

What do you believe are some barriers to engaging with participants?

I think there is a disconnect between the students and traditional interaction. Meaning things that are not techno based. Most students are more entertained with their phones than anything. Social Market/Engagement can work, but it tends to only reach a certain market.
Lack of effective social media presence - Our Marketing program handles all Social Media and is not the best. Lack of quality facility (indoor and outdoor space)
Default use of technology, fast paced nature or business doesn't allow for social communication
Lack of personalized communication; participants not feeling as if their experience is personal enough. Staff not addressing conflict as appropriately or willingly as we'd like. There are a lot of organizations and offices on-campus advertising as well.
Face to face interaction during class hours. Students walk by without noticing most of the time. Effective Communication: students just want answers and may not remember vital information or would rather look it up online
lack of motivation from student employees / apprehension from participants
Academic schedules and other commitments. The location of campuses and events (we have 3 campus locations where events can be played)
Multiple things such as: previous experiences with teams and participants, being busy with multiple participants at one time, and natural shyness.
Supervisors and officials that are not invested in the program, lack of "engagement techniques" engraved into training
Student participants not feeling comfortable talking with professional staff members. Participants not wanting to learn all possibilities or ways to engage with the program.
Time, Generational Gap (communication style, etc)
Tailoring the outreach to specific target populations.
Culture of the student population, heavy commuter base with plenty of activities to do around the city. Lack of student social awareness of offerings
They are so busy with school, activities, part time jobs and so many other distractions.
Getting staff to by in and engage participants as much as possible, not having staff get lazy only engaging some of the time, to many things going on at once
Not able to reach the entire student population.
The level of involvement on our campus. Students are often involved in more than one thing outside of their academic commitments. (clubs, jobs, etc.)
Getting students to read emails sent out and look at posters we put up.
We have a very diverse campus environment and being a part of the medical campus, a lot of the students are international, med students, or premed students. They focus the majority of their time on academics and have no interest in Intramural Sports outside of the classroom. If they have an exam they will default their game 2 days before because they have to study.
We're in the "golden age" of the cell phone. Many students' lives revolve around texting and social media and I think they find it legitimately difficult, once arriving at college, to have a conversation with someone they don't know regardless of all the commonalities they have with respect to intramural sports. Supervisors' personalities (not being outgoing, being shy) has an adverse effect on engagement as well.
Student culture, personalities, and confidence. Supervisor and officials training. Student staff pay rate. Student staff buy in and investment. Pride in the program. Worry about not making friends with participants.
Students' lack of wanting to be engaged. They come in and play, then leave and are always on their phones instead of listening to staff trying to engage them
Other campus commitments and activities
Reaching students who are not currently involve in IM Sports or Campus Recreation & relying on information to be correctly passed on through other departments.
Time constraints, resources
Visibility in a very saturated social media market; more focus on technology in current society lending to a decrease in face-to-face interactions
Student staff not being able to communicate well with peers
Getting the participants to want to be engaged with. We will try to engage with conversation on twitter and we don't get a reply or we can speak to participants but often are "too busy" to stop and talk to us.
Participant not interested in responding, student workers having introverted qualities, students not having social media accounts.
Logistics (# of employees vs # of participants), Intentionally remembering to be engaging and making it a staff priority, focus on staff/officiating
Our university is heavily a commuter and non-traditional campus with very little on-campus housing options. It is hard to engage our commuter population as they tend to come to campus for class and then leave the area.
Lack of interest by participants
Supervisor or Intramural staff being too shy to talk to students whether at marketing tables or at game check in. Teams showing up late to games.
Culture of the campus, student priorities, real life stress. Staff and budget size