Challenging Traditions: Modernizing Your Program for Today’s IM Participant

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LEARNING OUTCOMES
- Formulate Alternatives That Promote an IM Experience That is More Aligned with Participant Expectations.

SPORT PARTICIPATION BY ACTIVITY TYPE

Sport Participation Rates: % of Individuals Ages 6+

SPORT PARTICIPATION BY GENDER

Ages 15 and Older, 2003-2006

FACTORS AFFECTING PARTICIPANT INTEREST

What
- Sport or Event Offered

Where
- Actual Game Site / Location

When
- Days & Times of Offerings

How
- Season Format
- Sport Rules

FACTORS WE DON’T CONTROL

Team Composition
- Talent Level of Individual Players on Team
- Team-Selected, Team-Reported

Game Playing Strategy
- Lack of Formally Trained Coaches
- Peer Leadership

Motivation to Play
- Why Are The Team & Its Players Playing?
- It’s Not the Money
SPORT COMMITMENT MODEL

Sport Commitment – Dedication
Sport Enjoyment – Liking & Fun
Personal Investments – Time & Effort
Social Constraints – Obligations to Activity
Involvement Opportunities – Effects of Activity
Social Support – Support from Others
Involvement Alternatives – Other Options


ROLE OF INTRAMURAL SPORTS

Assisting in the Transition to Recreation
Encouraging Former High School Athletes to Shift from Performance to Participation Approach
Inspiring a Renewal of Interest in Sport
Recruiting Former Youth Sport Players to Return as Adult Recreational Participants
Encouraging Participation for Wellness
Inspiring a New Set of Participants

PARTICIPANT SURVEY RESULTS

Why Did You Choose to Participate in This Sport?

All 1,393 Respondents
30% Win the Championship
50% Enjoy Sport, Participate in League
14% Hang Out with Friends
6% Get Some Exercise

IM Participant Surveys, Florida State Univ., 2009-13

PARTICIPANT SURVEY RESULTS

Why Did You Choose to Participate in This Sport?

All 1,183 Respondents
27% Win the Championship
50% Enjoy Sport, Participate in League
9% Hang Out with Friends
14% Get Some Exercise

IM Participant Surveys, UT-San Antonio, 2010-14

PARTICIPANT MOTIVATIONS

High Performance Athletes
Practice / Train Intensively
Compete Aggressively
Aspire for Extrinsic Rewards (Money / Fame)

Participation Athletes
Enjoy Socializing, Physical Activity, Playing Game
Participate Regardless of Skill or Achievement
Motivated by Intrinsic Rewards (Fun / Fitness)

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<th>MAKING AN IMPACT BEHIND THE SCENES</th>
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<td><strong>Our Impact as IM Sports Administrators:</strong></td>
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<td>Making Participation Convenient by</td>
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<td>Minimizing Obstacles to Captains &amp; Players</td>
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<td><em>(Personal Investments)</em></td>
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<td>Creating a Playing Environment That is</td>
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<td>Enjoyable for All Players</td>
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<td><em>(Sport Enjoyment)</em></td>
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<td><strong>For Your Overall Program:</strong></td>
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<td>The Convenience Factor</td>
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<td>0-Hard to Get Involved, 10-Easy to Play</td>
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<td><strong>For Your Top 6 Sports or Events:</strong></td>
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<td>0-Not Desirable, 10-Enjoyable for All</td>
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<td>Program Structure</td>
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<th>EASE OF PARTICIPATION</th>
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<td><strong>Compared to Other Activities,</strong></td>
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<td>How Easy is it to Play Intramural Sports?</td>
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<td><strong>Know Our Competition</strong></td>
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<td>Other Sports Leagues</td>
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<td>Other Recreational Opportunities</td>
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<td>Fitness, Outdoor Adventures, Pick-Up Games</td>
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<td>Movies, Concerts, Student Orgs, Athletic Events, Partying, Gaming, Socializing</td>
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<th>EASE OF PARTICIPATION</th>
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<td><strong>A Challenging Set of Variables</strong></td>
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<tr>
<td>Payment Required</td>
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<td>Time Specific Events</td>
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<td>Registration Required</td>
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<td>Pre-Event Requirements</td>
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<td>Equipment / Uniform Required</td>
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<td>Proof of ID Required</td>
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<tr>
<td>Depends on Others</td>
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<td>Depends on Friends</td>
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<th>CUSTOMER FRIENDLY PROCEDURES</th>
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<td><strong>Getting in the League</strong></td>
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<td>Team Registration Methods and Time Periods</td>
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<td>Team Captain Requirements</td>
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<td><strong>Getting on the Team</strong></td>
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<td>Game Site Check-in</td>
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<td>Uniforms &amp; Participant Equipment</td>
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**League Structure**

- Divisions Based on Competitiveness
- Team Selected at Registration
- Sandbagging Issues

**Moving Teams**

- Written Policy for Moving Teams Up or Down
- Timing of Move
- Protection of League for Enjoyment of Others

**Seasons & Tournaments**

- Season or Tournament
  - Not All Sports Require Lengthy Season
  - Long or Short Season, Tournament Options
  - Specific or Variable Playing Day & Time
  - Instant Scheduling at Registration

- Playoff Qualification
  - Sports or Divisions without a Postseason
  - Taking All Reduces Competitiveness of Reg Season

**The Postseason**

- Splitting Teams Based on Record
  - The Good & the Not-So-Good Teams Placed in Separate Brackets

- Playoff Scheduling
  - Playoff Draw: Team Selected, Selection Order
  - Automatically Scheduled, Seeding

**Format Changes**

- Game Length
  - Shorter Halves, Running Clocks
  - Fewer innings, Fewer Sets

- Smaller Teams
  - 4-on-4 Flag Football, 3-on-3 Soccer & Basketball
  - 4-on-4 Volleyball (Sand), Other Small Sports

- Going Small
  - Smaller Fields, Fewer Officials

**Minor Adjustments, Major Impact**

- NCAA March Madness Brackets
  - How Do You Score Your Pool?
  - 1-2-4-8-16-32
  - ESPN Method: Values Picking Champion
  - 1-1-1-1-1
  - Values Early Round Wins
  - 1-2-3-4-5-6
  - Provides a Balance of Skill and Luck

**Sport Specific Rule Changes**

- Co-Rec Rules
  - Encourage Participation, Often More Recreational

- Kickball
  - 3 Outs vs Whole Batting Order per Inning

- Softball
  - Unlimited Batting Order
SPORTSMANSHIP GUIDELINES

A Foundation of Recreational Sports
Focus on Game Atmosphere
Creating an Environment for Respectful Competition

Rating Scales
Required Averages to Advance to Postseason
How to Educate Teams Following Challenges

Participant Experience
What Will They Tell Their Friends Tomorrow?

OFFICIATING

Managing Unreasonable Expectations
It’s Not the World Cup, Yet It Is

Player Complaints
Don’t Ignore, Educate

Officials Development
Before, During, and After the Season

KNOW THE IMPACTS

The Convenience Factor
Eliminate Hurdles to Participation
Making It Easy to Play Yields More “Fringe” Participants

Creating the Optimal Environment
Balancing the Desire for a Competitive Experience in a Recreational Atmosphere

MAKING SOME CHANGES

Know Your Campus
Be Aware of Your Participants’ Wants and Needs
Ease Into Change
Sell the Changes, Large & Small
Current Participants Likely More Adverse
Assess Your Ideas & Your Efforts
Before and After Changes
Reevaluate Over Time

LEARNING OUTCOMES


Formulate Alternatives That Promote an IM Experience That is More Aligned with Participant Expectations.

Challenging Traditions: Modernizing Your Program for Today’s Participant

Presentation Materials Online at campusrec.fsu.edu/nirsa

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