

COMPETING FOR PARTICIPANTS:

ATTRACTING TODAY'S STUDENTS TO YOUR IM PROGRAM

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The Intramural Sports Experience

★ *Why is the Intramural Sports Experience Important for Student Participants?*

Student Development: Teamwork, Leadership Skills, Personal Wellness, Time Management

Attractive to the Entire Community: Athletes & Competitors, Recreational Participants, General Student Body

★ *What Factors Do You Consider When Making Program Decisions?*

The Competition: On Campus, Off Campus, At Home

Participant Expectations: Competition, Convenience, Camaraderie

Program Requirements: Safety, Organization, Student Learning

Analyzing Our Product

Mainly Athletic Endeavors; Organized, Structured Activities

★ *How Can We Expand or Improve Our Product?*

Expand Availability of Current Offerings: Multiple Leagues, Multiple Divisions, New Locations, New Playing Dates

Diversify Our Offerings: New Sports, New Special Events

Improvements: Better Officiating, League & Playoff Structure, Good Sportsmanship

Difficult to Influence: Game Venues, Price

★ *What is Our Competition?*

Other Sports Leagues, Other Recreational Opportunities, Other Leisure Activities

Assessing Expectations

Get a Broad Sample – Ask All Types of Participants: Captains, Regular Players, One-Timers, Potential Participants

★ *Why Do They Choose to Play in an IM Sport?*

To Win It All, To Enjoy the Sport, To Socialize, To Exercise

★ *What Factors Influence Your Team Captains and Your Participants?*

Team Captains: Administrative Tasks, Answers to Their Questions, Where Can We Help?

Participants: General Satisfaction, Identifying Hassles or Hurdles to Participation

How Far Will They Go? Willingness to Navigate Processes, Competitive vs Recreational vs General Student Body

Comparisons with the Competition

Comparing Involvement in IM Sports with Other Possible Leisure Activities

★ *What Activities Are You Competing With on Your Campus and in Your Community?*

Variables: Fees, Time Specific Events, Registration, Equipment & Uniforms, Proof of ID, Dependency on Others

Eliminating the Hurdles: Make It Easy to Get Involved, Benefits All Participants

Evaluating Our Processes

Getting in the League, Getting on the Team, Getting in the Game

★ *How Easy is It for Your Teams to Register?*

Team Registration Method: Online, In Person, or At Event Site

Technology Requirements, Fee Payment, Administrator-Participant Interaction

Registration Periods, Registration Options: Instant Scheduling, Preferred Scheduling

★ *How Easy is It for Your Team Captains to Complete Preseason Requirements?*

In-Person Meetings, Online Exams, Online Materials; Finding the Info They Need and You Want Them to Have

Evaluating Our Processes

Roster Management: At the Game Site, Online, In Office, At Registration

Limited Additions or Changes, Roster Locks at Start of Postseason / During Postseason / Never

★ *How Easy is It for Teams to Learn About Game Schedules or Check-In for a Game?*

Access to Team Schedules: Online Viewing, Email Distribution, Facility Posting, Meeting or Office Distribution

Game Site ID Requirements: School-Issued ID, Government ID, Roster Comparisons

Participant Verification, Eligibility, Fair Play, Waiver Requirements

★ *What Other Challenges Might a Participant Face When Trying to Play in an IM Game or Event?*

Required Equipment: Player Uniforms, Similar Color and/or Numbered, Personal Safety or Sports Equipment

Participant Supplied, Program Supplied, Checkout or Sell?

Creating a Welcoming Environment

Structural Issues: Administrative Policies

★ *Do You Identify More Talented or Privileged Players and Restrict Their Participation?*

Player Eligibility: Special Participant Groups

Professional Athletes, Current Varsity Athletes, Varsity Practice Squad Members, Varsity Coaches,

Former Varsity Athletes, Current Sport Club Players

Restrictions on Participation: Prohibition, Limit Number on a Team, Require Participation in Particular League

Issue Detection: Active Administrative Monitoring, Team Appeals or Eligibility Protests

★ *Are Your Leagues Structured to Entice More Recreational Participants?*

League and Tournament Structure: Skill-Level, Interest-Level Divisions, Playoff Qualification, Tournament Formats

Team & Participant Sportsmanship: Setting the Standards & Scale, Education, Enforcement, Recognition

Accountability & Responsibility

★ *How Do You Insure That Your Participants are Taking an Active Role in Their Experience?*

Required Components, Importance of Process, Teaching Participants

★ *How Do You Find the Right Balance for Your Program?*

Program's Need for Participants, Risk Management, Legal Issues

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Presentation Materials and Survey Results

Available Online at fsu.campusrec.com/nirsa

Survey Open until May 16th, Results Available in Early June