA Optimal Performance Calculator (OPC) powered by TrackWrestling platform is utilized by over 230,000 middle school, high school, and college wrestlers each year to establish an ideal competition weight class.

✔ The NWCA/MySportsDietitian partnership has resulted in an integrated sports nutrition component into the OPC so wrestlers can now design a customized diet that honors their weight loss, weight maintenance, or weight gain plan.

✔ Through our weight management efforts, wrestling in the educational environment has emerged as the ultimate physical fitness sport and is now playing a major role in “pinning” childhood obesity.

✔ Our Avadim Technologies partnership provides gold standard skin infection prevention products (Theraworx) to the wrestling community.

✔ Our Applied Silver partnership provides gold standard skin infection protection through innovative laundry disinfecting technology.

✔ The Fusionetics Injury Prevention System provides all coaches, athletic trainers, and wrestlers with simple and sustainable strategies for minimizing injuries.

✔ The NWCA has raised considerable funds to validate various body composition testing devices to insure accurate measurements for all student-wrestlers.

✔ NWCA Board of Directors voted unanimously to stand firm behind the position of using headgear in all practice and competitions to reduce incidence of cauliflower ear.
ENSURING FINANCIAL STABILITY

In order for the NWCA to be able to serve the wrestling community, it must remain a financially viable organization. We seek to establish symbiotic, mutually beneficial relationships between our organization and the communities and programs we assist.

- Through our partnership with TrackWrestling/NBC Sports, the NWCA has been able to substantially reduce its dependency on donations by creating recurring revenue through the marketing of the event management platform.

- The trust bestowed on the NWCA by the collegiate and scholastic governing bodies has been invaluable in our efforts to successfully secure in excess of $1 million annually from corporate sponsors and donors.

- The NWCA is fortunate to have ongoing and deep rooted partnerships with government agencies and Fortune 500 Companies such as The Marines, Michigan State University, and The Hershey Company that have substantially helped to fund our mission.

- The NWCA’s success in forging strong relationships with prominent wrestling organizations has been key to maximizing revenue from our events.

- Deep rooted relationships with major television networks such as NBC Sports, ESPN, Fox College Sports, and BTN has substantially helped to maximize revenue from our signature events.
SUSTAINABLE PROGRAMS

The NWCA stands firmly committed to ensuring that all wrestling programs in the educational space – scholastic and collegiate – are relevant in their schools and communities in an effort to protect our existing programs and sustain future growth.

- Wrestlers in Business Network (WIBN) is establishing chapters in and around our high school college wrestling programs across the nation in an effort to provide ongoing support as institutional funding for athletics gets more stressed.

- Best of Brand Competition – through a partnership with nationally renowned sports marketing strategist, Dr Coyte Cooper, the NWCA provides a FREE marketing promotion kit to all high school and college wrestling programs.

- Best of Brand teaches coaches how to develop promotional videos, graphics, and messaging designed to make their programs more relevant in each school and community.

- To increase participation in Best of Brand Competition, coaches enter their videos, graphics, posters, etc. into a national competition where fans, media, etc. can vote and winners are celebrated at the completion of each season.

- Our Applied Silver partnership provides gold standard skin infection protection through innovative laundry disinfecting technology.

- The NWCA is aggressively lobbying state high school athletic associations to mandate more home dual meets that culminate with a post season dual meet champion as a primary strategy to make wrestling more relevant in schools and communities.

- The NWCA has dedicated one entire section of its CEO Leadership Academy to promote “best practices” for making wrestling more relevant in schools and communities.
The NWCA has substantially ramped up its social media presence with the hiring of a Social Media Coordinator. The NWCA completely overhauled its website so it could be more easily integrated with various social media platforms. Further, the Best of Brand Competition has been invaluable to our efforts to ramp up our social media presence.

**INSTAGRAM**

The NWCA’s Instagram following has grown from 7,400 to 11,400 followers.

**FACEBOOK**

The NWCA’s Facebook following has grown from 11,389 to 12,360 followers.

**TWITTER**

The NWCA’s Twitter following has grown from 26,125 to 28,200 followers.
The NWCA conducts a few signature events designed to celebrate our sport’s heroes and champions. These events are nationally televised and/or web-streamed with the goal of substantially growing our fan base.

- The NWCA's signature events, the All Star Classic, Multi Divisional National Duals, and Division I National Duals have all been nationally televised on one of the following networks: BTN, ESPN, Fox College Sports, and NBC Sports.
- Through the NWCA’s event management partner, TrackWrestling/NBC Sports, all events are web-streamed and a national result/statistic repository has been established.

### NWCA Events

#### 2016 NWCA All Star Classic

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The 2016 NWCA All Star Classic was hosted by Wrestlers in Business Network/Cleveland on November 4, 2017.
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#### 2017 NWCA Multi-Divisional National Duals

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The 2017 Multi Divisional National Duals, hosted by United Wrestling Group in Ft Wayne Indiana on January 5-6, 2017, featured many of the top 16 teams in each collegiate division (NCAA DII, NCAA DIII, NAIA, Women, NJCAA). An astonishing 43 of the 85 participating teams have been established just since 2001. One exciting dual meet from each collegiate division was nationally televised on Fox College Sports.
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#### 2017 NWCA Division I National Duals

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The 2017 NWCA Division I National Duals was hosted by 8 non BigTen schools on the weekend of Feb 18. Each was paired with the dual meet champion from a Non BigTen Conference. The national championship dual meet between Penn St and Oklahoma St drew the largest crowd in Oklahoma State history for an indoor sporting event (in excess of 14,000 fans).
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#### 2017 NWCA Pittsburgh Classic

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In March, 2017, the NWCA partnered with the Pittsburgh based LOC to conduct the 52nd Annual Pittsburgh Classic featuring the top PA high school seniors vs the top seniors from across America.
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#### 2017 NWCA Beast of the East

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In December 2017, the NWCA officially entered into a partnership with the Beast of the East, a premier scholastic tournament featuring 115 of the top high school wrestling teams in America.
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The ongoing challenge for the NWCA is to balance our fundraising efforts to cover general NWCA operating expenses with our ongoing commitment to fund new program startup costs.

Additionally, the NWCA raised an extra $20,000 during the 2016/17 year to purchase wrestling mats and uniforms for new college programs. Most of these funds do not flow through the NWCA, payments are made directly to the universities.

The NWCA is eternally grateful for the 600 donors who collectively contribute approximately $884,000 annually in support of NWCA programs and services.

Our long term strategy to cover startup costs for new college programs is to secure a $2 million endowment so the interest yielded each year would cover the startup costs. We currently have three pledges for a total of $300,000 towards the endowment.

The NWCA and National Wrestlers in Business Network (WIBN) have agreed, in principle, to a merger. The goal is to inspire wrestlers to hire wrestlers and/or to inspire wrestlers to do business with wrestlers. As their companies benefit, they will have more discretionary income to donate back to wrestling.

During the 2016/17 fiscal year, the NWCA benefitted from well over $50,000 of pro bono legal services specific to sponsorship agreements, patent and general counsel services.
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