

# Lifelong Learning Strategy

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Aligning PGA Member Talent to the  
Career Path of their Choosing

PGA Education – Professional Development



**PGA**<sup>TM</sup>

# PGA Education Evolution

1967 - 2017



# PGA Education Offered through PGM 2.0

PGA Membership:



PGA Certified:



PGA Master Professional:



# Certified PGA Professionals (12/31/19)

• Player Development:	189
• Executive & General Management, Ownership & Leasing:	550
• Teaching and Coaching:	802
• <u>Golf Operations / Retail:</u>	<u>880</u>
• <b>TOTAL CERTIFIED PGA MEMBERS:</b>	<b>2,421</b>

# PGA Master Professionals (12/31/19)

• Ownership & Leasing:	8
• Player Development:	10
• Retail:	12
• Executive Management:	17
• General Management:	39
• Golf Operations (also previous Rules):	126
• <u>Teaching and Coaching:</u>	<u>209</u>
• <b>TOTAL PGA MASTER PROFESSIONAL MEMBERS:</b>	<b>421</b>

\* PGA Master Professional Program started in 1969

# Employment & Membership Committees Were Becoming Concerned

- The golf economy had gotten extremely difficult with what appeared to be too many golf courses for too few golfers.
- Golf Club budgets were tightening including PGA Staff cutbacks.
- PGA members were telling PGA HQ that there weren't enough Apprentices available to hire.
- Also, fewer Internships available from PGM Universities.
- Employers were expressing their opinion that PGA professional competencies, especially from the newer PGA members, were not meeting expectations.

# PGA Member Facilities:

## Total USA Golf Facilities

2020 - 14,605

2015 - 14,299

2010 - 14,159

2005 - 13,047

2000 - 12,563

## PGA Member at Facility

7,681

8,094

8,237

8,369

8,239

**Summary:** 2,042 more golf facilities in USA over last 20 years BUT, **-550 facilities** with at least one PGA member employed there.



# HQ, Employment & Membership Committee were asking if there something wrong with our PGA Education Program?

*Employers were expressing the opinion that PGA professional competencies, (especially from the newer PGA members), were not meeting expectations.*

## **Why weren't we attracting more Apprentices into the program?**

- Was compensation for golf professionals too low to attract top candidates in the current generation?
- Was our only career path of Golf Operations training, a one size fits all, meeting the needs of Employers and Future Members?
- Was the Apprentice Education Program too difficult? Take too long to complete? and/or too expensive?



PGA Member, Apprentice/Associate, PGM University Students Statistics					
Comparison: 5 year Variance and 20 year Variance					
Year	PGA Members	Apprentices/Associates	Total Professionals	PGM Univ. Students	Grand Total
2020 January	24,413	3,526	27,939	1,462	29,401
Variance	208	(903)	(695)	(822)	(1,517)
2015 Yr. End	24,205	4,429	28,634	2,284	30,918
Variance	2,120	(1,367)	753	(484)	269
2010 Yr. End	22,085	5,796	27,881	2,768	30,649
Variance	2,408	694	3,102	594	3,696
2005 Yr. End	19,677	5,102	24,779	2,174	26,953
Variance	715	(1,112)	(397)	775	378
2000 Yr. End	18,962	6,214	25,176	1,399	26,575
Total Variance					
2000-2020	5,451	(2,688)	2,763	75	2,826
* 2020 = 18 Universities / 2010 = 20 Universities / 2005 = 17 Universities / 2000 = 9 Universities					

A repeating pattern of the PGA logo, consisting of a circular emblem with a golf ball and the letters 'PGA', set against a dark blue background.

**Dr. Alison Curdt**

PGA Master Professional, Director of Instruction

## Lifelong Learning Strategy



**PGA**  
— ASSOCIATE —

**PGA**  
— STUDENT —

LIFELONG LEARNING

# Subject Matter Expert Review

## Competencies delivered in programming:

Agility & Flexibility

Readiness & Adaptability

Supervising & Delegating

Priority Management

Conflict Resolution

Building and Training

Teams

Project Management

Strategic Thinking

Financial Management

Cultural Awareness

Values & Ethics

Diversity & Inclusion

# PGA SPECIALIZED Competencies





# Produce Topline Growth for your Club

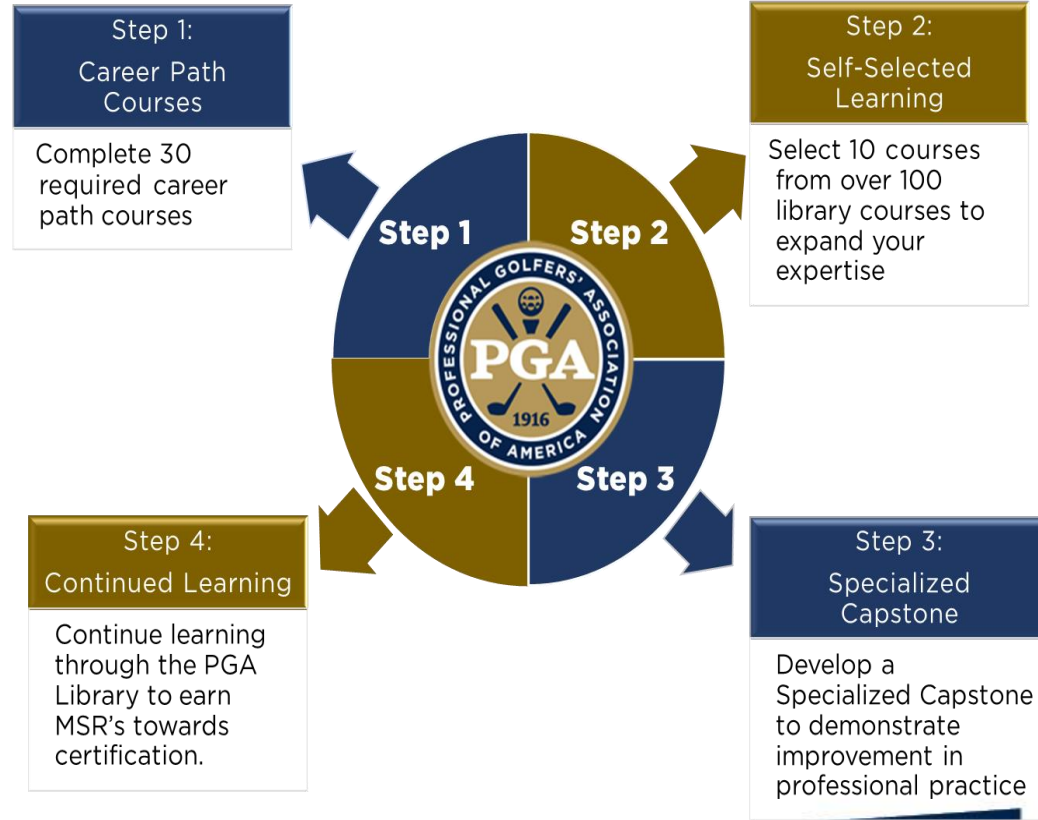
- Acquire more members/customers
- Increase activity/visits
- Influence greater spend
- Strengthen loyalty



# Specialized Professional

## REQUIREMENTS

- Start Specialized Program any time after being elected to PGA Membership \$350.00
- Select a Career Path
  - Golf Operations
  - Teaching & Coaching
  - Executive Management
- Complete online coursework
  - 30 Career Path Courses
  - 10 Self-selected Learning Courses
  - PGA.Coach American Development Model certification
- Advisor to three (3) new PGA Members
- Complete Capstone for selected Career Path
- Continue learning through the PGA Library to earn CPEs towards certification.





# PGA SECTION WORKSHOPS

PGA BUSINESS MANAGEMENT SIMULATIONS deliver real world scenarios aligned with a primary focus on improving marketing, sales, leadership, revenue management and financial management.

## CONSISTENT GROWTH IN THREE CAREER TRACKS

- ✓ Golf Operations
- ✓ Executive Management
- ✓ Teaching & Coaching, Player Development

## BENEFITS OF EXPERIENTIAL LEARNING

- ✓ Incorporate Team-Based Business Simulation
- ✓ Retain learning
- ✓ Immediate Application
- ✓ Engage Creatively
- ✓ Anticipate Challenges and create Resolutions

## WORKSHOP SCHEDULE

- ✓ 2-Days, 8AM – 5PM
- ✓ Review of Career Track coursework (over 2 days)
- ✓ Complete Team-based Business Management Simulation
  - Make facility-wide decisions
  - Compete for customers and profit

## STEPS TO REGISTER

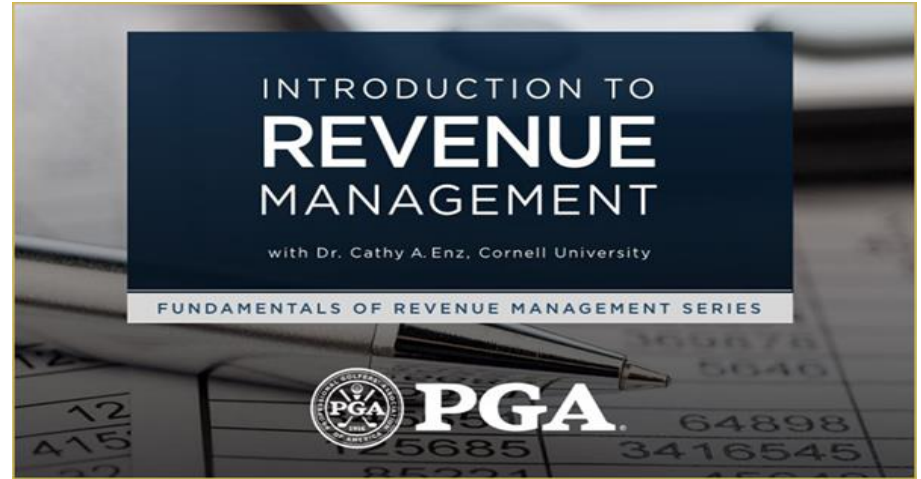
- ✓ Purchase Library Subscription \$350
- ✓ Attend 2-day workshop (fees vary by location)
- ✓ Complete 10 Self-selected Learning Courses
- ✓ PGA Members in good standing may complete the Project (\$100) and earn Specialization



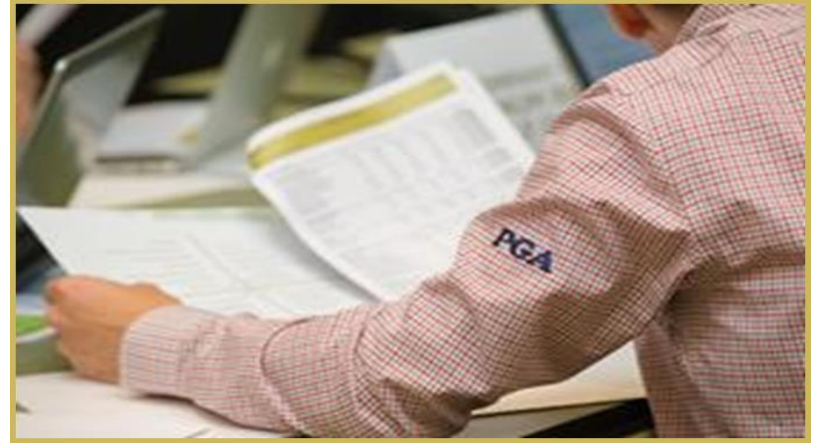
# Revenue Management

## Courses:

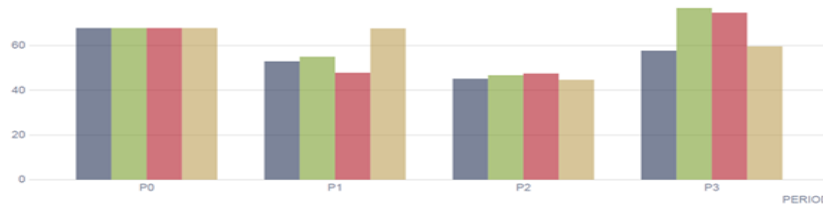
1. Intro to GC Revenue Management
2. Forecasting and Booking Patterns
3. Differential Pricing and Segmentation
4. Distribution and Channel Management
5. Strategic Management & Competitive Analysis



# PGA Business Simulations – Team



SUCCESS VALUE  
INDEX



# Engagement



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# (10) Player Simulations

## Leadership

- Improve Sales by Developing Loyal Customers
- Connect with Her and Juniors
- Develop, Mentor and Coach Talent
- Business Impact of Teaching
- Drive Membership Sales

## Financial Management

- Capital Budgeting & Decision Making
- Finance & Stakeholder Mgmt.
- Inventory Management
- Business Mgmt. and Strategy
- Financial Dashboard & Revenue Scorecard Mgmt.

# Certified Professional

## REQUIREMENTS

- PGA Specialized in desired career path and PGA Member employed for 5 years in selected Career Path \$350.00
- Complete online course work and fulfill required credentials through approved industry and outside sources including:
  - Penn State Certificate
  - UNLV Certificate
  - Others, as approved.
- Develop a Certified Professional Capstone to demonstrate improvement in professional practice and advise three (3) additional members
- Continued learning through the PGA Library to earn CPEs and Work towards Master Professional





# PGA Master Professional

## REQUIREMENTS

- Employed 10 years in desired career path
- PGA Certified Professional in desired Career Path
- Develop Professional Capstone with Guidance from assigned mentor and advisor to five (5) additional members
- Continue learning through PGA Library to earn CPEs





# Thank You - Questions

You may also contact:

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