

How Intramural and Competitive Sport Programs Engage With Their Participants
2016 Survey - All Responses as of June 15, 2016

Respondent Information	ALL	LARGE	MID-SIZE	SMALL	FREE	FEE	Traditional	Competitive Sport
Total Respondents	79	20	38	21	39	40	48	32
Average Student Population Size	18,034	34,482	16,560	7,319	16,196	19,825	17,223	19,154
Average Number of Teams in Largest IM League	112	243	90	28	108	117	116	104
Average # of Professional Staff Members	1.78	2.1	1.92	1.23	1.82	1.75	1.71	1.88
Average # of Graduate Assistants / Interns	1.2	1.7	0.86	1.33	1.44	0.97	1.04	1.46
Average # of Student Employees	70	119	63	34	59	74	66	74
How Schools Are Engaging With Participants								
In-Person / Face-to-Face Interactions	89.9%	90.0%	89.5%	90.5%	89.7%	90.0%	93.8%	84.4%
Social Media	86.1%	80.0%	86.8%	90.5%	89.7%	82.5%	89.6%	81.3%
IMLeagues / Online Programming Interface	92.4%	95.0%	89.5%	95.2%	89.7%	95.0%	95.8%	87.5%
Email / Electronic Communication	82.3%	85.0%	84.2%	76.2%	79.5%	85.0%	87.5%	75.0%
Surveys / Online Forms	50.6%	75.0%	39.5%	47.6%	53.8%	47.5%	50.0%	53.1%
Marketing / Event-Based Setup	60.8%	55.0%	57.9%	71.4%	66.7%	55.0%	60.4%	62.5%