

Proposal:

Dedication, Determination, Domination

Volleyball Skills Camp

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Dedication, Determination, Domination Volleyball Skills Camp

ATHLETICS AS AN OUTLET FOR ADOLESCENT GIRLS

Girls entering 5th through 8th grades are at the beginning stages of adolescence. This is an extremely important age, as the choices made here are what begin to shape a young girls' future. Extracurricular activities such as the team sport of volleyball are great ways for girls to develop



mentally, physically, and socially. Through participating in extracurricular activities and the team sport of volleyball specifically, a participant can learn and develop communication skills, teamwork, responsibility, leadership, dedication, trust, organization, respect and many, many more traits which will be immensely beneficial to the individual long after partaking in the sport. The following quotation taken from of a review of contemporary literature completed by Felman and Matjasko proves the theory of a positive correlation between extracurricular activities and their benefits on adolescents.

Researchers investigating extracurricular activities have long been interested in the relationships between participation in these activities and the social outcomes, academic achievement, and educational attainment of adolescents. Stemming from decades of investigation by sociologists, this line of inquiry has uncovered positive associations between participation and adolescent functioning...The settings of extracurricular activities serve as a place to act out the developmental tasks of adolescence. It is believed that extracurricular activities offer a means to express and explore one's identity, generate social and human capital, and offer a challenging setting outside of academics. Adolescents form their identity by developing skills, discovering preferences, and associating themselves with extracurricular activities. (2005, p. 159)

Extracurricular activities are also extremely important for today's youth and society because these activities are a way for students to stay out of trouble. It is a known fact that sex, drugs and alcohol use among teenagers has been on the rise for many years. This fact is extremely unsettling and must be reduced. Felman and Matjasko found that "several studies have revealed a link between extracurricular activity participation and lower rates of substance use, even well into young adulthood... and in some studies, sports participation has been associated with less drug or alcohol use..." (2005, p. 184). Further, when looking at females and sexual activity specifically, it was "found that a nationally representative sample of female athletes reported

fewer sexual experiences, fewer partners, later onset of first intercourse, higher rates of contraceptive use, and lower rates of past pregnancy than female non-athletes...also rates of teenage childbearing were lower when adolescents participated in 1 to 4 hours of activities per week” (Felman & Matjasko, 2005, p. 186-187). These facts show that through an extracurricular activity such as athletics, there is hope to reduce the use of drugs, sex and alcohol among teenagers today. Overall, providing an outlet for adolescents through an extracurricular activity such as the sport of volleyball is a great, healthy alternative for teens to develop physically, mentally, and socially.

WHY REARDAN, WASHINGTON?

The town of Reardan, Washington is a small rural community with a population of “597” people where athletics have been the core of the areas spirit, pride and social gatherings dating back to the beginning of the schools development (Reardan, Washington, 2008). Three specific sports



have been dominant in Reardan athletics, and in part due to their success, the community of Reardan has become known for its strong, competitive athletic teams and individual athletic talents. “From roughly 1964-1987 basketball was dynasty in Reardan, and then from the mid 1990s-present day, football has been king. Wrestling has also experienced immense success in

recent years as they have recently clinched another team state title for 2010. These sports have created a name for Reardan athletics as it captivates fans, local newspapers and television stations” (E. Nikkola, personal communication, February 2, 2010). Due to the success and popularity of the basketball, football, and wrestling teams in Reardan, it has encouraged young children at the elementary and middle school levels to begin learning and polishing their skills so that when they reach high school age they are prepared to contribute to the legacy. From basketball, football and wrestling camps and summer leagues, to AAU, to Pee-Wee Football seasons, to Little Dribblers leagues, to Little Renegade Wrestling, these sports offer an abundance of opportunities for young children and adolescents to participate and learn the skills and techniques necessary to develop and become successful in the sport.

Through all the years Reardan has offered the sport of girls volleyball, never has it taken center stage in the Reardan athletic scene. State volleyball championships have been won in “1982, 1983, 1987 and 1988. Even when volleyball was doing really well throughout the 80’s it still did not develop a huge following” (E. Nikkola, personal communication, February 2, 2010). Since then, volleyball has not made many state appearances until this past fall. This recent state appearance has the potential to become an enormous stepping stone for the volleyball program at Reardan High School. The success the high school team has experienced this past year has the opportunity to encourage younger girls in the Reardan School District as well as those in the surrounding areas to strive to be at the playing in the state tournament when they reach high school. Creating a volleyball skills camp is one way in which simple volleyball skills and techniques can begin to be developed in young girls and also show the girls a brief look into the hard work and dedication it takes to become successful at a high level.

The key to a successful sports program begins at an early age. Past and present football, basketball and wrestling teams at Reardan have found success for many years through developing athletes at a young age. The sport of volleyball at Reardan has the opportunity to experience this same success. Due to these reasons, I believe creating a volleyball skills camp for girls entering 5th through 8th grades at Reardan High School would strongly benefit the girls, their families, and the community.

CAMP DETAILS

The camp will take place July 12-16 from 8 am to 12 am for a cost of seventy dollars. The first two to three hours will include basic skills and drills, and final portion will consist of games, tournaments, and fun activities. Attached is a camp outline and drill plan which thoroughly maps out by day and time exactly what drills, games and activities will be covered throughout the camp. The camp will be coached by collegiate volleyball players Noelle Carstens and Mandy Peone. Reardan Varsity Junior High Volleyball Coach Kristy Koch will also be available throughout the camp. Highlights of the camp include receiving a camp t-shirt, collegiate volleyball player instruction, learning of basic volleyball techniques, along with fun drills and games with prizes.

A special portion of this camp is that at the end of each day, individual awards will be given. The awards include: Miss Hustle, Miss Enthusiastic, Dynamite Defender, and Awesome Attacker. Awards are a great way to commend each athlete for working hard throughout the entire day of the camp. I also have created a handout, which is attached, to be given to each athlete on the final day of the camp. The handout includes ways for each camper to continue working on the basic skills and techniques they learned through the camp as well as a short speed and agility and jump training workout. Part of creating a volleyball legacy at Reardan means the girls must continue to develop and perfect the basic skills of the game in order to reach the next level. Further, speed and agility and jump training are critical aspects of physical fitness which are important to master and improve upon not only to succeed in volleyball, but also to simply stay fit and healthy for a lifetime. The ultimate goal of the camp is to introduce volleyball to girls who have never played the sport as well as sharpen the skills of those who have in a fun yet intense and informing environment.

CAMP PROMOTION

An important piece of developing a successful camp is promoting and advertising properly. It is my goal for this camp to not only be available for the girls who attend Reardan, but an opportunity for girls from the surrounding towns to develop their skills as volleyball athletes.

Most definitely the center of focus for the camp is improving the girls who are in the Reardan School District, and therefore I plan to obtain a list of all girls entering the fifth through eighth grades fall 2010 to send a mailing of the camp brochure and liability consent form. Further marketing planned for the town of Reardan includes placing a link to the brochure on the school website, www.reardan.net, and putting brochures in the elementary/middle school office before school lets out for the summer, as well as putting brochures in the town post office and at Dean's Drive-In (the town restaurant).

Further, Reardan has several small schools surrounding it, and to maximize the opportunities for a high number of campers attending, marketing to the surrounding area is a must. Davenport, Wilbur, Creston, Harrington, Sprague, Wellpinit and Springdale are all small towns which are within forty-five minutes of Reardan. In order to market the camp to those areas, brochures will be given to each school to be placed at their elementary and middle school offices as well as given to those girls who will be entering 5th through 8th grade fall 2010. For those businesses which allow it, flyers will be hung in windows and brochures will be given to the local restaurants, stores, and post offices. The brochure and liability consent form are attached.

RESEARCHING SIMILAR CAMPS

An important piece of determining profits for a volleyball camp is researching how much to charge for the camp. I looked at several of the day skills camps which take place in the areas surrounding Reardan and compared them to each other in order to best determine what should be charged and also provided as part of the Dedication, Determination, Domination Skills Camp. The following are what I found for pricing, duration of the camp, location of the camp, and for some camps I was able to find what you receive as part of attending the camp and who the camp is coached by.

Spokane Falls Community College (SFCC)-

SFCC offers a four day camp that has several two hour sessions depending on what position you are. The positions include: Setter, Middle Hitter, Outside Hitter and Defense. The camp is coached by the coaching staff of the SFCC volleyball team who is assisted by the players on the

team. Each session costs \$65 per person and a t-shirt is given out at the end of the camp (“2009 Volleyball Camps,” 2009).

NBC Camps-

NBC Camps offers a three day camp at Whitworth University for \$150 per person. The camp is three hours a day and you receive a t-shirt at the end of the camp (“NBC Volleyball Camps,” 2008).

Ferris High School-

Ferris High School offers a four day camp for \$40 dollars. The camp is two and a half hours long (“Day Camps,” 2009).

Gonzaga Prep High School-

Gonzaga Prep offers a four day camp for 2 hours for girls entering fourth through eighth grade for \$35 and a four and a half hour camp for girls entering ninth through twelfth grade for \$70 (“Day Camps,” 2009).

Whitworth University-

Whitworth provides a \$110 camp for grades seven to twelve for three days (“Day Camps,” 2009).

East Valley High School-

East Valley offers a two hour camp for five days for a cost of \$35 dollars (“Day Camps,” 2009).

Cheney High School-

Cheney provides a two hour camp for \$50 dollars that is four days long (“Day Camps,” 2009).

Eastern Washington University-

EWU provides a four day \$220 camp (“Day Camps,” 2009).

Mead High School-

Mead offers a three day camp costing between \$50 and \$60 dollars per player (“Day Camps,” 2009).

FINANCIAL PROJECTIONS

Planning for and implementing a volleyball camp includes determining if the camp is actually going to be equitable. Through looking at the expenses and potential profits, the proposal of the camp can come to fruition if the camp proves to be profitable. To determine the financial aspects of this specific camp, I had a meeting with Reardan High School’s Athletic Director, Eric Nikkola.

EXPENSES

Due to the fact Kristy Koch, the Varsity Junior High Coach can and will be available and at the camp each day, and the camp would be a great benefit especially for Reardan girls, there will be no facility cost for the gym or the girls locker room. Also, the volleyballs which will be needed and used for the camp are free because the high school volleyball team’s volleyballs will be made available. Also, I will be charged no janitorial cost as long as I set up and take town the nets, get the balls out and put them away, open and close the gym, ensure the gym lights are turned off at the end of each day, and make sure any and all trash is cleaned up after each day of the camp. Promotion and advertising costs must also be included when considering the expenses of the camp. Envelopes, postage, and making copies of the brochures are all an added expense. Overall, the only costs which will actually be incurred will be the purchase of the t-shirts, promotion and advertising costs and prizes.

Clark’s All-Sport in Colville, Washington quoted the cost of the t-shirts to be \$8 dollars a shirt. The shirts will be gray with a black volleyball and purple writing. The total cost of the shirts depends on how many girls register. Clark’s stated that they could receive the total number of shirts needed by July 12th and have them ready by July 15th. This way money would not be lost by ordering too many t-shirts from an estimated guess of how many girls could possibly attend

the camp. Attached is a sample of the design of the t-shirt. (Clark’s All-Sport, personal communication, February 4, 2010)

Below is a table simplifying the expenses which will be incurred from this camp.

<u>Item</u>	<u>Cost</u>
Gym	\$0
Locker Room	\$0
Volleyballs	\$0
Nets	\$0
Janitors (Clean-up/Set-up)	\$0
Camp T-shirts	\$8 per shirt
Prizes	\$75
Envelopes	\$3.95
Copies of Brochures	10 cents a black and white copy
Postage	\$35.20 (8 books of 10 at \$4.40 a book)

POTENTIAL PROFITS

The profits for this camp are variable, as they completely depend on how many girls participate in the camp. There are “an estimated seventy-eight girls who will be entering 5th through 8th grade at Reardan grade school and junior high fall 2010” (E. Nikkola, personal communication, February 2, 2010). Mailings will be sent out to each of these girls’ homes as one of the main focuses of this camp is to develop the volleyball program within the Reardan School District. Other potential campers including those who are in the surrounding towns within forty-five minutes of Reardan and will have received brochures through their school or seen the brochures posted around their town. Further possible attendees are those who simply hear about the camp through word of mouth, or those who will be passing through Reardan or one of the other local towns which will have flyers and brochures placed in restaurants, stores, and post offices. It is my goal for the first year of the camp to have at least fifty campers. With the correct advertising

and promotion the camp has the potential to generate an extreme amount of interest and help jump start a Reardan volleyball legacy.

CONCLUSION

Dedication, Determination, Domination Volleyball Skills Camp has the potential to be an extremely profitable, and successful sports camp. A camp like this can be a great way to take the success this year's high school volleyball team experienced by going to state and using it to encourage girls at a younger age to aim for that same success when they reach the high school varsity level. Victory in sports takes many hours of hard work in the gym and dedication to the sport, therefore, it is crucial to begin developing skills and techniques at a young age. This camp will provide the opportunity for adolescent girls to experience the thrills of volleyball and help take part in developing a legacy for the sport of volleyball in Reardan. Further, girls entering 5th through 8th grade are at a pivotal point in their lives and participating in an extracurricular activity such as volleyball is a great way for girls to develop mentally, physically and socially. Giving adolescents a positive and healthy hobby from which they can learn many skills and lessons they can take with them in to their adulthood is an extremely important. Also, with the rise of sex, alcohol and drug use in today's teens, it is important to find an appropriate outlet for teens. Participating in an extracurricular activity has been proven to reduce these actions. Overall, creating and implementing a volleyball skills camp for girls entering 5th through 8th grade is a perfect way to improve the lives of those young girls who attend the Reardan School District and those in the surrounding areas.

The goals of the camp are to create a fun, informing atmosphere for young girls to learn the skills and techniques necessary to become successful in the sport of volleyball and in life. Through researching other camps, developing a strong camp promotion plan, analyzing the financial aspects of holding a skills camp, creating a camp outline and drill plan and camp handout of ways to keep improving beyond the week of the camp, designing a camp t-shirt and obtaining a camp liability and consent waiver, this camp has been fully developed and is now ready for implementation. All in all, I am extremely excited to have the opportunity to be part of and develop such a great project and cannot wait to see it through to fruition.

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