ATTRACTIONG TODAY’S STUDENTS TO INTRAMURAL SPORTS

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LEARNING OUTCOME
Participants will analyze program structures and administrative systems that impact your students’ decisions to participate in Intramural Sports.
ATTRACTING VS RETAINING

Attracting Participants
Providing a Product That is Worth the Investment of Your Potential Customers

Retaining Participants
Providing a Quality Experience that Encourages Repeat Customers (And Good Word-of-Mouth Advertising)

THE INVESTMENT

What are our students considering when selecting a leisure activity?

Time
Invested in getting involved initially and in participating in the activity (sport league, tournament, or event)

Effort
Physical or mental effort required to participate Passive vs Active, Required or Recommended Skills

Money
Direct costs paid to organization (registration) Indirect costs borne by participant (uniform, equipment)
KNOW YOUR AUDIENCE

**Competitive Participants**
Most Willing to Invest Regardless of Hurdles
Seeking **Competition**

**Recreational Participants**
Less Willing to Jump through Hoops to Join
Seeking **Recreation**

**General Student Body**
Need Path of Least Resistance to Join
Seeking **Leisure Activity**
Likely Need a Shorter Trial Experience

KNOW THE COMPETITION

What other activities are vying for your customers?

**Competitive Sports**
Potentially Local Leagues / City Parks & Rec

**Recreational Activities**
Other Campus Recreation Offerings
Off-Campus Recreation

**Leisure Activities**
Movies, Video Games, Social Scene
IS YOUR PRODUCT **ATTRACTION**?

What variables can you influence or control?

**Affecting the Money Variable**
Reducing Indirect Costs by Providing Equipment, Uniforms
Providing Free Trial Opportunities or Events

**Affecting the Effort Variable**
Offering a Variety of Talent-Level Based Divisions

**Affecting the Time Variable**
Developing Efficient Registration Processes
Understanding that League & Tournament Structure and
Scheduling Greatly Impacts the Overall Time Commitment

REGISTRATION OPTIONS

How much investment is required just to register?

**Who Must Register for Your IM Activities?**
Team Captains, Participants, Spectators

**When is Registration Required?**
Designated Advance Registration Period, Day of Event,
Day of First Participation

**What is Required to Register?**
Team or Roster Information, Completed Captains Exam,
System Login, ID Card

**TIP:** Recognize Purpose Before Simplifying Processes.
SPORT FORMAT OPTIONS

How much investment is required to play?

FSU Survey of Team Captains Said...
Finding Enough Players for Weekly Games Ranked as the #1 Challenge for Team Captains, Over Registration Processes or Initially Recruiting Teammates

Traditional IM Sport Formats
Leagues: Regular Season + Playoffs
  How Long is the Season? Number of Playing Dates?
  Are Team’s Playing Days & Times Designated at Registration?

Single-Day or Weekend Tournaments & Events

SPORT FORMAT OPTIONS

Are we ready to offer formats that better cater to our customers’ variable time commitment levels?

Weekly Qualifying Tournaments
Independent Registration for Each Qualifying Event, Weekly Winners (Top 2, Top 4) Advance to Championship Playoffs, Teams Can Have Different Players Each Week

Structured Drop-In Sport Nights
Offering Reserved Field Space and Officiated Games for a Specific Sport, Teams are Formed on Site, Registration May or May Not Be Necessary
MARKETING MATTERS

Medium
Print and digital advertising, social media.

Message
More than just a listing of sports. Convince your audience that participating is worth their investment.

Inform them of the personal resources needed: **time** (to register, to play the whole season, how often are games, how long are games), **effort** (how much talent is needed or not needed), **money** (do you have equipment to checkout).

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MOVIE THEATER

Deadpool 2
2:15  4:30  7:45  10:00

Jurassic World
1:45  4:00  7:30  9:45

Isle of Dogs
2:00  4:15  7:00  9:15

Hereditary
1:30  4:10  7:50  10:20

movies.fsu.edu

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IM SPORTS

Flag Football
Register Sep 7-14

Basketball
Register Sep 15-22

Soccer
Register Oct 1-8

Dodgeball
Register Oct 20-27

campusrec.fsu.edu
RETAINING CUSTOMERS

What variables affect the quality of the experience?

Affecting the Participant Experience
Player Eligibility Standards – Managing / Balancing Talent
Roster Management – Adding Players in Season
Game Site Check-In – Facilitating Efficient Processes
Officiating – Providing Competent Staff
Sportsmanship – Promoting a Positive Game Atmosphere
Program Policies – Ensuring Fair Play
Playoff Qualification – Managing Competitiveness

Word-of-Mouth Remains the #1 Marketing Medium.

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