



PGA
Michigan Section

Michigan PGA Spring Business Meeting - March 2023
Player Engagement Consultant Report
Submitted By: Stacey Rice-Dorman, PGA

As we prepare for the 2023 golf season, we would like to take a moment to thank Kim Shafer for all of her hard work as our Player Engagement Consultant for the last five years. Kim did an amazing job and we are truly thankful for her efforts. Kim will continue to serve as a Player Engagement Consultant for the Northern Ohio, Southern Ohio, and Tri-State PGA Sections. We wish her all the best for a successful year!

Within the new Regional Model, the North Central Region which includes the Wisconsin, Illinois, Michigan, Indiana, Northern Ohio, Southern Ohio, and Tri-State PGA Sections will have a new Player Engagement Consultant. Stacey Rice-Dorman will partner with the Indiana and Michigan PGA Sections as our new Player Engagement Consultant.

Congratulations to the Michigan PGA for another great season in 2022 for PGA Jr. League! Thank you to all of the PGA and LPGA Professionals that hosted programs and that have already registered for 2023!

2022 PGA Jr. League Recap

- Active Programs = 4,824 (Michigan Programs = 122)
- Average Program Fee (Does NOT include PGA Fees (\$99 GameChanger Fee) = \$233 (Michigan = \$209)
- PGA Professional Net Promoter Score = 79 (Michigan = 63)
- Active Participants = 69,321 (Michigan = 2,117)
 - In 2022, the 2,117 active players includes ALL program registrations (Spring, Summer, Fall, Section Championships, Regional Championships, and National Championships. In 2022, Michigan had 1,881 GameChanger members registered.
- Consumer Net Promoter Score =69 (Michigan = 64)

2023 PGA Jr. League Helpful Reminders

- **Custom Technology** - In 2022 a custom-built website and mobile app were launched to run PGA Jr. League and integrate with PGA Family Cup and PGA.Coach.
 - The website and mobile app will run through your PGA OneLogin, which means no more remembering multiple passwords.
- **Payment Option** - Set up a Stripe Account to receive seamless payments, directly deposited into your bank account just a few days after players register.
- **GameChanger Club** - GameChanger Membership Club creates opportunities for PGA Coaches to offer multiple seasons and drive more value to themselves and their facilities. It provides kids with the ability to play golf year-round under the PGA Jr. League Brand.
 - Players will now pay a one-time annual membership fee of \$99 upon registration that includes a team kit to use for the entire year. The players' last names will now appear on the back of their jerseys.
 - The GameChanger Club also features access to other benefits such as PerkSpot discounts, fun games/activities, and an upcoming augmented reality game.
- **Flexibility for Forming All-Star Teams**
 - There is no longer a minimum or maximum requirement for the number of players that must be taken from each regular season team to form the league's All-Star Team.
 - Larger leagues may have multiple All-Star Teams.
 - For the 13u Division, if a League has 24+ players, the league is eligible for one All-Star Team. If 48+ players, the league is eligible for 2 All-Star Teams. If 72+ players, the league is eligible for 3 All-Star Teams.



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- For the 17u Division, if a League has 8+ players, the league is eligible for one All-Star Team. If 16+ players, the league is eligible for 2 All-Star Teams. If 24+ players, the League is eligible for 3 All-Star Teams.

- **Additional (Optional) Championship Season Pathway - All-Star Play Days**

- The Regional Leaderboard Pathway offers additional playing opportunities for All-Star Players. All-Star Teams can compete in Regional All-Star Play Days. If All-Star Teams participate in at least 3 All-Star Play Days, then they are ranked within their Region and the top 4 teams within the Region will automatically advance to the Regional Championship.
- All-Star Teams must participate in at least 3 All-Star Play Days to be eligible to advance. The All-Star Play Days will feature a 9-hole two-person scramble score format. For the 13u division, the top 3 out of 4 scores will count as the team total and for the 17u division the top 2 out of 3 scores will count as the team total.
- The number of teams competing at each Regional will double from four 13u teams and four 17u teams to eight 13u teams and eight 17u teams. Through the addition of All-Star Play Days, four more All-Star Teams from both the 13u and 17u divisions will advance through a Regional Leaderboard and be able to compete in the Regional Championship. These four teams will be in addition to the four that currently advance from the Section Championship Pathway.
- PGA Jr. League Coaches may host All-Star Play Days at their facilities. Please use the links below to learn more about this new Championship Pathway.

- [2023 All-Star Play Day Handbook](#)
- [2023 Conditions of Play](#)
- [Summary of the 2023 changes](#)

- **Michigan Timeline/Deadline for the 2023 PGA Jr. League Season**

- Coach Registration Deadline - **All Coaches MUST Register by March 24th!**
- Please inform Stacey Rice-Dorman and Madison Maurier by March 24th of any league requests that you may have, the number of teams that you intend to have, and if you plan on hosting your own in-house league or participating in a multi-facility league.
- Leagues will be announced on March 28th and League Calls will be scheduled from April 4th to April 11th.
- **Determine your All-Star Plans by May 12th.**
 - **EXCITING NEW OPPORTUNITY!!!!** If you have an All-Star Team that would like to celebrate the end of the season by participating in the brand new PGA Jr. League Celebration Event please let us know.
 - This event has been created for All-Star Teams that would prefer to not play in the competitive Section Championship, where the winner qualifies to advance to Regionals, but would instead prefer to play in a relaxed, fun, celebratory competition with other teams of similar skill levels. This event might be perfect for All-Star Teams that are not quite ready for high-level competition but would like to end their season by being recognized as an All-Star Player for their local league.
 - By May 12th, please discuss your championship season plans with Stacey Rice-Dorman and Madison Maurier. Below are some questions to consider as you plan.
 - How many All-Star Teams will you have for your league?
 - How many All-Star Teams will compete in the Section Qualifier/Championship?
 - How many All-Star Teams will participate in the Celebration Event?
 - Will you host or participate in All-Star Play Days with your All Star Teams?



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- Reminder: For every 24 players registered in a 13U League, you are eligible for one All-Star Team. For every 8 players registered in a 17U League, you are eligible for one All-Star Team.

PGA Family Golf

- PGA Family Golf (*formerly PGA Family Cup*) launched nationwide in 2022, bringing family members of all ages and skill levels together to create lasting memories through the game of golf. The program is exclusively led by PGA and LPGA Professionals, Associates, and PGA Golf Management University Program Students.
- The innovative and welcoming format involves teams of two family members or more (with at least one junior, age 17 or under). PGA Family Golf Coaches can customize their event format in creative ways to meet the needs of their participating teams.
- Learn more at pgafamilygolf.com.
 - New in 2023: Membership model featuring a one-time annual membership fee of \$25 fee per team which gives them the ability to participate in as many PGA Family Golf events as they like for that calendar year.

PGA.Coach

- PGA Coach has become the perfect, FREE tool to help the PGA Professional develop, grow, and succeed no matter the level of player they coach.
- PGA Coach provides a free platform to build a coach profile and market yourself directly through PGA.com. The ability to offer private lessons, group events, and fun alternative activities are all quick and easy to set up and navigate. Once listed, students can check your calendar and book based on your availability, as well as pay upfront directly through the PGA system. The student messaging system allows you to communicate directly with students, eliminating the before and after-hours direct communication of the past. In addition, reminders are sent directly via email to reduce miscommunication and confusion.
- ADM, Modern Coach, and additional training is also available, as well as activity plans for students of all age levels and skill abilities.
- Learn more at PGA.Coach

I personally want to thank the Michigan PGA Membership, the Board of Directors, and the Staff for all of your hard work and support. I look forward to working with all of you in my new position. As always, I encourage you to reach out to me if you need any assistance as I am always happy to help.

Thank you!

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