

2020 NDCA Hall of Fame Inductee – Jodi Maxfield

Jodi Maxfield retired this year after 30 years with the Brigham Young University Cougarettes. A native of Midvale, Utah, she began dancing at the age of eight. She went to BYU in 1976 as a dance major and made the Cougarettes team as a freshman. Following three seasons as a Cougarette, Jodi accepted a job to coach the drill team at her alma mater Hillcrest High School in 1979. After seven years of coaching and teaching, she left Hillcrest to open a dance studio in 1986 with a close friend and teammate who she had danced with as a Cougarette. While running the studio she also choreographed Cougarettes routines. In 1991, Maxfield accepted an offer to become the Cougarettes coach at BYU.

Jodi oversaw the team's move from the Dance Department to the Athletics Department and played a key role in bringing the team onto the more competitive athletic stage while keeping the focus on dance. As the spirit coordinator, Jodi worked with the Cougar mascot, Cosmo, and the cheer squad, but did not allow athletic commitments to overshadow artistic performance. She incorporated difficult choreography from versatile styles of dance and was among the vanguard in bringing this artistry to the collegiate dance team.

Over her 30-year career Maxfield won numerous awards and honors for innovative choreography. In 2003 and 2004, she was recognized as one of the Nation's Outstanding Directors. In March of 2013 she appeared on the cover of the Dance Teacher magazine. She has also been active in community, church and university service throughout her career, serving on various committees and boards for talent awards and scholarships. From 2018-present she has served as president of the National Dance Coaches Association College Coaches Division.

Jodi led the Cougarettes to 19 NDA Collegiate Cheer & Dance National Titles, two United Spirit Association National Championships, a Dance Team Union College Classic Title and two Prague Dance Festival Grand Prix Championships. Under her guidance, the Cougarettes won five NDA Open Division/Jazz IA championships (2013, 2014, 2015, 2016, 2019), six NDA Hip Hop Division IA championships (2011, 2012, 2013, 2015, 2017, 2019) and eight NDA Team Performance Division IA championships (1997, 1998, 1999, 2001, 2005, 2006, 2007, 2010). They were also United Spirit Association National Champions in 2005 and 2006.

In 2002, the Cougarettes were part of the Winter Olympics in Salt Lake City, performing at all of the venues throughout the event. They have traveled to China twice, performing all over the country, being seen by over 100,000 Chinese residents.

For Jodi and the Cougarettes, the 2019-2020 season was a whirlwind of success. In February they were chosen to represent the United States in the hip-hop division at the International Cheer Union World Cheerleading Championships. In April they were featured on the front cover of Dance Spirit magazine and later that month captured national championships in both jazz and hip hop at the NDA Collegiate Cheer & Dance Championship. A few weeks later they captured the Silver medal for the USA at the world championships. In late May and early June, they wrapped up an incredible year as part of BYU's China Spectacular tour throughout Beijing, Xi'an and Shanghai.

Jodi is married to John Scott Maxfield whom she met as a BYU student. They have three children and a growing number of grandchildren.