



Success Story: Improving the Game Experience Founders Girls Lacrosse League



Founders Girls Lacrosse League (FGLL.org) was founded in 2004 on the belief that players develop best in a competitive league setting. FGLL includes nearly 300 teams from 35 towns in Eastern MA and offers both fall and spring programming for girls in grades 1-8. Through 2011, scheduling was handled by a brave volunteer armed with just Microsoft Excel. Ultimately, the league's successful growth demanded a change – and they turned to Tim Kelly at TeamsCompete for a solution.

“At Founders, we’re about the game experience,” says league director Paul Griffin. “Every time a team steps on the field, we want them to be excited to play and to think they can compete with their opponent. TeamsCompete is integral to helping us manage competition. It includes several features that help us pair programs to reduce the number of one-sided games – providing an on-field experience that speeds player growth.”

To manage the game experience across the full season, TeamsCompete works closely with FGLL to identify issues that impact players – including these parameters:

- **Variety of Play:** It’s important to play a variety of towns in a season. To accomplish this, TeamsCompete limits the number of games against a given program, ensuring a schedule with no duplicate opponents.
- **Reasonable Travel Distance:** Traveling long distances can negatively impact the experience for players and families. TeamsCompete sets drive-time limits as part of the scheduling process. This feature also allows the league to extend into new regions without requiring programs to travel unreasonable distances.
- **Competitive Balance:** For FGLL, TeamsCompete utilizes software to ensure weaker programs don’t play the strongest programs, leading to more evenly competitive play. This is accomplished at the system-level, without the need to create a rigid, tiered league structure.

Enhancing the game experience is just one way TeamsCompete helps FGLL. Providing a smooth scheduling process, along with TeamsCompete’s ability to quickly adjust games, makes it easier for FGLL to operate. This improves the lives for league and town program volunteers alike.

“In a perfect world, delivering a schedule is all we would need. But life happens, Mother Nature happens, and TeamsCompete permits us to quickly adjust the schedule as needed. Quite frankly, it allows us to be a better league by focusing on lacrosse. We’re proud of our league and TeamsCompete is a key reason why we’ve been able to expand and help lead the growth of girls lacrosse in Massachusetts,” says Griffin.

TeamsCompete provides FGLL with a technology driven service that manages the scheduling process from data collection through posting to the league website.

- **Phase 1:** Collecting and confirming necessary season data from member programs – team names, field availability, etc. – including special requests. The purpose is not only to efficiently collect the data, but to confirm the data is complete and accurate before scheduling starts.
- **Phase 2:** Generating and optimizing the schedule. Special requests are applied during this phase, which is a combination of automated scheduling, combined with oversight from experienced schedulers to ensure league expectations are met.
- **Phase 3:** Reviewing and adjusting the preliminary schedule based on feedback. The review phase is collaborative and allows all programs to provide feedback before the final schedule goes live.
- **In Season Management:** Working with program directors, TeamsCompete plays a critical role managing schedule changes throughout the year.

What can TeamsCompete do for your League?

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