



Sugar Bowl Ski Team & Academy

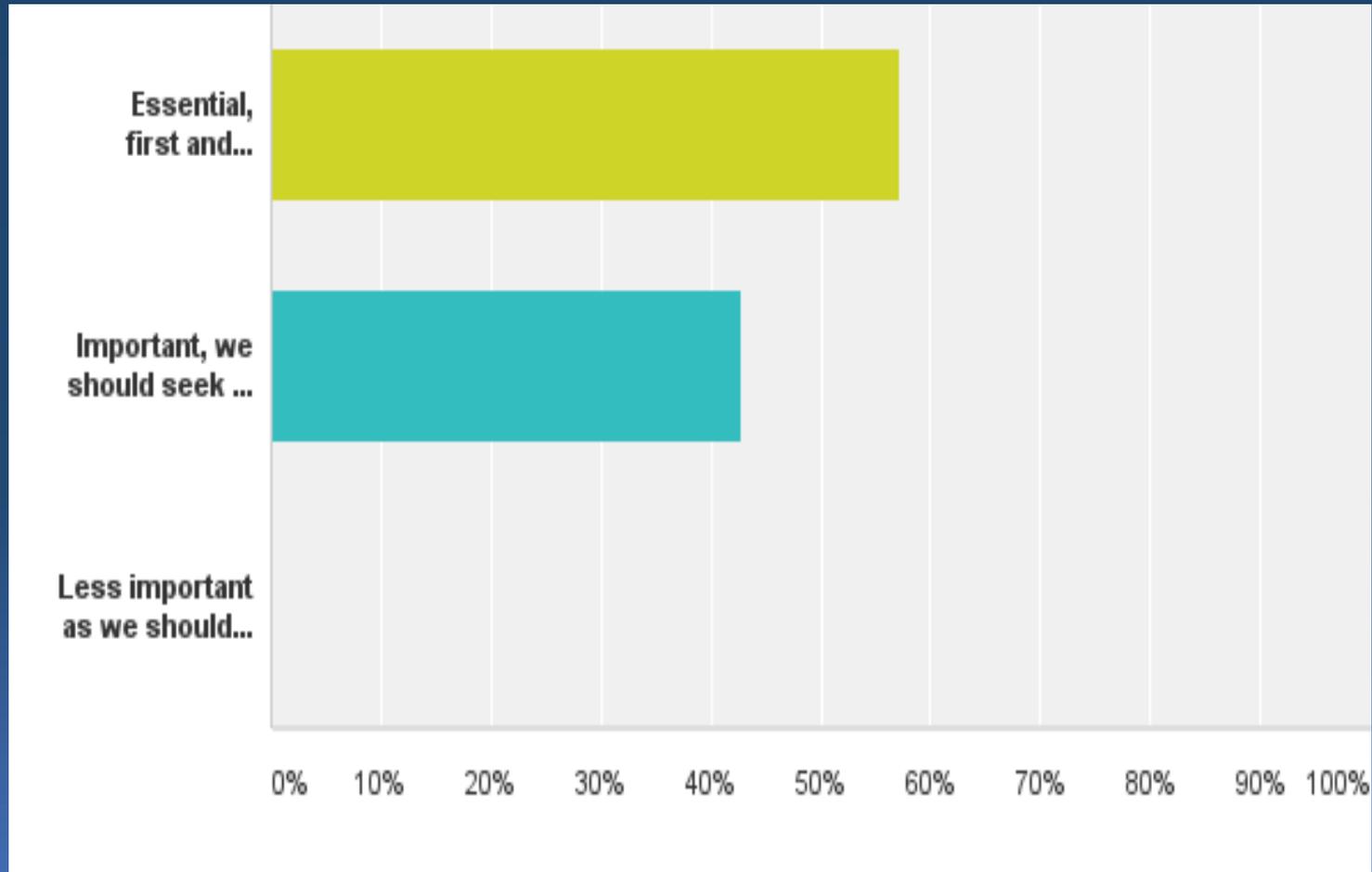
Mission Statements From the Web Site

- The Sugar Bowl Ski Team & Academy is dedicated to the healthy, joyful growth of passionate skiers: mind, body and spirit.
- ***Sugar Bowl Academy*** inspires and empowers passionate, highly motivated students, setting the stage for competitive skiers to seek and celebrate challenge with grit, grace and courage.
- Set in a high alpine environment, the ***Sugar Bowl Ski Team*** lays a foundation for passionate skiers to embrace challenge with grit, grace and courage.

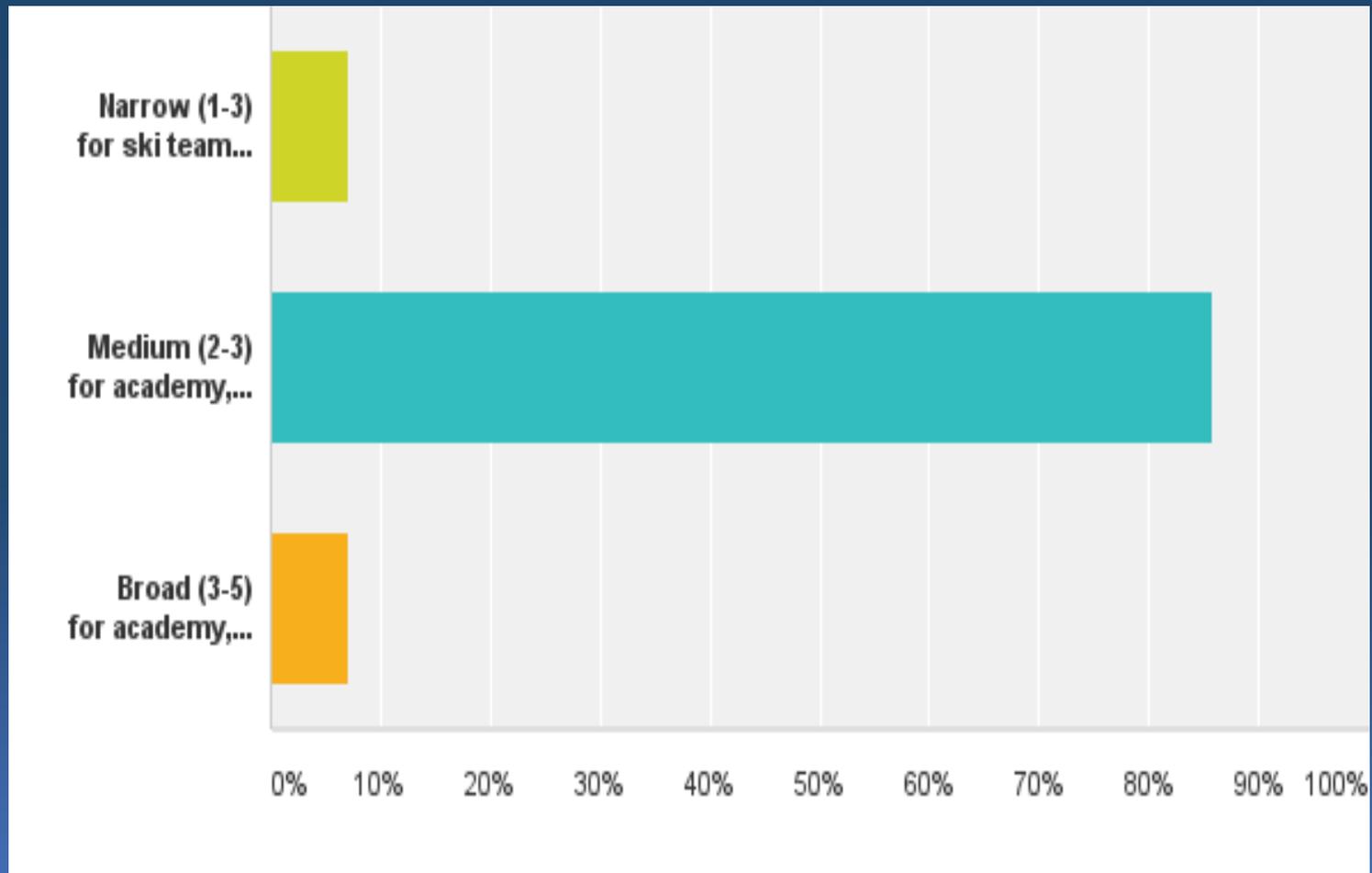
Chair letter

- At just 18 years old, SBA is still in its adolescence, still finding its identity, and still developing. In our transition to adulthood, it makes sense that we get clarity on our true identity. As an organization, we are asking all the right questions, determined to emerge as a healthy adult, secure in knowing who we are and where we are headed.
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- Putting the analogy aside, I am writing to continue a discussion that Chris Schadlich began in September at Parents' Weekend with a presentation of the Trustee Survey. There were six questions in the survey focused on SBA's identity (attached below). I write to you, our community of staff, parents, and students to weigh in on the conversation. I often hear some form of the following: "Is SBA first and foremost an elite ski racing academy with a college prep high school or a college prep high school with outstanding academics and a competitive ski program?"
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- In a post-visit message one of our Head candidates posed this question and conclusion: "Does SBSTA want to be better than Holderness/Proctor or better than Burke/GMVS? This is the biggest takeaway that I have wrestled with since leaving last week. My instinct after visiting is to say that SBSTA should be better than Burke/GMVS, not even merely as good as. The facilities, resources, and investment are there, and the market is ripe. The West rises (!) and SBSTA should be leading the charge."
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- The SBSTA Board of Trustees wholeheartedly agrees with her perspective. What strikes me is that she came away from the visit with the impression that we are still struggling with who we want to be when we grow up.
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- The fact that a visitor, after meeting staff, students and parents, comes away asking the question tells me that we, as a Board, have been remiss in clarifying who we are. As Tracy often says, "We recruit and accept mission appropriate student athletes who are both serious hard working students and competitive skiers."
- We miss the truth in who SBA is by thinking we need to choose between academics and athletics. It is clear from the board survey that we are an elite ski academy **AND** a college preparatory high school with outstanding academics. SBSTA prepares students to succeed at leading colleges and universities. We already have an outstanding academic program as evidenced by our NAIS accreditation, our Alumni placements, achievements and ongoing college acceptances. Our student-athletes are committed competitive skiers with high aspirations in their skiing discipline.
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- Our true mission is to become and to be recognized as one of the leading ski academies in the country offering **BOTH** world-class athletics **AND** exceptional academics.

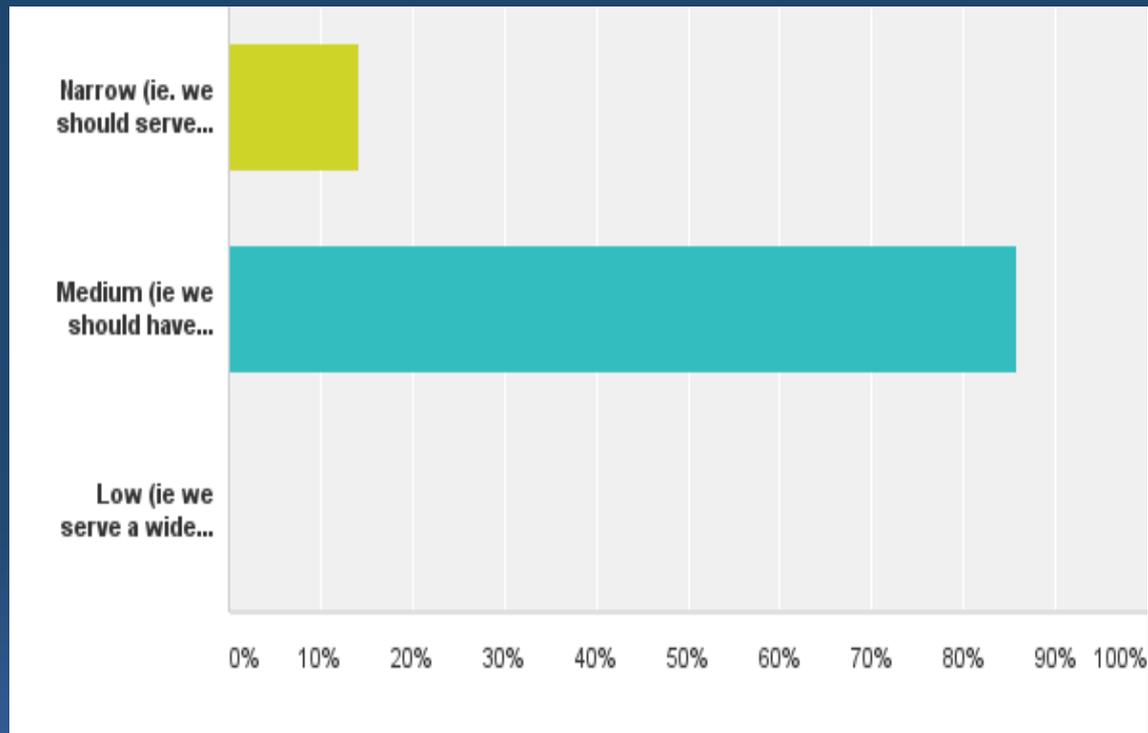
Q1: How critical is the ski component of our mission?



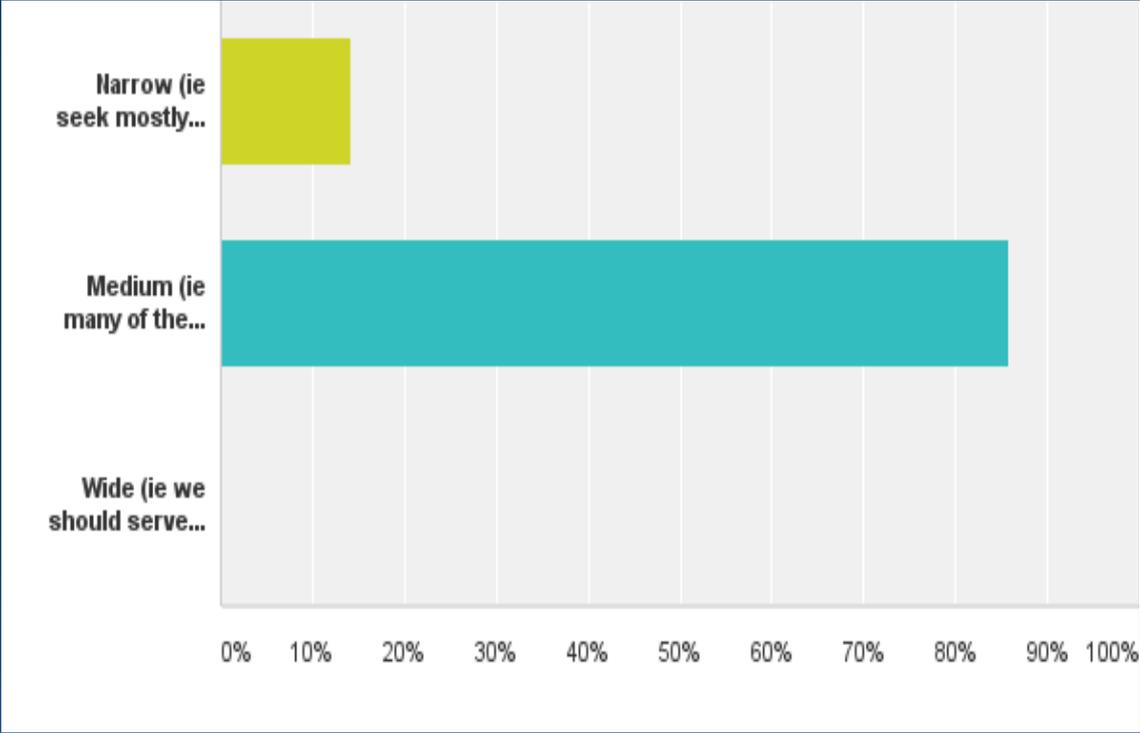
Q2: Should we have a wide or narrow range of sport programs we offer (ski team and SBA)?



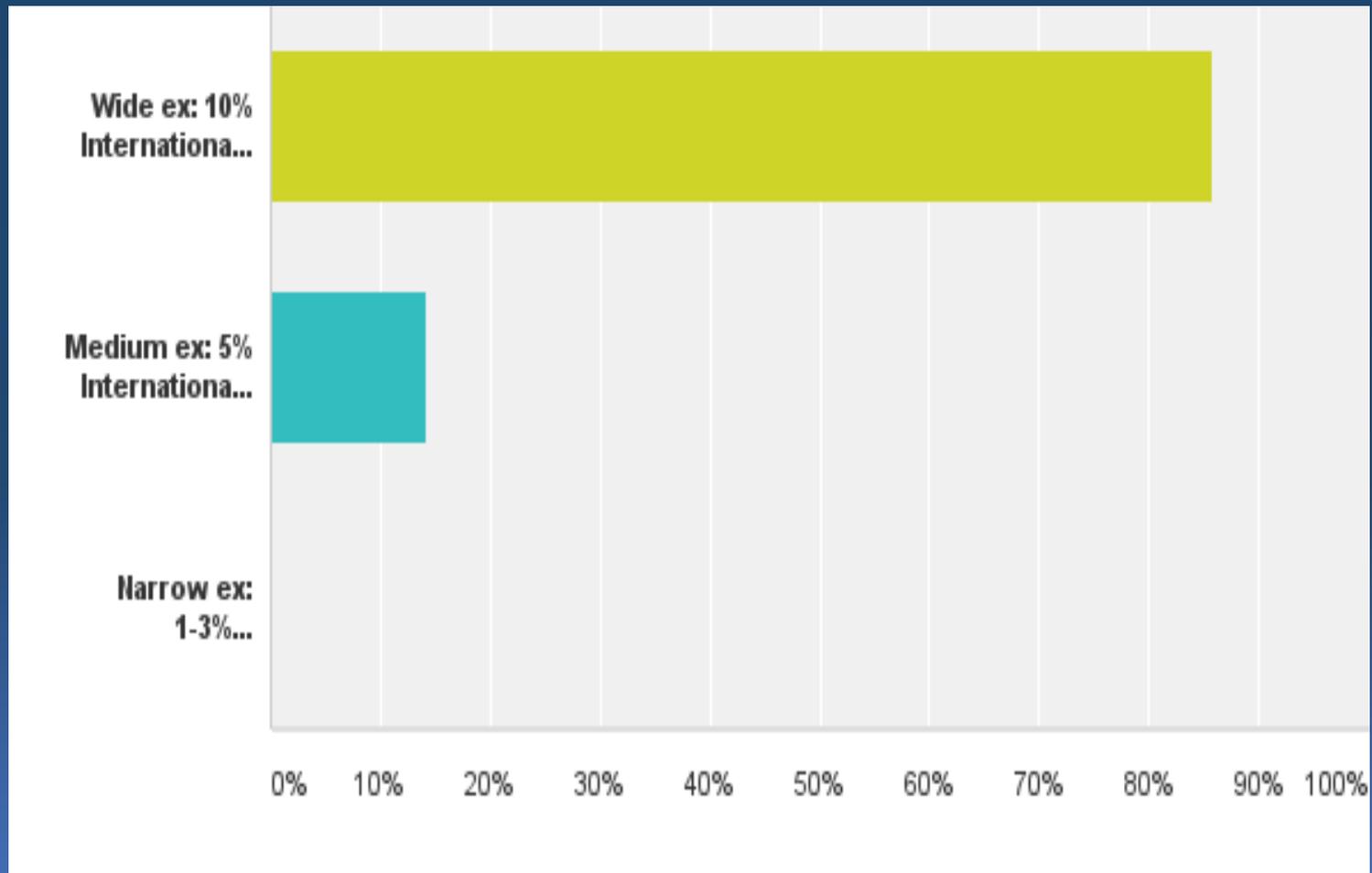
Q3: How wide a range of athletes should SBA serve?



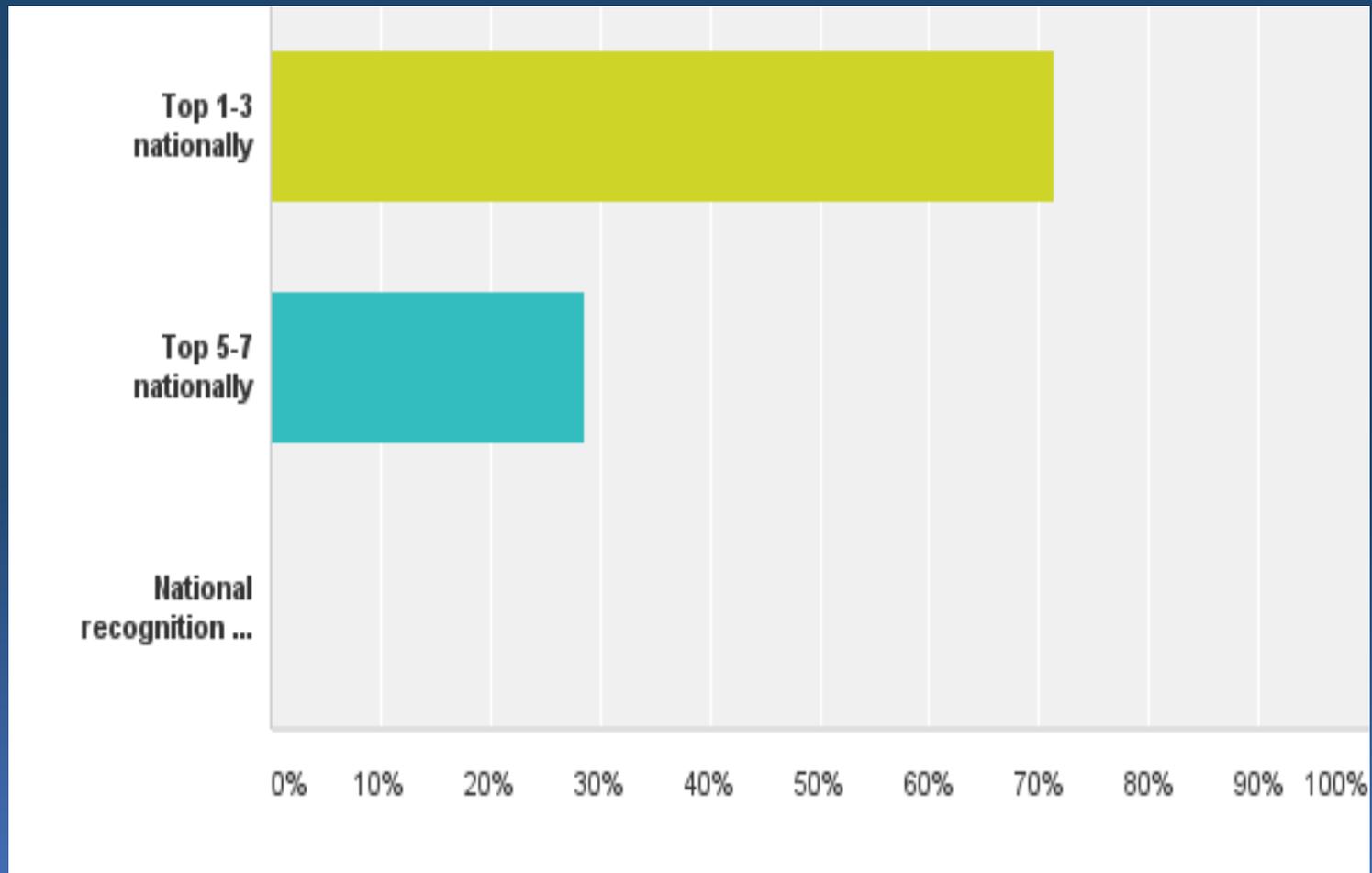
Q4: How wide of a range of academic skills should we serve over time?



Q5: Where should our SBA student athletes come from?



Q6: What tier of ski academies do you believe SBA should aspire to?



on strategic direction

- Ski vs balanced Ski & Education Focus
 - Split 52% Essential/47% Important
- Moderate range of ski related sport programs
 - 2-3 Academy, 5-7 Team
- Medium range of Athletic capabilities:
 - Some National, 40-50% compete post SBA
- Medium Range of Academic capabilities:
 - Motivated good students
- Students should come from a wide range of locations
 - 1/3 ea Local, Bay, National and 10% International
- SBA should be in the top 1-3 Academies Nationwide