



ANNUAL REPORT
nfhca.
2023-2024

National Field Hockey Coaches Association

CONTENTS

The 2023-2024 Annual Report covers the
NFHCA fiscal year, which began
July 1, 2023 and ended June 30, 2024.

01

Message from
Leadership

02

Our Mission,
Vision, & Values

03

Our Goals

04

Our Sport

06

Our Community

16

Inspiring
Excellence

19

Our Voice &
Reach

22

Our
Collaboration

24

Our Donors &
Sponsors

27

Our Financials

Executive Director's Message

NFHCA Community,

As we reflect on the 2023-2024 year, it is with immense pride and gratitude that I present the NFHCA Annual Report. This year, our association has continued to grow, innovate, and celebrate the coaches who are the heart and soul of our sport.

Through the support of our members, donors, and partners, we have expanded our reach and deepened our impact across all levels of the game. Our 24 awards and recognition programs continue to shine a light on the extraordinary achievements of coaches who inspire excellence on and off the field. We have also strengthened our strategic alliances, launched new initiatives, and enhanced our digital presence, all while staying true to our mission of championing, strengthening, and celebrating field hockey coaches and the game.

This report is not just a summary of our activities; it is a testament to the passion and dedication of our entire community. Together, we have made strides in promoting and advancing the sport of field hockey, and we are poised to build on this momentum in the years to come.

Thank you for your unwavering support and for being an integral part of the NFHCA community. As we look ahead, I am excited about the opportunities that lie before us and confident in our collective ability to continue making a lasting impact on the sport we love.

With gratitude,

Cate Clark

OUR VISION

Every field hockey coach looks to the National Field Hockey Coaches Association for the resources to grow in the game and the inspiration to stay in the game.

OUR MISSION

To champion, strengthen, and celebrate field hockey coaches and the game.

OUR VALUES

Leadership - Leaders are Educators. We deeply value knowledge that inspires growth.

Collaboration - Coaches for Coaches. We harness the brilliance of the community.

Belonging - Inclusion & Acceptance. We embrace diversity of identity, perspective, and experience.

Celebration - Recognize Greatness. We are the game's biggest fans and tell stories about greatness and grit.

Stewardship - Beyond Ourselves. We are ambassadors of the game and the association.

OUR GOALS

- 1 Expand Our Community** - Grow memberships. Grow partnerships. Grow alliances.
- 2 Promote Our Sport** - Improve the awareness, understanding, promotion, and visibility of field hockey.
- 3 Inspire Excellence** - Provide tools, resources, education, and development opportunities to inspire the potential of coaches and athletes.
- 4 Be the Voice** - Elevate pathways for inclusion and serve as the collective voice to governing bodies.
- 5 Optimize Organizational Effectiveness** - Mobilize and align NFHCA resources, services, and capacity.

[2022-2025 Strategic Plan](#)

OUR SPORT



**~30 million players
worldwide***

60k+

High school field
hockey players

6456

Collegiate field
hockey players

285

NCAA field hockey
programs

*Source: International Hockey Federation



At-A-Glance



1559
Members



334
Committee Seats

80
Campfire Participants



523
All-Region



8588
Academic Awards

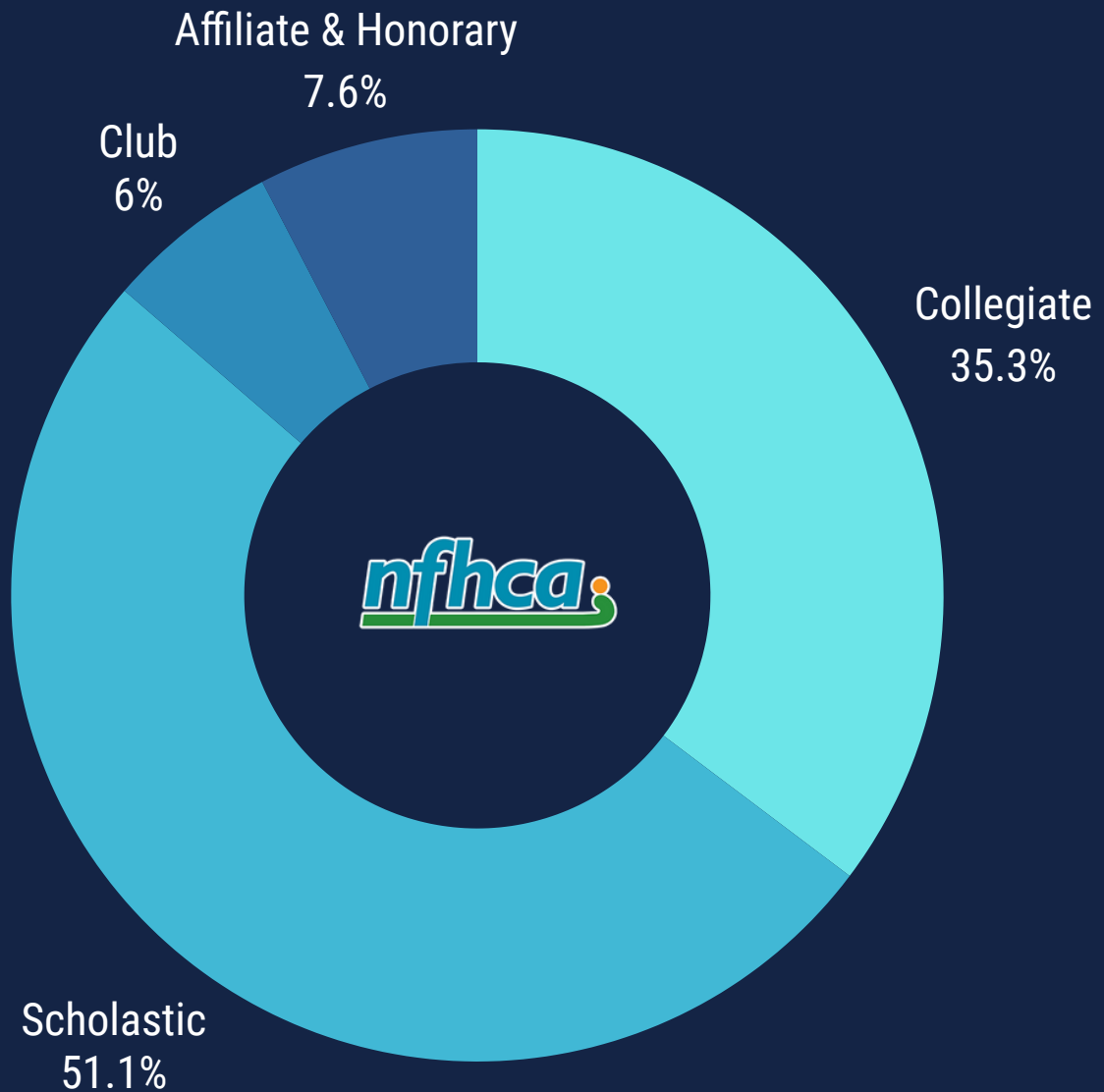


176
All-American

OUR COMMUNITY

MEMBERS

1559 MEMBERS STRONG



10.5%

Increase in membership
year-over-year

OUR COMMUNITY

BOARD OF DIRECTORS



Carolyn King-Robitaille

President



Dani Kogut

VP Member Services



Annie Fowler

VP Sport Development



Cheryl Murtagh

VP Finance



Tracey Fuchs*

VP Member Services



Anne Parmenter*

Past President



Lauren Cornthwaite

Club Representative



Renée Toliver

Scholastic Representative



Georgia Holland

DI Representative



Jessica Spencer

DII Representative



Janelle Benner

DIII Representative



Tamara Durante

Asst. Coach Representative

OUR COMMUNITY

BOARD OF DIRECTORS



**Courtney
Deena**

DEI Representative



**Mimi
Smith**

Coaches of Color Council



**Heather
Lewis**

Honorary Member



**Sam
Ekstrand**

Legal Counsel

**Denotes term of service ended during the 2023-2024 year*

NFHCA TEAM



Cate Clark

Executive Director



Becca Main

*Director of Coach
Education & Membership*



Laurie Temple

*Digital Communications
Specialist*

Staff through 2023-2024 year.

OUR COMMUNITY COMMITTEES

We express our gratitude to the 205 dedicated NFHCA committee members who served in 334 committee seats, contributing their time and voice in advancing our mission. Their service and active participation are truly appreciated.

Standing Committee - Leadership

With 13 active Standing Committees, join us in sharing our gratitude for NFHCA committee members and their Chairs, listed below.

- **All-American** – Chip Rogers-DI, Marci Scheuing-DII, Janelle Benner-DIII, Renée Toliver-Scholastic
- **Awards** – Lauren Cornthwaite
- **Coaches of Color Council** – Mimi Smith
- **Bylaws** – Leslie Fry
- **Collegiate Senior Team** – Carrera Lucas-DI, Tara Zolling- DII, Laura-Ann Lane-DIII
- **Convention** – Meredith Spencer-Blaetz, Taylor Dyer
- **Diversity, Equity and Inclusion** – Brandi Kist
- **Hall of Fame** – Laura Gebhart
- **NCAA Legislation** – Georgia Holland, Jessica Spencer, Janelle Benner
- **Nominating** – Val Lohr, Jessica Weiss
- **Scholastic** - Renée Toliver
- **Sport Development** – Annie Fowler
- **Video Exchange & Technology** – Will Byrne

Ad Hoc Committee - Leadership

- **Umpire Task Force** – NFHCA Staff



CELEBRATION



Celebration is one of our core values. It is not just about winning - it's about recognizing the relentless pursuit of greatness, the moments of brilliance, and the stories of resilience that make this sport more than just a game.

We recognize greatness. We are the game's biggest fans. We celebrate not only the victories but the journey and unwavering passion.

We celebrate coaches, the ones who ignite the spark and cultivate a love for the game, and who leave an indelible mark on the lives of their players. Together we celebrate and honor the spirit of the game.

OUR COMMUNITY CELEBRATING COACHES



In January 2024, the 24th NFHCA Hall of Fame class was warmly welcomed into the prestigious ranks at a memorable ceremony held in Lake Mary, Florida. This distinguished class included **Christy Morgan** and **Babby Nuhn**. Additionally, **Tracey Griesbaum** was recognized and commemorated with the esteemed NFHCA Lifetime Achievement Award. Paula Doughty, a 2024 Hall of Fame inductee, delayed her induction until 2025.



Babby Nuhn, North Branford High School, CT
557-209-103-7 record across 50 seasons
Six state championships



Christy Morgan, James Madison University, VA
226-132-2 record across 18 seasons
1994 NCAA Division I National Championship Coach



Tracey Griesbaum, LaSalle University, University of Iowa, Duke University
Trailblazing, tireless advocate and champion of gender equity

OUR COMMUNITY

CELEBRATING COACHES



Victory Club

200 WINS

Robyn Fedor Stahovic – Misericordia University, Pennsylvania

Colleen Moyer – University of Scranton, Pennsylvania

Erin Thayer – Greenfield High School, Massachusetts

300 WINS

Tiffany Cappellano – Oley Valley High School, Pennsylvania

Nicole Huston – Whitney Point Central School, New York

Steve Jennings – American University, Washington, D.C.

400 WINS

Mary Pat Mercuro – Montclair High School, New Jersey

OUR COMMUNITY

CELEBRATING COACHES

Junior Hockey Award - Emma Bozek, Colorado Bears Field Hockey Club

DEI Spotlight

Able Athletics, New York

Honolulu Field Hockey Club - Hawaii

President's Service Award

Janelle Benner, Ursinus College

Laura Gebhart, Penn State University (Honorable Mention)

Coaching Impact (New!)

Leslie Fry - Chelsea High School, Chelsea, Michigan

Anne Vallandingham - Chopticon High School, Morganza, Maryland

Collegiate Coaching Staffs of the Year

Division I

Mid-Atlantic Region - University of Maryland

Mideast Region - Cornell University

Northeast Region - Harvard University

South Region - Duke University

West Region & National Winner - **Northwestern University**

Division II

Atlantic Region & National Winner - **Kutztown University**

East Region - Assumption University

Division III

Region I - Babson College

Region II & National Winner - **Middlebury College**

Region III - SUNY Cortland

Region IV - Kean University

Region V - Johns Hopkins University

Region VI - Christopher Newport University

OUR COMMUNITY CELEBRATING PLAYERS



Amy Griffin, Middlebury



Judy van Gils, East Stroudsburg



Ryleigh Heck, North Carolina



136
Collegiate Senior Team



523
All-Region



176
All-American



21
Players of the Month



60
Players of the Week



613
Watchlist

OUR COMMUNITY

CELEBRATING UMPIRES

Over 100 teams at all levels participated in the inaugural **NFHCA Umpire Appreciation Week** where umpires were honored before and after games the last week of September 2023, with special pre-game announcements and gifts. [#umpireweekfh](#) was used on social media to bring awareness to umpires across the nation.



INSPIRING EXCELLENCE

COACHING EDUCATION



94 coaches attended one of five clinics offered from July 2023 through June 2024 across five regional locations. An additional **300+** coaches attended the Ready2Coach sessions hosted at the 2024 NFHCA Annual Convention.

314 attendees engaged in virtual professional development programming offered over 12 hours of online sessions.

COACHES CORNER



18 new Campfire mentoring groups assembled in March 2024 with **80** mentor and mentee participants.

In 2023, Redwood Grant recipients Danielle Baumgardner and Katie Clark made strides in advancing field hockey. Danielle used the grant to further develop The Collab, a program offering mentorship and training for athletes and their families. Katie, co-owner of Rocky Mountain Field Hockey Club, expanded her club by adding coaches, new equipment, and introducing indoor field hockey. Both highlighted the critical role of mentorship and community support in their success.



The inaugural Aspire Coaches Academy, launched in March 2024, and sponsored by ZAG Tours, welcomed 12 assistant collegiate coaches for a nine-month program focused on professional growth and leadership development. Through virtual labs and in-participants have engaged in refining and enhancing their coaching and leadership skills. This initiative has set the foundation for future academies, helping coaches elevate their careers and impact within the field hockey community.



INSPIRING EXCELLENCE

ANNUAL CONVENTION



Nearly **350 members** and **26 exhibitors** attended the January 2024 Convention in Lake Mary, Florida.



108 teams and **over 1600 athletes** competed at the 2024 Winter Escape Showcase, with **over 200** college coaches in attendance during the three-day event in Sanford, Florida. 3Step Sports did a fantastic job of executing this successful event.

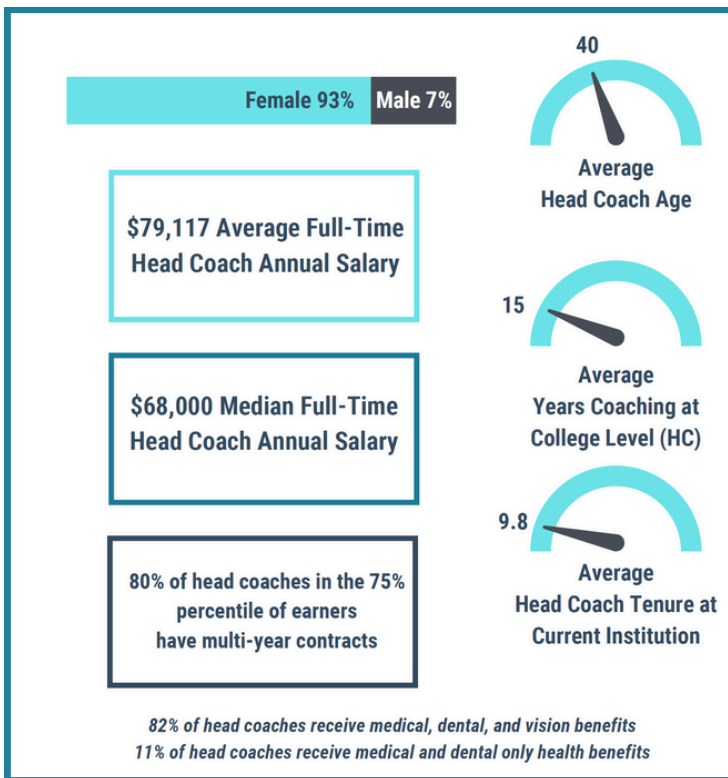


INSPIRING EXCELLENCE

TOOLS & RESOURCES



The sixth edition of the NFHCA Drill Booklet, sponsored by Penn Monto, was published in August. A special thanks to all the member coaches who contributed their drills! The Drill of the week was shared weekly via email during the fall season.



The sixth-edition of the NFHCA Annual Salary Survey Report was published in March 2024 for each division. Based on the data provided, average head coach salaries across divisions continued to increase year-over-year. The stats to the left reflect average and median data across all three divisions.

nfhca
JOB BOARD

203 Jobs Posted
53,357 web page views

OUR VOICE

DIVERSITY, EQUITY, & INCLUSION

The DEI Spotlight Recognition was developed by the NFHCA DEI Committee to recognize a field hockey related person, group, or organization in the United States making an impact in the DEI space through education, advocacy, and allyship.



Able Athletics (January 2024)

Honolulu Field Hockey Club (June 2024)

In honor of Juneteenth, the NFHCA's Board member and Chair of the Coaches of Color Council, **Mimi Smith**, sat down with guest and activist Roy Tatem Jr. for an NFHCA Coaches Corner conversation. The video was made available on the NFHCA YouTube channel.

Photo: Kamal Carter, A Long Talk

A Long Talk, an anti-racism activation experience, delivered powerful workshops at both the NFHCA Annual Convention and the Aspire Coaches Academy. Through engaging dialogue and interactive sessions, A Long Talk challenged participants to examine their roles in fostering inclusive environments within their teams and communities. Their impactful presentations continue to inspire meaningful conversations and action across the field hockey coaching community.



OUR VOICE

BRAND & REACH

Promoting the awareness and visibility of our sport, expanding our NFHCA community, and serving as an ambassador of our coaching community with all governing bodies and external stakeholders continue to be key strategic initiatives for the NFHCA. The aim to amplify content and storytelling that helps our sport expand its footprint and visibility was brought to life through the Field Hockey Forward project, NFHCA Plays of the Week, the National Coaches Polls, and the plethora of NFHCA awards and recognition programs.



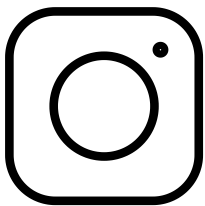
2023 NFHCA Coaches Poll
150,695 web page views
80,053 unique viewers



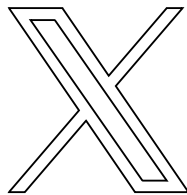
OUR VOICE

BRAND & REACH

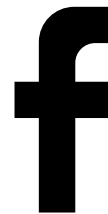
In the digital world we live in, progress with our Association's visibility and brand reputation can be measured through digital reach. The NFHCA expanded its reach on social media in 2023-2024, increasing across all major platforms during the year. Instagram tallied the most growth in followers with **21%** year-over-year.



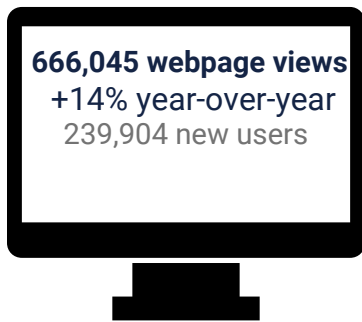
9,431 followers
+37% year over-year



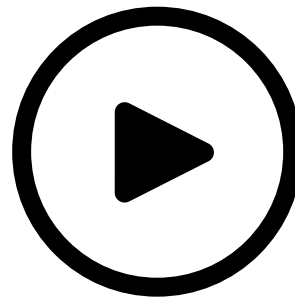
7,497 followers
+6% year-over-year



2,475 followers
+12% year-over-year



666,045 webpage views
+14% year-over-year
239,904 new users



152 hours watched
NFHCA YouTube



COLLABORATION STRATEGIC ALLIANCES



The Field Hockey Forward initiative, a collaborative effort between USA Field Hockey and the NFHCA as part of the strategic alliance developed in 2022, made positive progress in 2023-2024. Advisory Committees across all collegiate divisions were assembled to guide efforts, and **20** pitch meetings were conducted with schools and conferences to grow the sport at the collegiate level.

To boost visibility and awareness of the benefits of field hockey sport sponsorship, four digital newsletters were sent to over 1,800 NCAA athletic leaders, keeping field hockey top of mind for athletic departments nationwide.



Embracing its status as the third most popular sport worldwide, field hockey holds a significant position among NCAA women's sports, with [nearly 300 institutions](#) actively participating and its influence on the rise.

This newsletter, a collaborative effort between [USA Field Hockey](#) and the [National Field Hockey Coaches Association \(NFHCA\)](#), is committed to delivering invaluable insights into this dynamic women's sport. Our mission is to furnish you with a comprehensive understanding of the collegiate and national field hockey landscape while driving the continued growth of field hockey.



ROBERTS

**Roberts Wesleyan University
(DII), Rochester, NY
Inaugural Season: 2023**

COLLABORATION STRATEGIC ALLIANCES

sportsRecruits



The NFHCARECRUITS partnership with SportsRecruits continues to drive impactful results, enhancing recruitment opportunities for field hockey athletes. Over the past year, the NFHCA Winter Escape Showcase saw 348 coaches from 214 programs generate 10,250 evaluations of 1,186 unique athletes.

From July 1, 2023 to June 30, 2024, NFHCARECRUITS tracked nearly 25,000 evaluations across 18 events, with 89 percent of participating colleges using Event Beacon to scout potential recruits. This partnership remains a helpful tool in connecting athletes with collegiate programs.

A screenshot of the NFHCARECRUITS website interface. The background is a dark blue image of a field hockey player. On the left, the text "BUILD YOUR BEST TEAM" is prominently displayed in white. Below it, a sub-header reads "Search the athlete database, watch event film on-demand, publish Roster Needs, and discover your next recruit." A yellow button with the text "Get Started →" is positioned below the sub-header. On the right side of the interface, a map of the United States is shown with several athlete profiles pinned to it. Each profile includes a circular profile picture, the athlete's name, and their position and year. The profiles shown are: Kristina Penn (2023 • Defense, Midfield), Jen Ramos (2023 • Attack), Sam Lee (2023 • Midfield), Maria Carter (2024 • Attack), and Cory Adams (2023 • Goalie). Each profile also has a small blue button labeled "View Profile".

COLLABORATION

DONOR SPOTLIGHT



Andy Whitcomb, Head Coach at Mount Holyoke College and manager of the Richard & Barbara Whitcomb Foundation has made a profound impact on the NFHCA community with a remarkably generous gift of \$9,000. This donation is dedicated to funding Annual Convention scholarships for assistant collegiate coaches and the DEI Social Impact Fund, ensuring that more emerging leaders in the field hockey community have the opportunity to advance their careers and connect with their peers at the annual gathering.

“*I feel extremely lucky that I am able to give back to a profession that has given so much to me. I, too, was once that assistant coach who had to fund one’s way to the convention, and there were other times early in my career that it was cost-prohibitive and prevented me from attending.*

- **Andy Whitcomb**



Emily Snowden, The Goalie Trainer, and dedicated supporter of the NFHCA, has once again demonstrated her commitment to the field hockey community with a generous donation of \$5,500 to fund the Redwood Grant. As a repeat donor, Emily continues to give both her time and resources to support coaches at all levels of the game. The Redwood Grant, an annual award for ambitious field hockey entrepreneurs is dedicated to fostering innovation and growth within our sport. Her generosity is helping to shape the future of field hockey, one entrepreneur at a time.



Karren Mann, former Assistant Coach/Goalkeeper Coach at Lynchburg University, contributed her second annual gift of \$3,000, which she plans to continue through 2033. This generous gesture helps to fund the NFHCA Collegiate Senior Team recognition and awards program.

COLLABORATION DONORS

The generosity of donors is critical to fueling our future. Donations provide professional development opportunities to our members and a platform for our coaches to connect, engage, and grow. We are grateful for the 2023-2024 donors and anonymous donors whose gifts provide a brighter future for coaches and the NFHCA.

President's Circle - >\$7500

Andy Whitcomb - Richard & Barbara Whitcomb Foundation

Visionary - \$2500 - \$7499

Karen Mann

Emily Snowden

Changemakers - \$1000-\$2499

Aby Deverka

Mary McCracken

Advocates - \$300-\$999

Katharine DeLorenzo

Chip Rogers

Tracey Fuchs

Justine Sowry

Laura Gebhart

Chrissy Summers

Pam Hixon & Missy Meharg

Ainslee Lamb

Kathleen Parker

Friends - \$25-\$299

Marlene Bjornsrud

Penny Kempf

Hannah Prince

Jeanette Budzik

Nina Klein

Jessica Spencer

Margo Carlin

Laura-Ann Lane

Meredith Spencer-Blaetz

Dani Castro

Heather Lewis

Pam Stuper

Chrissy Chappell

Kelsi Lykens

Maura Sullivan

Cate Clark

Becca Main

Kaitlyn Wahila

Lauren Cornthwaite

Jarred Martin

Jane Wells

Laura Gingrich

Tina Mattera

Kelly Yates

Lesley Irvine

Shellie Onstead



COLLABORATION

PARTNERS & SPONSORS

We extend a heartfelt appreciation to our sponsors and partners whose contributions and support are instrumental in enabling us to fulfill our mission. Through their support, we are able to provide recognition, professional development, resources, and a networking platform for field hockey coaches throughout the U.S.

Official Partners



Official Sponsors



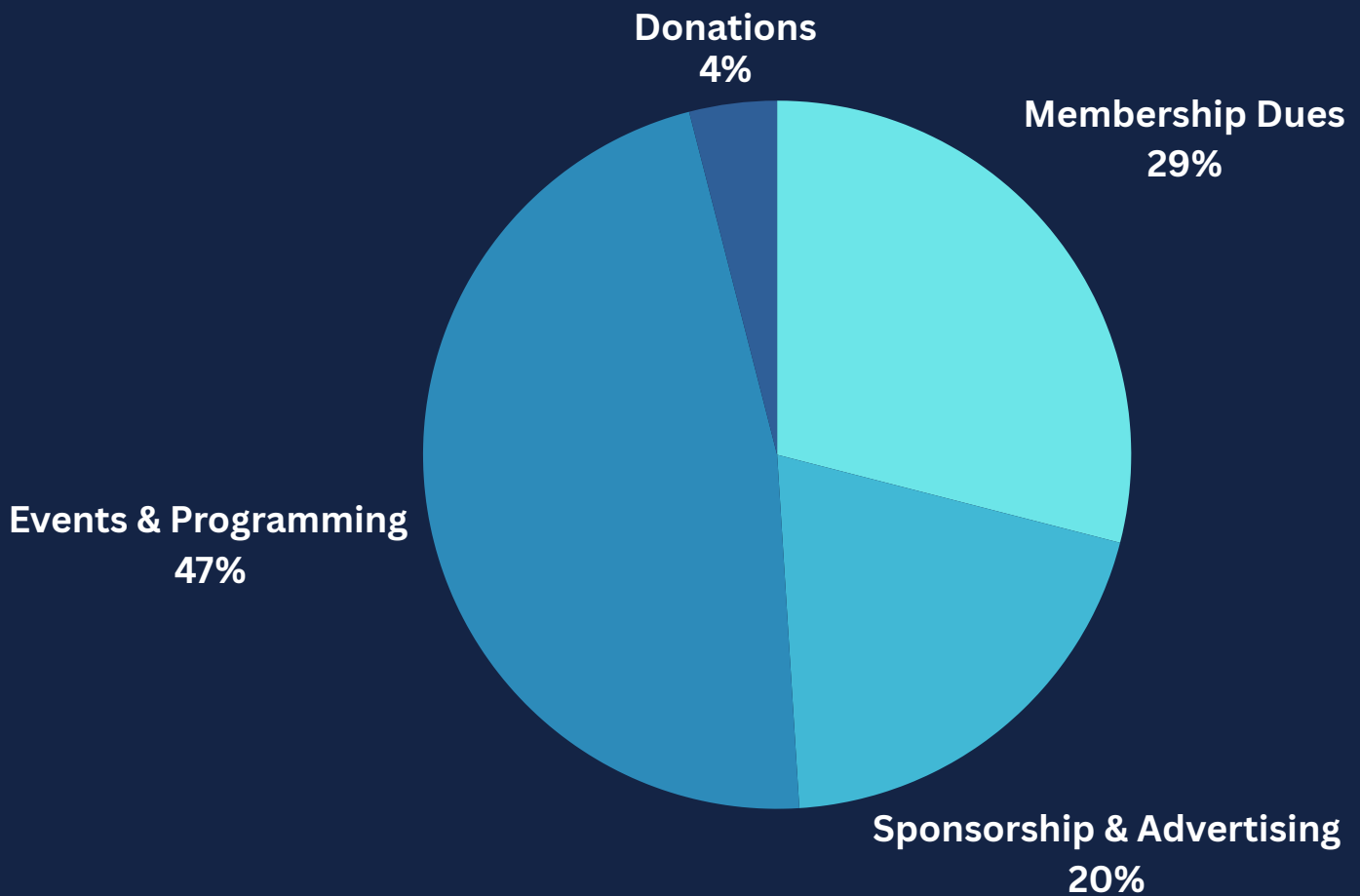
Proud Supporters



FINANCIAL REVENUE

* The 2023-2024 Annual Report covers the NFHCA fiscal year, which began July 1, 2023 and ended June 30, 2024.

Total Revenue: \$601,940

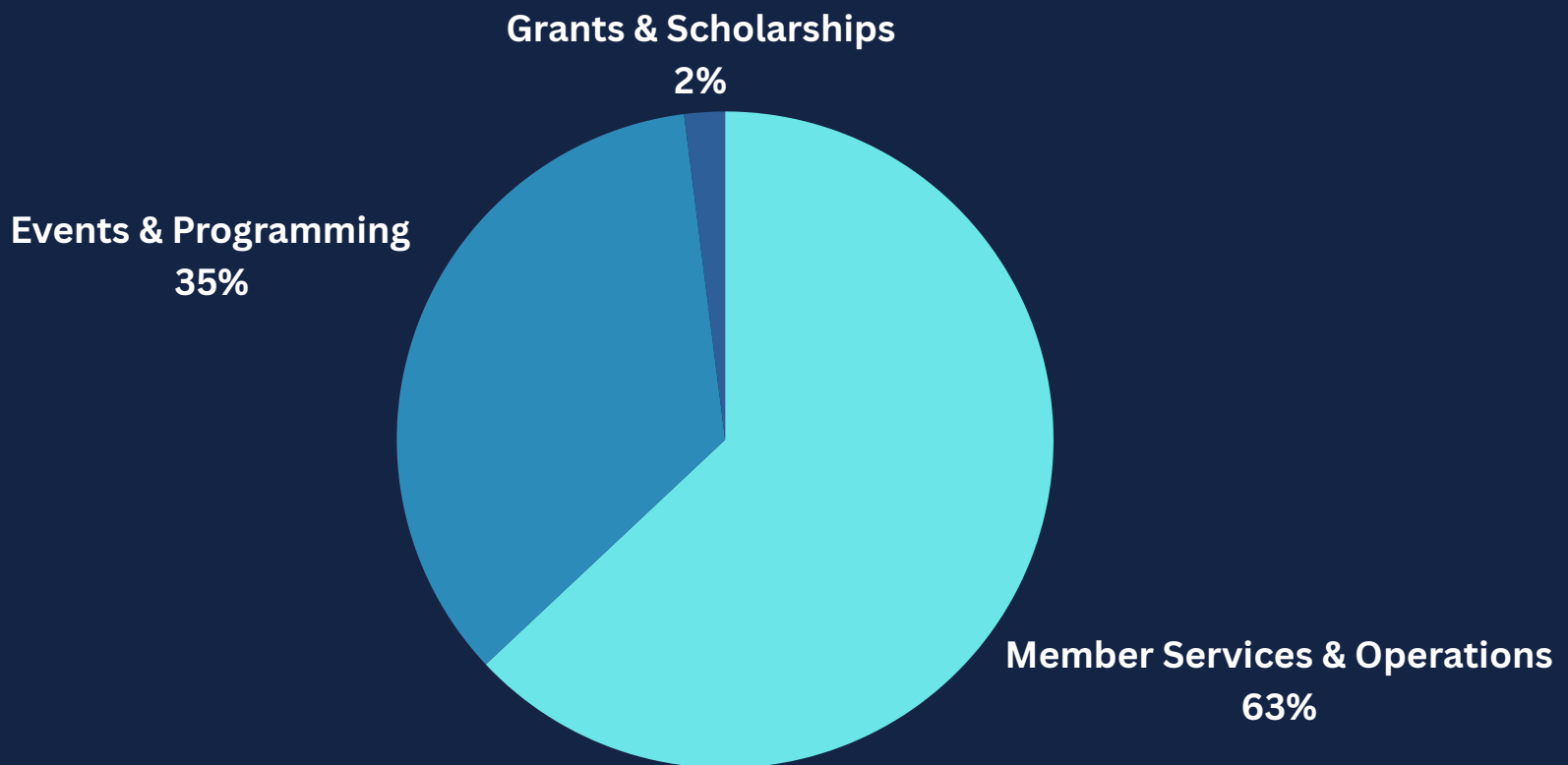


2024-2024 Net Revenue: \$54,291

FINANCIAL EXPENSES

** The 2023-2024 Annual Report covers the NFHCA fiscal year, which began July 1, 2023 and ended June 30, 2024.*

Total Expenses: \$547,649



2024-2024 Net Revenue: \$54,291



National Field Hockey Coaches Association

 [nfhca.org](https://www.nfhca.org)