

JVA

Annual Report

2016-2017



I am honored to have served you for the past 3 years as President of the JVA, and what an incredible time it has been! In that time we have added 5 events, we have doubled in membership, and have increased our staff from 4 to 7 to be able to handle all the growth of our association. If you haven't had a chance to meet the members of our staff, I hope you will find the time to do so. They are a very dedicated bunch who are doing an amazing job!

I am proud to welcome Dave Weitzl as our incoming president. Dave has been a very involved board member with a lot of knowledge regarding volleyball and the JVA, he has a great desire for the JVA to be and stay a top notch organization and will serve you well. We are so fortunate to have a high quality member such as Dave to be our president.

I have been so impressed with our members and the commitment to the athletes and the improvement of junior volleyball. Our sport is growing and thriving like never before and the JVA is a big reason why. Thank you for the opportunity to serve. It has been an honor.

Jan Barker

President, JVA Board of Directors

The 2016-2017 JVA Season was another year of growth with new events, new members and new friends for JVA. Through the pages of this Annual Report, you will see continued growth and new ways to engage with fellow members. This past year, we challenged junior volleyball clubs across the country to **"Be The Change"**, to disrupt the norm and to dare to innovate. 206 new clubs took that challenge. They hosted new events, added new programs such as pickle ball and badminton, developed beach programs, added staff development programs and revised business practices.

This year we are promoting the unity of JVA member clubs with our new challenge, **"JVA - All United"**. While we know that we will compete fiercely on the courts, we have also found great strength in working together to better the junior volleyball experience. By growing our membership, we will grow the strength of our voice and be able to have a stronger impact on our sport.

JVA moved to a new office in April, anticipating bringing on new staff to keep up with the growth of members, programs and events. We were fortunate to find a space that provided us with private office space but also a large shared work area, allowing for staff collaboration. We welcomed Erin Lehman, Steve Bailey, Samantha Dobryznski and Mollie Meganck to our staff. I sincerely hope that if you are ever in the Milwaukee area you will arrange a visit and share some social time together.

In the pages of this annual report you will see a summary of our May 2017 Strategic Planning Session and JVA by the Numbers. I want to thank everyone who supported us in the past season and welcome our new members, new staff and new partners as we join together for 2017-2018. While we have accomplished a lot, we have so much yet to do.

Jenny Hahn, Executive Director

2017-2020 Strategic Plan

This past May the JVA Board of Directors and Staff met in Milwaukee for a day and a half. We reviewed our 2014 Strategic Plan and were able to say that we accomplished what we set out to do the last three years: grow the JVA brand; do something amazing for our members (JVA Sponsor Program); and add 4 events.

We then turned our focus on the future. The group was unanimous in that we wanted to increase our interaction with our members; increase the channels of communication from the members to the JVA leadership; provide more educational resources; and define the roles of staff and board. The following goals were set:

Member Assessment:

- Survey Member perception of value of benefits
- Assess member needs
- Quantify the total number of clubs in the U.S. and Puerto Rico

Member Engagement:

- Develop Zonal Member Chapters
- Continue the Member Sponsor Program
- Develop more resources in the area of Club Management
 - Define Core Competencies
 - Research multiple learning methods

Event strategy:

- Review Challenge Series goals and philosophy
- Review current event schedule
- Develop criteria for future events, event partners and member benefits

Board and Staff Strategies

- Develop a Board/Staff Decision Matrix
- Add staff to accommodate growth and added programming



JVA by the Numbers

Financial Report

Whew! We've bounced back from last year's net profit of -\$29,505.00. The profitable year we experienced is much in part due to World Challenge in Louisville with a larger venue and new events in Ohio and California. A priority this past year was to recognize the hard work and talent of our staff by increasing salaries. We were able to do this and still increase contributions to our member clubs through the JVA Sponsor Program.

We expect the trend of a positive net income to continue. The growth of our membership and the success of our events is important to help us fund the goals we have set in our strategic plan to provide more member engagement opportunities and expanded educational programs.

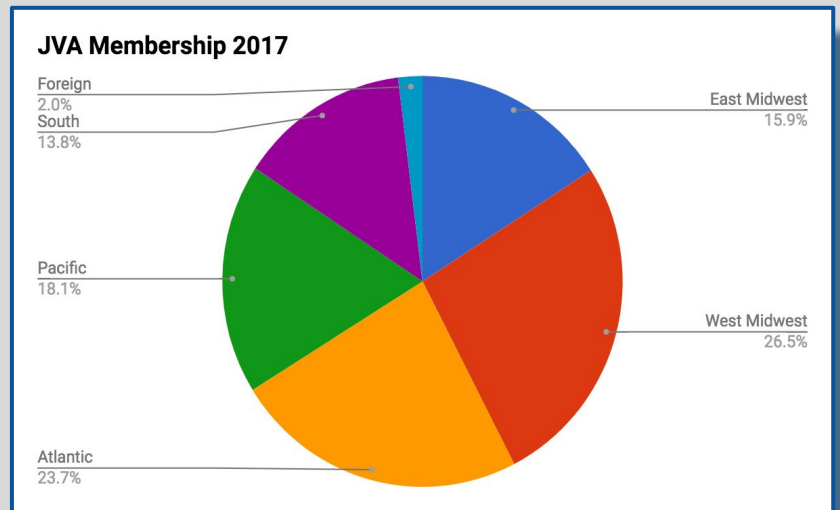
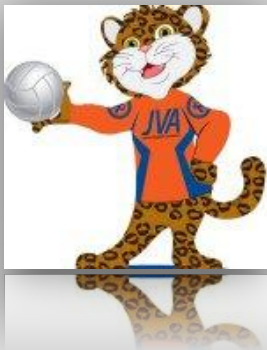
Financial Statement 10/1/16-9/30/17

| Income | |
|---------------------------------------------------------------------------|-----------------------|
| Events | \$2,359,438.00 |
| Member Dues | \$64,628.00 |
| Member Insurance | \$146,396.00 |
| Product Sales | \$356.00 |
| Advertising/Sponsors (non-event) | \$49,943.00 |
| Audit Adjustrment | \$11,358.00 |
| Misc. (Rally Fund, rebates) | \$3,818.00 |
| Total Income | \$2,635,937.00 |
| Expenses | |
| Events | \$1,578,385.00 |
| Administration & Operations | \$402,317.00 |
| Member Benefits & Services* | \$136,738.00 |
| JVA Sponsor Program | \$188,603.00 |
| Marketing | \$37,815.00 |
| Meetings (Annual, Midyear, etc.) | \$42,299.00 |
| Total Expenses | \$2,386,157.00 |
| | |
| Net Income | \$250,780.00 |
| Cash on Hand, 9/30/2017 | \$592,853.00 |
| | |
| *Member Dues to AVCA, Member Insurance, Webinars, Education and Resources | |

Membership

MEMBERSHIP BREAKDOWN (as of 11/29/17)

- Total Members: 2,761
- Club Directors: 1,070
- Club Coaches: 1,418
- JVA Club Coach only: 161
- Organizational Memberships: 112
- Level 1: 76
- Level 2: 29
- Level 3: 7



Zonal Member Chapters

We have begun to establish zonal membership chapters in order to better understand and serve our members in the different zones of the country. Zonal leaders are being appointed with the intention to act as a liaison between the clubs in their zone and the JVA. We are identifying the strengths and weaknesses in each zone, and will create a plan to guide and distribute the information and resources they need.

Membership Comparison (9/30/16-9/30/2017)

| | 30-Sep-16 | 30-Sep-17 | Increase |
|------------------------|-----------|-----------|----------------------------|
| Total | 2,091 | 2,712 | 30% increase (+621) |
| Club Director | 858 | 1,064 | 24% increase (+206) |
| Club Coach | 1,109 | 1,438 | (+329) |
| Club Coach only | 44 | 145 | (+101) |
| Organization: | 80 | 105 | (+25) |
| Level 1 | 51 | 69 | (+18) |
| Level 2 | 23 | 29 | (+6) |
| Level 3 | 6 | 7 | (+1) |

JVA Events

- 365 Teams at Rock N Rumble in Cleveland, OH (sold out at 343 teams for 2018)
- 166 Teams at MKE Jamboree in Milwaukee, WI (216 to date for 2018)
- 167 Teams at Buckeye Battle in Cincinnati, OH (sold out at 217 teams for 2018)
- 796 Teams at World Challenge in Louisville, KY (856 to date for 2018)
- 249 Teams at West Coast Cup in Long Beach, CA (sold out at 301 for 2018)
- 364 Teams at Summerfest in Columbus, OH (462 to date for 2018)
- *New Event in 2018: Kansas City Classic in Kansas City, MO (115 teams to date for 2018)*



Education

- 11 Fall and Spring Webinars with 742 total registrants
- 118 Blog articles
- 5 Educational Sessions at AVCA Convention
- 29 Videos in the JVA Coach to Coach Video Series with just under 6,000 views
- 20 Club Director Videos and 12 articles in the JVA Club Director “What’s on Your Plate” Series with over 1,100 views.

Social Outreach

- 6,025 Facebook followers (@Junior Volleyball Association)
- 4,058 Instagram followers (@jvavolleyball)
- 5,306 Twitter followers (@jrvbassociation)

2016-2017 Sponsor Program

- 48 indoor and beach clubs participated
- \$186,000 given to sponsor clubs

Recognition

- 875 Athletes nominated for the JVA Watch List
- 78 Athletes named to the JVA All National Teams
- 130 Athletes nominated for the JVA Athleader award
- 20 Athletes named as JVA Athleaders
- 121 Athletes nominated for the JVA Beach Watch List
- 8 Coaches awarded the JVA Junior Club Service Award

JVA Staff

Jennifer Hahn, Executive Director

Briana Schunzel, Director of Marketing and Partner Relations

Lisa Wielebnicki, Director of Member Development

Steve Bailey, Director of Events

Erin Lehman, Operations and Event Coordinator

Samantha Dobrzynski, Event Coordinator

Mollie Meganck, Housing Coordinator

Board of Directors

Jan Barker, President

Dave Weitzl, President Elect

Bill Milborn, Past President & Treasurer

Sherry Fadool, Secretary

Jimmy Miranda

Maggie Griffin

Jason Hames

Mike Lingenfelter

Jeff Wismer

JVA Sponsors

We would like to thank the following partners:



All-Out Performance

