

## Guide to Managing the Split of a Conglomerate Program

One of the primary goals of the WHSBLA is to promote the growth of boys high school lacrosse in Washington. The very idea of splitting a Conglomerate Program can be overwhelming. As such, this guide is intended to provide an overview to help walk a Conglomerate Program down a path to successfully sprouting a new program and thereby growing the game in the state of Washington!

Conglomerate Programs are classified in one of four categories:

- a. CPO – designated as sanctioned conglomerates based upon agreement between school districts. This is only allowable with 1A or B schools.
- b. CP1 – designated as having to split into two teams after two years
- c. CP2 – granted a waiver to remain together for an additional year
- d. CP3 – denied a waiver, but choose to remain together and accept being ineligible for the playoffs

*Note: Teams that have previously split and then request to be recombined will not be eligible for the playoffs as well.*

Here is a link to the current status of all programs -

[https://s3.amazonaws.com/files.leagueathletics.com/Images/Club/13690/Documents/Info\\_Coaches/CP%20Status.pdf](https://s3.amazonaws.com/files.leagueathletics.com/Images/Club/13690/Documents/Info_Coaches/CP%20Status.pdf)

Programs consisting of more than two schools are not required to create new teams for every school in the conglomerate. Rather, simply one new program must be formed. If the new program remains a conglomerate, they will be categorized as a CP1 (designated as having to split into at least two teams after two years). For example, Conglomerate Program based at school A includes players from schools A, B and C. It is determined a new program will be formed around those at schools B and C. Program A is no longer a conglomerate. New Program BC is now a CP1 Conglomerate Program having to split schools B and C after two years.

Guidance (Plan for it):

- 1) Immediately identify the plan for separation based on current numbers in the program from various schools in combination with the geography of the schools involved. Also consider numbers from your youth feeder programs as a means to predict 'easy' recruits in the first few years. Seek advice from your WHSBLA regional representative for insight if necessary.

<http://whsbla.org/Page.asp?n=68697&org=WHSBLA.ORG>

Do you have a youth league that feeds directly to your HS programs? Are they vertically aligned? Those connections in the younger community can help generate excitement for future HS families/volunteers.

- 2) Though not necessary to operate under the governance of a school and the athletic director, it can certainly be helpful. Contact the Athletic Directors at all affected schools to let them know that a program is being built around students from their school. Can you get help from the new school as you start up? What can you offer to the school? A program that will follow all school/WIAA standards can be an asset to the school? Will you be able to use school fields for practice? If not consistently, what about an occasional practice after school for visibility to other students? This way when the time comes, you can ask for varsity letters, school recognition, etc. That should also help with recruiting players.
- 3) **At least one year prior** to the official split and the new program going live:
  - a. Establish the official name of the new program.
  - b. Identify potential future board members from parent group of those that will make-up the new program. These members should work directly with the board members of the current existing program in preparation to move out on their own. Reminder that at minimum a program board must consist of a President, Vice President and Secretary/Treasurer.
  - c. Draft By-Laws for the new organization. EXAMPLE:  
<http://files.leagueathletics.com/Text/Documents/5991/58285.pdf>
  - d. Establish non-profit status.
  - e. Begin financial planning. (See Below)
  - f. Identify coaching staff, potentially grooming a current assistant to take new program.
  - g. Begin recruitment of new players and incoming freshman (See Below).

Steps for Financial Planning:

- h. Fundraise with existing team to create financial stability for both programs.
- i. Determine what equipment (if any) can be split (goals, balls, uniforms, etc) or what items must be purchased.
- j. Identify needs/cost for new program – fields, equipment, uniforms (US Lacrosse Grants are available for goals - <https://www.uslacrosse.org/programs-grants>).
- k. Identify team colors and begin the process of linking purchases for Helmets and Gloves to each team website.
- l. Have a buyback or trade in program in place for those players not grandfathered into split (seniors of conglomerate team), for their helmets and gloves.
- m. Seek assistance from schools booster program if possible.

- n. Seek assistance from the WHSBLA to mitigate membership fees and game fees in the first year of the program. Contact your WHSBLA rep with questions.
- o. Contact your US Lacrosse regional representative for any other potential ideas for fundraising. Every player and coach pays US Lacrosse dues. They are invested in your programs success. Currently Lyn Porterfield is the US Lacrosse Pacific Northwest Regional Manager- [lporterfield@uslacrosse.org](mailto:lporterfield@uslacrosse.org)

#### Steps for Recruitment

- p. Create a logo for the new program.
  - q. Create a unique website for the new program.
  - r. Create some sort of swag for the new program (t-shirt, stickers, lanyards, etc.) that can be given away to help promote and excite players about the formation of new program.
  - s. Host FREE “Try Lacrosse” clinics in your local neighborhoods to reach potential new players.
  - t. Create youth programs specific for each program (new and existing) based respective feeder middle schools. NOTE: If one feeder program exists for multiple schools, begin process of breaking youth program into two distinct programs.
  - u. Request a grant from US Lacrosse for the soft sticks program to implement in each respective schools from elementary to high school, work with AD and physical education to make soft sticks a part of the curriculum. (<https://www.uslacrosse.org/programs-grants/soft-stick-program>)
  - v. Explain to current players the necessity of recruiting friends from their specific HS to restock each program once split occurs.
  - w. Request equipment grants from US Lacrosse for equipment for new players. (<https://www.uslacrosse.org/programs-grants/first-stick-program>)
  - x. Have current players donate any old gear to be stored and used for any new players that me need assistance obtaining equipment.
  - y. Contact your US Lacrosse regional representative and/or your WHSBLA region representative for any other potential ideas for recruitment.
- 4) Communication with the WHSBLA board is vital. If you are having troubles at any stage, the board can help. Most members have experience splitting and/or starting programs from nothing. The board can't help if it doesn't know that there is trouble. Please use the above information as a checklist - accomplish as many items as possible as you build a program.