

PGA Professional: Del Rankin
Facility name: The First Tee of Yakima
Phone: 509-949-6349
Email: christinam@thefirstteeyakima.org

Goals of the program: The PeeWee and Parent class was created to encourage parents and or other caring adults to begin playing golf together. The children targeted for this project were five to eight years old.

Program Design: The PeeWee and Parent class was four, one hour sessions offered on Monday evenings. By scheduling evenings, we hoped to find the greatest number of parents/adults free from work schedules. By making the classes just one hour, we kept the time commitment to a minimum for the adults, and sufficiently short enough to maintain the attention of younger children.

Tracking Results: Data was kept on the demographics of families in general, the age of the children, and whether any of the children then continued playing golf with the First Tee program, as well as attendance.

Results: We felt we had insufficient numbers to draw any real conclusions about increasing the time parents and young children played golf on their own time. One boy did register for First tee programming in the fall, which indicated a successful (fun) introduction to the game of golf.

Business impact: The PeeWee and Parent program did bring a new participant into the First Tee fold, and the portion of the funding that went toward scholarships for young children also helped overall. With a policy of never turning a child away from the program for inability to pay, our First Tee chapter is continually seeking scholarship dollars to cover this 40 percent of our participants.

Recommendations: This program may be more successful if offered in conjunction with other programming that already has a significant participant base. For example, we plan to offer parent instruction several times over the regular nine week session, during times when the kids are already at lessons. So parents can bring their children to class, and receive instruction alongside him or her, without having to schedule another activity onto the family calendar.

Additional details are included in the narrative PeeWee and Parent Best Practices report.

The First Tee PeeWee and Parent Golf Program (Yakima, WA)

Thanks to a grant from the PGA Pacific Northwest Section, The First Tee of Yakima was able to offer a four lesson “PeeWee and Parent” golf class at Fisher Park Golf Course in Yakima, WA. Fisher Park is a city course and operated under the Yakima Parks and Recreation Department.

Five parent/child pairs were introduced to the basics of golf, with an emphasis on:

1. Having Fun
2. Course Etiquette

This class was designed to augment the First Tee Program offered through the Yakima chapter of The First Tee. The goal was to provide instruction and fun that would encourage adults to go play golf with their children and further increase the success of “growing the game” efforts.



Programming ideas were shared at the First Tee Parent Orientation 2017 meeting, which included an evening meal for attendees, and was attended by just over 200 people, including youth. A portion of those present were older children with parents, and this particular class was not designed to target them. The Yakima Parks and Recreation Summer Class Schedule also listed the PeeWee and Parent class and was sent to the majority of Yakima residents through the mail.

Admittedly, we were disappointed by the low number of registrants and attendees. We discovered that *Time* seemed to be the biggest challenge for parents. Of those who were able to attend the four, hour-long classes, they did indicate that making time to play golf outside of the class was difficult.

One child did join the First Tee for our Fall session, which is our biggest success with this program. He thoroughly enjoyed the program, and is expected to return to First Tee this summer.

The program was significantly smaller than what we had anticipated, and as a result, we did not spend the entire \$800 on the PeeWee and Parent class. Enclosed are receipts totaling \$428 used toward the PeeWee and Parent class, including a scholarship for First Tee fall programming for the one boy that came registered because of his involvement in the PeeWee & Parent class.

The remaining \$372 provided other scholarships for (almost) five first grade children requesting a waiver on the program registration. Our registration fee for a nine week session is \$75, and scholarship is always provided to children in need. In 2017, 156 of our 393 participants were able to participate because of these scholarships totaling almost \$12,000.

Providing these scholarships ensures that the valuable and life changing experiences and opportunities of First Tee programming are not restricted to just those who can afford to participate. Providing access to all children is an integral part of our mission.



Looking forward to 2018, we plan to again offer a Parent and Child option, but to have it included in the regular nine-week session of The First Tee Program. We have found that many parents stay for their child's hour and 45 minute class, especially on weekday evenings, and that it may be beneficial to take advantage of that captive audience, instead of trying to get them to come to an additional class. Yakima Parks and Recreation will also offer the same PeeWee and Parents class as they did in 2017, which may attract families not already familiar with The First Tee youth program.

