



PGA

Pacific Northwest Section

PLAYER DEVELOPMENT BEST PRACTICE

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Goals of the program: *The goals of the program are to help the Kent Meridian High School golf team gain exposure among the students that currently attend KMHS and to help them field a full team for the upcoming season. It is geared to help introduce the game of golf to both boys and girls who may not have ever had exposure to golf as well as help give the students who played on the team in the past the ability to practice and get professional instruction in order to help them improve their knowledge of the game as well as increase their enjoyment. Historically KMHS has not been able to field a full girl's team due to lack of interest in golf as a result of inexperience among students and the expense and the boys team is generally comprised of beginning golfers with no experience and very little access to clubs and facilities.*

Program Design: *With the assistance of the KMHS golf coach Russell Hansen we developed a series of 4 clinics in the spring as well as 4 clinics that started in August when the fall season began that were designed to be an introduction to the game for current and future players. Each clinic was scheduled for 2 hours and gave the current team members an opportunity to not only practice at a time in which they normally would not be, as result of the cost associated, but gave almost all of the students their first experience with professional instruction. The clinics started in week 1 with the introduction to the basics and used short irons, week 2 was a continued education and discussion about the proper technique associated with successful golfers as well as use of the longer irons and hybrids if applicable, week 3 focused on the long game and the tee ball, finally week 4 focused on the short game which seemed to be one of the most beneficial lessons for the team. The overall hope and design of the program was to increase participation for the KMHS golf team as well as give access to the golf facility and professional instruction for a group of juniors that otherwise wouldn't be able to afford the opportunity to play and practice.*



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Tracking Results:

The simplest way to track the results was to see progress first hand as well as see scores drop during the fall season. The stat/result that we were proudest of was a higher return rate among players who played on the team the season before as well as a higher return rate among players who showed up for the first time during the spring clinic and showed signs of improvement and enjoyment during their introduction to the game of golf. We also saw a girl's golf team that was able to field a full team for the first time in a while as well as a greatly improved boy's team that was scoring more points.

Results:

The results were achieved by making the first few classes more of an introduction to golf as many of the students had never played the game and did not have and golf clubs. The students who had played in the past had never received professional instruction and greatly benefitted from the professional instruction. As for finding the students who had an interest and helping to keep their interest in the game sparked that was greatly assisted by Coach Hansen and his desire to help the students learn and improve at the game of golf. The fact that more than a few girls turned out for the golf team and that they were able to field a full team for the first time in a while was a great result for the clinics.

Business Impact:

The business impact of the clinic was seen with the purchasing of a number of junior passes by the High School students so they could play and practice during the summer months as well as an increase in range sales as a result of the juniors practicing more frequently.

Recommendations:

While there are other programs that may lead to a higher increase in revenue there is lot that can be gained from taking the time to help students who either can't afford to play regularly or who have not been exposed to the game in the past. These players could become your future customers and the stronger relationship with the high school and its coach will help for future relationships with students that are coming up through the program. It was a rewarding experience to teach the game to a group that had never played before and it was great to see them come through the proshop and give updates on their progress. High Schools are having a harder time finding a place to play these



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days meaning fewer students and families are being exposed to golf. Taking the time to help these students is not only helping to grow the game they may just end up being customers for life.