

2018-2019
NWCA

ANNUAL REPORT



Serving, protecting & promoting the sport of
wrestling since 1928.

NATIONAL WRESTLING COACHES ASSOCIATION
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OUR MISSION

The NWCA brings the wrestling 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.



Executive Summary

On behalf of the NWCA Board of Directors and our President, Coach Pat Popolizio at North Carolina 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 2018/19 fiscal year.

We continue to make phenomenal progress with new college wrestling program growth as evidenced by the fact that 28 new college teams have been established this year across all collegiate levels. The NWCA has now helped to establish over 228 new college teams since 1999.

We are also thrilled to announce that there are now 62 intercollegiate women's teams, twenty seven of which are at NCAA member institutions. The NCAA Committee on Women's Athletics has recommended Emerging Sport Status for Women's Wrestling and the NWCA, USA Wrestling, National Wrestling Hall of Fame, National Collegiate Wrestling Association, & Wrestle Like A Girl are in the middle of an all out public relations campaign to secure an affirmative vote of all institutions at the January 2020 NCAA Convention. The NAIA has already sponsored its first ever, national invitational for women during the 2018/19 season.

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 our CEO Leadership Academy. Each year, we provide up to 100 full scholarships to deserving head/assistant college wrestling coaches (men & women) 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 wrestling programs with educational values. Later in the annual report, you will see the impact of the College CEO Leadership Academy has had as it relates to the sustainability of new and existing programs.

At the scholastic level, we now have 247,441 boy's (ranks #7) and 21,124 girl's competing in high school across the nation (due to our OPC reporting, we actually know that even more girls than that are competing at the high school level). We are proud to say that 18 states now sponsor state championships/invitational 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 (comprised of online Safety/First Aid, Philosophy of Coaching, & NWCA Wrestling Specific courses) delivered jointly by the NWCA and National Federation of State High School Associations. The NWCA also offers advanced training through a scholastic version of our CEO Leadership Academy and I am thrilled to say that since fall 2017, over 1,000 boy's and girl's scholastic coaches have completed this training (there is no cost to the coaches to receive this training).

In summary, no one plays a more important role in the future growth of amateur wrestling than the head coach at every level. For this reason, the NWCA remains committed to investing heavily in the development of the coach, specifically in the educational environment.

WRESTLING HEALTH IN THE USA

An extraordinary renaissance has occurred in scholastic and collegiate wrestling since 1999.

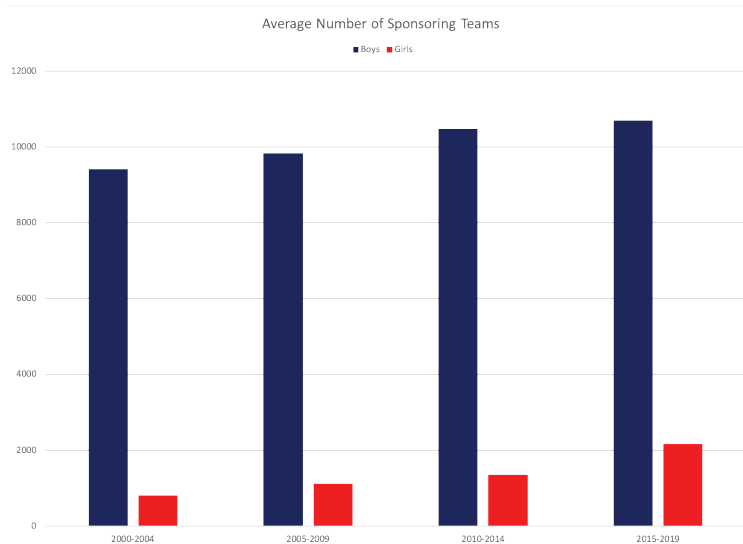
At the scholastic level wrestling participation is stable among boys' programs (grew by approximately 1,800 or .07% over the previous year) and growing rapidly for girls (grew by 4,562 or 27% over the previous year). As more and more athletes specialize in a single sport earlier in their athletic career, it is important that their first experience in wrestling is a positive one.

As excited as we are to celebrate 228 new men's and women's intercollegiate programs that have been added since 1999, it is perhaps even more important to understand what our new and existing intercollegiate wrestling programs really represent.

Across all three NCAA Divisions, including all NCAA sports, wrestling has the 2nd largest percentage of first generation college-bound student-athletes. We expect this to be similar in other college divisions (i.e. NAIA, Women, etc.). With this in mind, it is important to know that our new and existing intercollegiate wrestling programs are providing a vehicle for countless young men and women to obtain a college degree (many of which could not otherwise even be attending college).

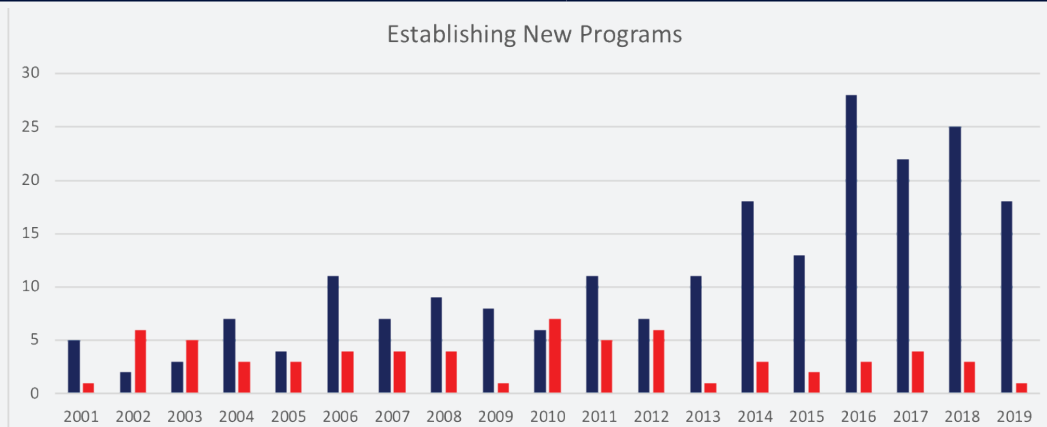
SCHOLASTIC WRESTLING VITAL SIGNS

Positive Indicators	Challenges
10,843 boys wrestling teams is an all-time high for the 2018-19 season (for the first time since 2011, participation has grown modestly for 2 straight years).	Despite the two year modest participation increase in boys participation, trends indicate an overall decline in individual participation and average roster size over the past 8 years.
Girls wrestling is one of the fastest growing sports with 21,124 participants and 2,890 teams in the 2018-19 season. We believe there is an additional 1500 girls wrestling that are currently not being officially reported.	Decreases in average coaching tenure to 3-4 years with nearly 50% of coaches not otherwise employed by the sponsoring school.
There are now eighteen states that offer State Championships or Invitationals for girls' wrestling.	Increased importance on individual tournaments with less significance attached to duals and rivalries. Developing unique weight classes for girls in each state which are not consistent across the country. Training boys coaches who have not coached girls previously.



COLLEGE WRESTLING VITAL SIGNS

Positive Indicators	Challenges
The NCAA Division I Wrestling Championships rank among the Top 5 in revenue when compared to all other NCAA sports. ESPN covers all rounds.	The NCAA Division I intercollegiate business model is becoming more stressed as football and basketball costs continue to escalate.
228 new men's and women's college teams have been established since 1999. Six new Division I wrestling teams are transitioning to Division I (Univ. of Arkansas at Little Rock Men, Presbyterian College Men & Women, Cal Baptist/Men, Augustana/Men, Long Island University/Men, and Bellarmine/Men).	The NCAA has added a new "eligibility/retention" for student athletes as a component to its revenue share formula for DI member institutions. Men's wrestling trails many men's programs in their ability to qualify for the revenue share (data on women's teams will not be available until it is officially an NCAA Emerging Sport).
63 women's intercollegiate teams. NCAA Emerging Sport Status is progressing and the NAIA hosted its first ever National Invitational during 2018-19 season.	Shortage of head coaching candidates for women's intercollegiate programs. The growth of women's collegiate teams is out-pacing growth at the scholastic level.



** After the three year implementation phase of the CEO Leadership Academy (ending in 2012), the number of discontinued programs was greatly reduced while new program growth accelerated substantially! There were 28 new teams created in the 2018-19 academic year and 18 of them in 2019 calendar year. The only teams that were dropped were Lindenwood Bellville Women, Wheeling University and Kansas Wesleyan.*

ANALYSIS

While there is plenty to celebrate about the renaissance of scholastic and college wrestling since 1999, there are some areas of improvement that need attention.

At the scholastic level, many of our challenges are the result of a national shortage of well-trained wrestling coaches who are available to recruit, retain, and mentor student-wrestlers in a very demanding sport. This coaches shortage is the direct result of having lost over 500 college teams between 1971 and 1999 as the fundamental training for scholastic coaches has historically been the intercollegiate system.

The good news is that the addition of 228 new college teams since 1999 will, in time, help to substantially replenish the depleted pool of teachers and coaches across the nation.

At the college level, most of the challenges stem from coaches of underfunded intercollegiate wrestling teams trying to improve eligibility and graduation rates of so many First-Generation College Bound student-athlete wrestlers on their team.

To overcome this challenge, the NWCA has collaborated with a prominent Deloitte Consultant to develop a confidential, for internal use only, "report card" for every college wrestling team. This report card evaluates the wrestling team's overall competitiveness, graduation/retention rates of the wrestling team as compared to the athletic department and overall institution, and financial sustainability of the institution. For the first time ever, the NWCA staff can be focused on the coaches who need the most support.



Coaching Development

The NWCA resolutely believes that the head coach at all levels plays a pivotal and vital role in the future of wrestling. The heart of NWCA support are our CEO Leadership Academies. These core scholastic and collegiate coaching development programs are delivered in collaboration with the National Federation of State High School Associations (NFHS) and the respective collegiate governing bodies. It is our belief that completion of these programs will ultimately 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 men's and women's wrestling programs at every level. More importantly, it will give coaches tools beyond the mat that are essential in the development of young men and women.

NWCA DEVELOPMENT RESOURCES FOR HIGH SCHOOL/MIDDLE SCHOOL COACHES

The NWCA is the coaching education partner of the NFHS for high school coaches. Together, we offer an NFHS Level 1 Coaching Certification to approximately 750 high school and middle school wrestling coaches each year.

CEO Leadership Academy for Boys and Girls High School/Middle School Coaches – over 29 CEO Academy workshops were hosted since fall 2017. The curriculum is designed to bolster their proficiency in recruiting/retention of student-wrestlers and/or strengthening their CEO and leadership skills (approximately 1,036 boy's & girl's coaches have received FREE access to this training).

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

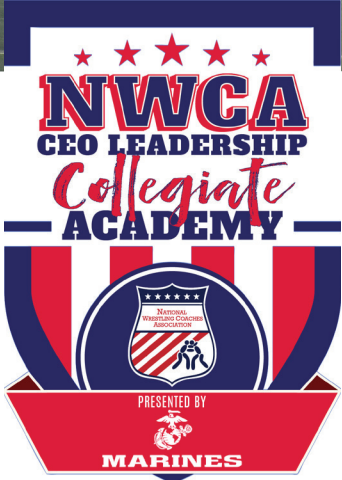
Scholastic Coaches Portal – a “members only” portal is being designed to facilitate collaboration and distribute coaching development tools, videos and resources to all 10,000+ member high school coaches.

Coaches Resource Guide – NWCA provides a comprehensive Standard Code of Operating Procedure Manual to help coaches with organizational/administrative tasks.

NWCA hosts an annual convention that provides a wide array of coaching development workshops and seminars on coaching development related topics.



insert a testimonial quote from Commissioner Bowlsby here



NWCA DEVELOPMENT RESOURCES FOR COLLEGE COACHES

<p>CEO Leadership Academy: NWCA provides up to 100 full scholarships each year for deserving men's and women's head or assistant coaches to receive CEO and leadership training (i.e. fundraising, recruiting, ethics, etc.) in an effort to ensure the sustainability of our new and existing men's/women's intercollegiate teams.</p>
<p>Annual Convention: Over 450 exhibitors, administrators, officials, and coaches at all levels convened to access professional development presentations, share ideas, and problem-solve without the distraction of competition.</p>
<p>College Coaches Resource Manual: NWCA provides all coaches with a standard code of operating procedure manual to assist with the administration of their program.</p>
<p>College Coaches Portal: over the course of the year, we have been developing a newly redesigned "members only" portal to better facilitate collaboration among college coaches and to deliver terrific coaching development tools and resources to all 456 college programs. Program assessment data is available to coaches so they can leverage it to negotiate salary and operating budget enhancements.</p>
<p>Since the implementation of the CEO Leadership Academy in 2012 the ratio of new to dropped programs has improved to nearly 6 to 1 when compared to a ratio of just below 2 to 1 for the previous 7 years, an astounding 312% increase!</p>
<p>The Leadership Academies would not be possible without the generous support of our sponsors and donors!</p>



Organizational Sustainability

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.

NWCA RELATIONSHIPS

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

In 2018-19, the NWCA assisted in raising an additional \$70,000 in start-up funds to support new college programs.

The NWCA is fortunate to have ongoing and deep-rooted partnerships with government agencies and corporations such as The US Marine Corps, Michigan State University, and The Hershey Company that have substantially helped to fund our mission.

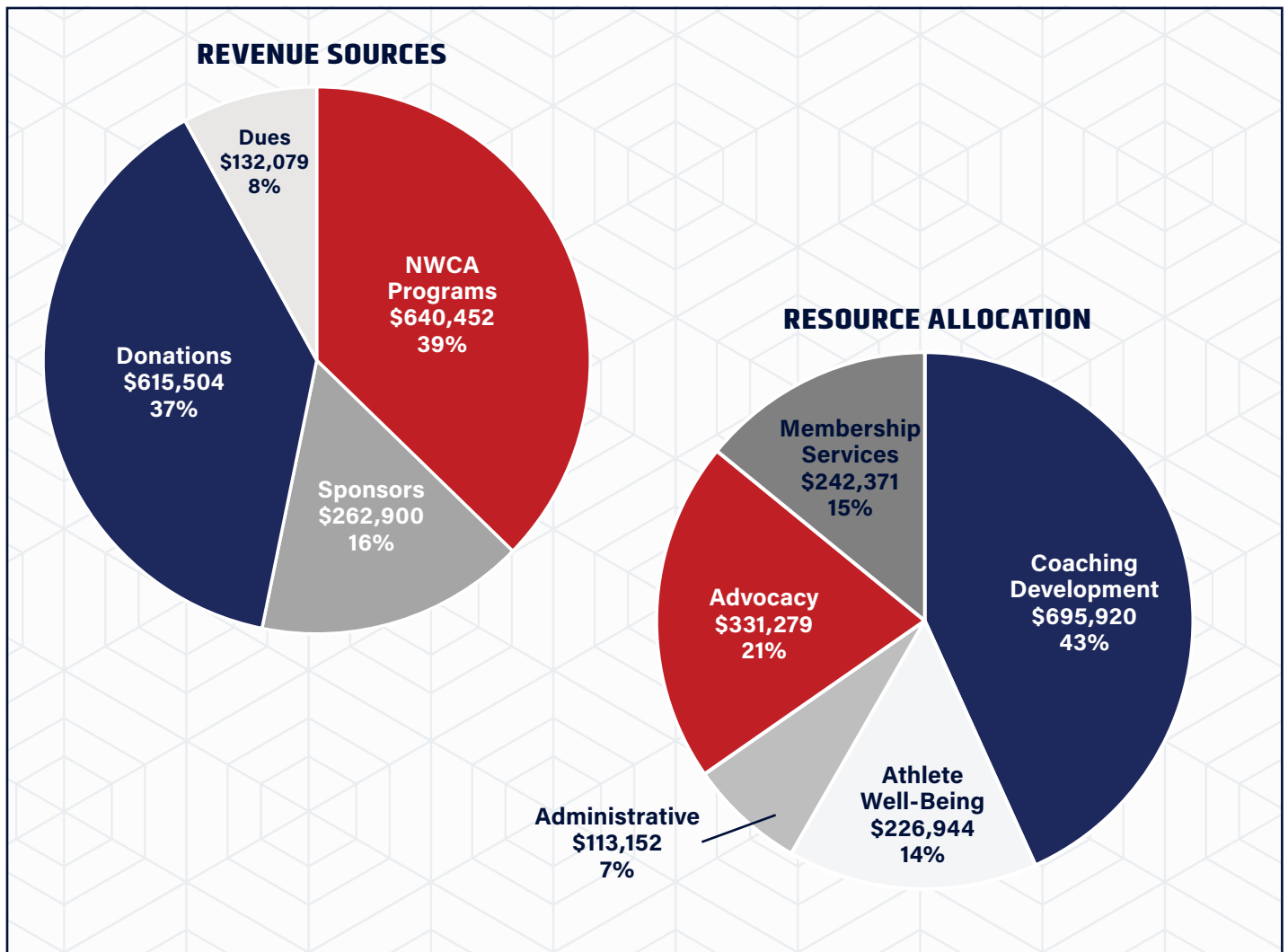
The NWCA's success in forging strong relationships with prominent wrestling organizations has been key to maximizing revenue from our events.

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.

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 NWCA RECEIVES AND ALLOCATES ITS FUNDING AS FOLLOWS:



NATIONAL WRESTLING

WRESTLING STATS 2018 - 2019

- ✓ **26 New Programs in 2018 - 2019**
- ✓ **2nd Highest Number of 1st Generation College Bound Student-Athletes**
- ✓ **69 Collegiate Women's Teams**
65 at the end of the fiscal year
- ✓ **10,843 Boys HS Programs**
- ✓ **18 State Girls Sanctioned Championships**
- ✓ **21,124 Individual Girls HS Participants**

2018 NWCA EVENTS

- **2018 NWCA ALL-AMERICAN**
November
- **2018 NWCA BEAVER VALLEY**
December 1
- **2019 NWCA MULTI-DIVISION**
January 5
- **2019 WRESTLERS IN**
March 2
- **2019 NWCA PITTSBURGH**
March 2
- **2019 NWCA COLUMBIANA**
AUGUST 2

2018 - 2019

COACHES ASSOCIATION

2019 EVENTS

ALL STAR CLASSIC ▪

October 2, 2018

EAST OF THE EAST ▪

October 14 - 16, 2018

NATIONAL NATIONAL DUALS ▪

November 5 - 6, 2019

WINTER BUSINESS SOCIAL ▪

December 23, 2019

PITTSBURGH CLASSIC ▪

January 24, 2019

CONVENTION ▪

February 2 - 4, 2019

CEO LEADERSHIP ACADEMIES

COLLEGE

- 700+ Coaches ▪
- Online Modules ▪
- 360 Evaluations ▪
- Mentoring Program ▪
- NWCA Convention ▪

HIGH SCHOOL

- 1,000+ Coaches ▪
- 360 Evaluations ▪
- Mentoring Program ▪
- NFHS Level 1 Cert ▪

AT A GLANCE



Advocacy

Through public relations, event creation —> management —> and 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.

PROMOTING WRESTLING

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 postseason tournament seeding.

NWCA facilitates a Blue-Ribbon Wrestling Task Force designed to develop a strategic plan for DI Wrestling. Formal recommendations should be provided to the NCAA for the 2019-20 year.

NWCA formed a High School 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. Recommendations will be provided to the NFHS and state high school associations during the 2019-20 year.

NWCA provides a comprehensive award program to recognize outstanding accomplishments of coaches and student-athletes at each collegiate championship.

The NWCA has improved its communication with its members through digital media over the past year over doubling the number of Instagram followers from 12,500 to 13,288, Facebook followers from 13,000 to 13,942, and Twitter from 30,656 to 31,801.

Team Rankings for each collegiate division to promote the sport and the NWCA.



Social Media Growth

The NWCA has greatly improved its communication with its members through digital media over the past year



INSTAGRAM

The NWCA's Instagram following has grown from 12,500 to 13,288 followers.



FACEBOOK

The NWCA's Facebook following has grown from 13,000 to 13,942 followers.



TWITTER

The NWCA's Twitter following has grown from 30,656 to 31,801 followers.

@nwcawrestling



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.

WRESTLING PERFORMANCE IN THE CLASSROOM

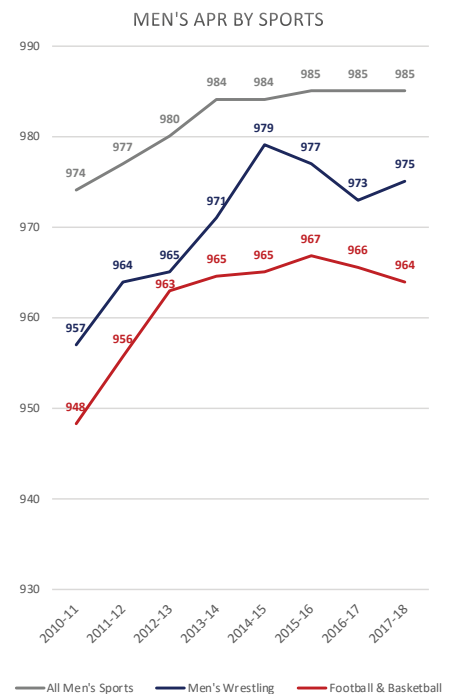
Across all three NCAA Divisions, wrestling has the second largest percentage of first generation college-bound students. This inspires college administrations to add new wrestling programs, but it should also be noted that these student-athletes are more “at risk” academically.

NWCA provides comprehensive training for all coaches at the annual convention specific to “best practices” for improving eligibility and graduation rates. We also provide FREE consultants when appropriate.

Academic Progress Rate (APR) is a critical NCAA measurement that measures eligibility and retention rates for sponsoring Division I institutions. Improving the Division, I APR is more important than ever because the NCAA has recently incorporated an “APR” component into its revenue share model. While wrestling has achieved the minimum thresholds, it is below the overall average of Men’s APR and specifically below most other non-revenue generating sports. It is critical to close the GAP with other non-revenue sports to keep the programs in good standings with their institutional athletic directors. This is a specific focus at our annual CEO Leadership Academy. Our goal is help coaches be leaders in collegiate academics.

NCAA Division II also monitors eligibility and retention rates of all sports (via the NCAA Academic Success Rate/ASR) and wrestling has historically been in the lower quadrant. Again, through our CEO Leadership Academy, we dedicate considerable time to promoting “best practices” to substantially improve these rates as well.

The NWCA recognizes academic achievement of student-athletes and teams at all collegiate levels through its “All Academic Awards Program.”





Health & Safety

A key 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 partnership with internationally renowned sports medicine experts such as the Andrews Institute for Orthopedic and Sports Medicine 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.

PROACTIVE HEALTH & SAFETY MEASURES IN WRESTLING

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 wrestlers having unrestricted access to a gold standard sports nutrition component so wrestlers can now design a customized diet that honors their weight loss, weight maintenance, or weight gain plan. Over the past year, the number of subscribers has risen to over 500.

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 partnership with Defense Soap and Applied Silver provides gold standard skin infection prevention to the wrestling community.

Our partnership with Applied Silver, a company harnessing the power of silver to develop commercial applications for a cleaner world, provides gold standard skin infection protection through innovative laundry disinfecting technology.

Working collaboratively with the NFHS the NWCA has raised considerable funds to validate a more accurate Bio-electrical Impedance scale for measuring body fat in high school wrestlers.



Events

The NWCA conducts several 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

NWCA EVENTS	
Annual Convention	The NWCA hosts its Annual Convention that serves in the capacity of a trade association. Participation continues to grow and has reached an unprecedented 450 exhibitors, officials, coaches, presenters, etc.
NWCA All-Star Classic	The nationally televised (and web-streamed) NWCA All Star Classic featured a women's component in 2018.
Beast of the East	In December 2018, the NWCA continued to be a major partner in the Beast of the East, a premier scholastic tournament featuring 115 of the top high school wrestling teams in America.
Multi-Divisional National Duals	The 2019 Multi-Divisional National Duals, hosted by United Wrestling Group in Louisville KY in January 2019, featured many of the top teams in each collegiate division (NCAA DII, NCAA DIII, NAIA, Women, NJCAA). Almost half of the 85 participating teams have been established just since 2008. One exciting dual meet from each collegiate division was nationally televised on Fox College Sports.
Wrestlers in Business Network Social	The NWCA hosts various activities in conjunction with the NCAA Division I Wrestling Championships including a Wrestlers in Business Network Social, a coach's clinic, and a scholastic coaches forum just to name a few.
Pittsburgh Classic	In March 2018, the NWCA co-hosted (with a Pittsburgh based LOC) the 53rd Annual Pittsburgh Classic featuring the top PA high school seniors vs the top seniors from across America (and an undercard dual featuring the top high school seniors from Pittsburgh vs the top high school seniors from New York).



Strengthening 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.

MAKING WRESTLING RELEVANT

Wrestlers in Business Network (WIBN) is now a flourishing operating division within the NWCA. We have been establishing chapters in and around our high school and college wrestling programs across the nation. Many business leaders within each WIBN chapter are interested in helping scholastic and collegiate coaches conduct their programs in a more business-like fashion.

Local WIBN chapter events have been effective at reconnecting with many wrestling alumni who have become disconnected. Chapters host events so wrestlers can do business with wrestlers and/or wrestlers can hire wrestlers. WIBN is also a terrific source of internships, apprenticeships and career opportunities for our scholastic/collegiate student-wrestlers.

WIBN members can leverage the WIBN website, located at www.wrestlersinbusiness.org to hire wrestlers and/or pursue internships and careers.

The Denver WIBN Chapter did a terrific job in hosting our 2018 NWCA All-Star Classic.

The NWCA hosts National Dual Championships for all collegiate divisions (except Division I) in an effort to place more emphasis on the outcome of regular season dual meets.

The NWCA is collaborating with state high school athletic associations to work toward more home dual meets that culminate with a postseason dual meet champion as a primary strategy to make wrestling more relevant in schools and communities.

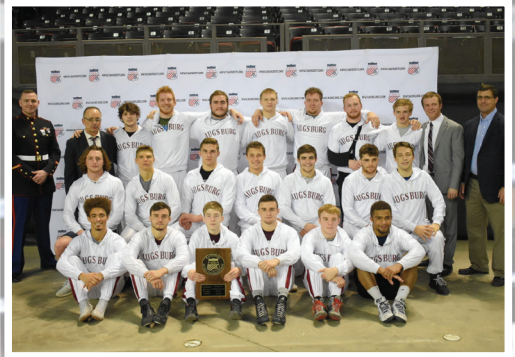
The Dual meet is the most effective way to make wrestling relevant in the school and community (which leads to a larger fan and donor base).

The WIBN Social at the NCAA Championships attracted over 300 business leaders from across the nation.

DIVISION II
St. Cloud State

WOMEN
McKendree University

DIVISION III
Augsburg University



Multi Divisional National Duals Champions

NAIA
Grand View University

NJCAA
Northwest Tech College



NWCA Board of Directors

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Emmanuel College
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Nebraska School Activities Association
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NFHS
National Coordinator of Officials
National Wrestling Hall of Fame
Mat Talk Online
Retired Coach
USA Wrestling
NCAA
National Collegiate Wrestling Association
Business Leader
WIBN
Business Leader
Washington and Lee
WIBN
Business Leader
USAW Girls
University of Wisconsin- Madison
Business Leader

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President
Secretary
Treasurer
NCAA Division I
NCAA Division II
NCAA Division III
NAIA
NJCAA
NJCAA
WCWA
Scholastic
Scholastic
Scholastic
NFHS
Officials
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Media
Affiliated Organization
USAW
Affiliated Organization
NCWA
At-Large
At-Large
At-Large
At-Large
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COACH ME
and I will learn.
CHALLENGE ME
and I will grow.
BELIEVE IN ME
and I will win.



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wrestling since 1928.

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