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SWOT ANALYSIS

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## Introduction

The purpose of this research is to identify the strengths, weaknesses, opportunities, and threats of Amateur Athletic Union (AAU) basketball in order to understand the advantages of AAU basketball and how it will assure the development of young athletes. According to research, "SWOT analysis, which stands for strength, weakness, opportunity, and threat, seeks to identify internal and external strengths and opportunities that an organization can use to achieve its goals, while also attempting to reduce internal and external weaknesses and threats (Stolovitch et al., 1992)." It is very important to conduct a SWOT analysis because it is needed in order to spot the areas of strength and weakness as well as opportunities and threats that exist for an organization and can also help provide insight on what may be potentially holding the organization back. From a SWOT analysis, a lot of information can be gained such as how the organization can grow and what it can benefit from the most in order to be successful.

For this case study AAU basketball will be the organization that will be reviewed for the SWOT analysis. The Amateur Athletic Union was founded on January 21, 1888 by James E. Sullivan and William Buckingham Curtis. AAU is a multi-sport organization that is strictly for physical fitness programs and the development of amateur sports. It now has over 700,000 members and 100,000 volunteers since its founding in 1888. The AAU offers a wide range of sports competitive levels to children aged 9 to 18. Basketball is also an AAU program. The Amateur Athletic Union (AAU), a governing body charged with ensuring equity in youth sports, has emerged as the primary destination for college recruiters looking for top talent among middle and high school basketball players in the United States (Willis, 2016). The widespread use of the AAU system as a source of new recruits has both advantages and disadvantages.

AAU basketball can be costly financially, making it difficult for families to allow their children to compete. Families who invest in AAU basketball can expect to pay between \$400 and \$4,000 per summer just to play; this does not include transportation, food, gas, or admission for family members (Willis, 2016). Athletes believe that participating in AAU is valuable because it gives them the opportunity to catch the attention of NCAA Division I schools during the recruitment process, despite the fact that this may be an issue for others.

## SWOT Analysis

### Strengths

- Exposure to collegiate programs  
AAU is a chance for a family to overcome difficult financial conditions and maybe get a scholarship for academics or athletics, allowing him or her to attend college (Roy, 2020).

- Enhances teamwork and sportsmanship  
AAU basketball assists with the value of being a great teammate which is among the most important lessons children acquire. When they assist those who may not have their advantages, lift up teammates when they are down, and in some other way encourage the efforts of others, athletes develop into people who care about the world around them.
- Increases self-esteem and confidence  
Self-esteem is essential for psychological health. Children who feel good about themselves are better able to handle defeats and successes in both sports and in life. Also another take would be, the player will accomplish positive self esteem by succeeding in a planned assignment that the coach has set up, where the only way a player could fail was if he didn't go all out and give it his best effort to succeed.

### Weaknesses

- Lack of volunteer coaches
- Newer youth athletes don't get enough playing time.
- Have high costs.  
"AAU team membership can be expensive. Most athletes pay to join the squad in order to participate. They typically cover trip costs like lodging and new outfits as well. Some athletes also pay for private training.

Many aspiring athletes think that joining an AAU program will increase their chances of receiving a scholarship. Players must try to be the best version of themselves and perform at the next level, even though the proper team can be helpful. If you are fortunate enough to play basketball in college, you won't necessarily be paid for it. It's important to realize that 1% of high school athletes obtain full athletic scholarships to compete in college sports (The Pros and Cons of AAU Basketball, 2022)."

### Opportunities

- Exposure to Division 1 programs  
High school basketball players who want to play Division I college basketball now heavily rely on the AAU summer season. When it comes to sports involvement, the only attraction for AAU basketball players seems to be exposure in the hopes of becoming a professional basketball player (Roy, 2020).
- Scholarships
- Basketball skill/development

### Threats

- Lack of school participation  
High school basketball players are shifting their attention to AAU basketball for two key reasons. First, the athletes enjoy the gear, the travel, and the platform as

shoe companies take on a bigger role. Also compared to regular high school levels, the AAU level of competition is much more competitive (Roy, 2020).

- Coaches' negative impact

### **Practical Recommendations for Improvement**

1. Self-esteem is one of the most essential traits we can teach children. Without it, they are nearly guaranteed to fail in everything they try. Communities should work together to address the issues that young people have identified. Rather than focusing on any "problem" behaviors that young people might have, they should highlight their skills and abilities. In order to help young people develop life possibilities and achieve a healthy transition to productive self-esteem in adulthood, parents, experts, community leaders, coaches, and financing organizations should work together with them.

2. Choosing the right AAU program to play for is critical because you must go where you are wanted. You can't always go where you want to go because it might not be the best place for you to play at the time. Having an open discussion about your abilities, as well as researching those programs and coaches. One of the primary reasons for AAU is to demonstrate your abilities in front of college coaches/staff, which you cannot do if you are not playing. Investigate various programs on social media platforms to ensure they market their athletes while also developing them.

3. AAU teams are now sponsored by shoe companies such as Nike, Adidas, Under Armour, and New Balance, who provide free apparel and shoes for players, as well as travel expenses and, in some cases, a salary for the coaches (Dalton, 2016). To reduce costs while increasing participation, sponsorship teams should fund local Independent AAU programs. When children can compete against the best, they have a better chance of developing and increasing their overall self-esteem..

4. Collaboration with high school and AAU coaches is required for both to be positive role models for young men and women. We frequently see negative relationships with coaches, and the child is caught in the middle of deciding who to listen to. Kids need stable relationships with their coaches to improve teamwork and sportsmanship while also having fun for the overall development of skills and adulthood.

## References

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