

Why would an athletics department want to start a varsity squash program?

Affiliation with Top-rated Institutions

- All Ivy League and NESCAC institutions have varsity teams
- Additional institutions with varsity programs: Virginia, Stanford, Navy, George Washington, MIT, Haverford, Dickinson, Franklin & Marshall, Vassar
- 25 of the top 30 schools on Forbes Top Colleges list for 2019 have an active CSA varsity or club team

Enrollment

- Diversity:
 - o Historically, squash was played predominantly in clubs and prep schools in the Northeast United States, but that is changing.
 - o Squash Education Alliance (SEA) recognizes 25 urban squash programs around the country and internationally.
 - o Squash is played in over 185 countries around the world.
- Socio-Economics
 - o If an institution is interested in full-paying students, perhaps to lessen the burden on financial aid, the squash community has the population to support that.
 - o If an institution also values socioeconomic diversity, the growth of the junior squash community, particularly in urban areas and internationally, can support that as well.
- Student Body Growth
 - o The average intercollegiate squash team has 15 players.
 - o Adding men's and women's teams could increase enrollment by an average of 30 people at a relatively low cost.
- Title IX
 - o Is Title IX compliance a concern for the institution? Adding a women's varsity program could help in this regard.

Operational Needs

- Relative to other intercollegiate sports, squash is an inexpensive sport to operate. The most expensive piece of equipment is the racquet, but uniforms, apparel, shoes, eyewear, and balls can all be accessed relatively inexpensively.
- Facility construction and maintenance is relatively inexpensive too. On a basic level, a team needs an open space in a building and some walls for the courts. It is not on the same scale as building a turf field or an indoor arena.

Fundraising Potential

- In general, the squash-playing community is very interested in helping to grow the sport. That community has proven that it will financially support programs and institutions that commit to growing squash.
- Again, certain demographics within the squash community have the capacity to make significant and lasting impacts.

Supplement to Campus Recreation

- Squash is considered one of the best fitness activities based on strength, agility, cardiovascular fitness, and convenience. Forbes Magazine ranked it the #1 healthiest sport for fitness, agility, and safety.
- Offering recreational squash on campus provides a meaningful outlet for a workout that does not take much time.
- Having courts on campus could attract a diverse group of students (undergraduate and graduate), faculty, staff, post-graduates, and visitors – casual squash players - who might not originally consider coming to campus if courts were not available.
- Squash is known to be an excellent lifetime recreational activity.
- Squash courts provide another option to monetize an institution's recreational offerings, especially as the game continues to grow in participation and geographically.

Structure Provided by College Squash Association (CSA)

- CSA is the official governing body for intercollegiate squash in the United States (at least 110 total teams participating – 35 men's varsity, 31 women's varsity, approximately 45 club teams).
- In 2017, the CSA reorganized its structure to set up an independent board of directors.
- In 2018, the CSA hired its first ever full-time employee to be the Executive Director & League Commissioner.
- CSA works in partnership with conference offices and institutional compliance offices to establish regulations and monitor rules compliance.
- CSA leadership also handles long-term strategic planning, philosophy development, and revenue generation for the growing organization.