

NIRSA

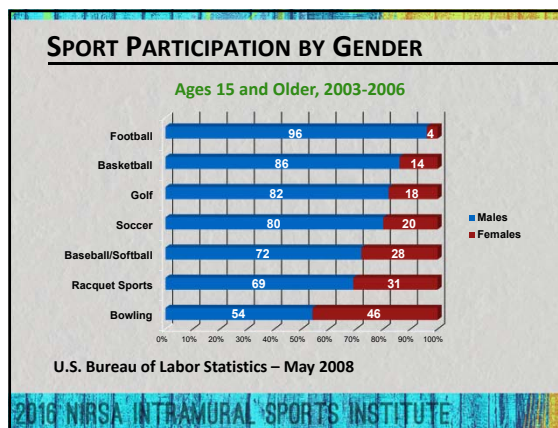
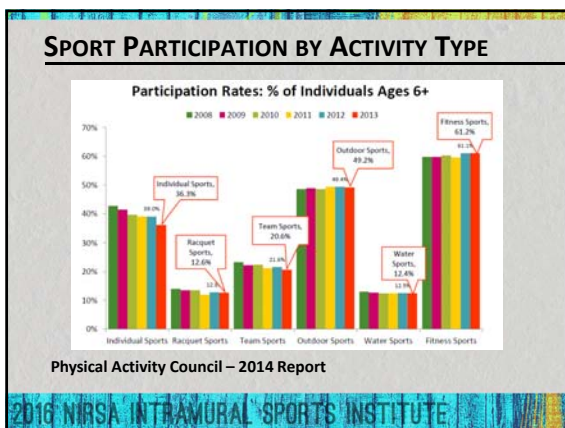
**Challenging Traditions:
Modernizing Your Program
for Today's IM Participant**

David Peters, RCRSP
Associate Director, Florida State University

LEARNING OUTCOMES

- Identify Rules, Policies, Procedures, Services, and Structures That Impact the Intramural Sports Participant Experience.
- Examine the Effects of Common IM Sports & Sportsmanship Guidelines on Participant Perception.
- Formulate Alternatives That Promote an IM Experience That is More Aligned with Participant Expectations.

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FACTORS AFFECTING PARTICIPANT INTEREST

- What**
Sport or Event Offered
- Where**
Actual Game Site / Location
- When**
Days & Times of Offerings
- How**
Season Format
Sport Rules

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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

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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

Scanlan et al, (1993). *Journal of Sport & Exercise Psychology*.

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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)

Woods, Ronald B. (2007). *Social Issues in Sport*.

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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

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PARTICIPANT SURVEY RESULTS

Why Did You Choose to Participate in This Sport?

- I wanted to win it all and earn the coveted IM champion t-shirt.
- I simply enjoy playing the sport and wanted to participate in an organized league.
- I was looking for a fun way to hang out with my friends or meet new people.
- I was looking for a team activity to get some exercise.

IM Participant Surveys, FSU & UTSA, 2009-2014.

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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

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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

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MAKING AN IMPACT BEHIND THE SCENES

Our Impact as IM Sports Administrators:
Making Participation Convenient by
Minimizing Obstacles to Captains & Players
(Personal Investments)

Creating a Playing Environment That is
Enjoyable for All Players
(Sport Enjoyment)

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WHERE DOES YOUR PROGRAM STAND?

For Your Overall Program:
The Convenience Factor
0-Hard to Get Involved, 10-Easy to Play

For Your Top 6 Sports or Events:
Participant Experience
0-Not Desirable, 10-Enjoyable for All

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KNOW THE FACTORS

Ease of Participation
Program Procedures, Customer Service

Program Structure
Divisions, Scheduling, Playoffs

Game Atmosphere
Sport Rules, Sportsmanship, Officiating

Marketing
Advertising, Word of Mouth

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EASE OF PARTICIPATION

Compared to Other Activities,
How Easy is It to Play Intramural Sports?

Know Our Competition
Other Sports Leagues
Other Recreational Opportunities
Fitness, Outdoor Adventures, Pick-Up Games
Other Leisure Activities
Movies, Concerts, Student Orgs, Athletic Events,
Partying, Gaming, Socializing

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EASE OF PARTICIPATION

A Challenging Set of Variables
Payment Required
Time Specific Events
Registration Required
Pre-Event Requirements
Equipment / Uniform Required
Proof of ID Required
Depends on Others
Depends on Friends

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CUSTOMER FRIENDLY PROCEDURES

Getting in the League
Team Registration Methods and Time Periods
Team Captain Requirements

Getting on the Team
Roster Management Throughout Season

Getting in the Game
Game Site Check-In
Uniforms & Participant Equipment

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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

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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

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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

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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

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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

1-1-1-1-1-1
Values Early Round Wins

1-2-3-4-5-6
Provides a Balance of Skill and Luck

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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

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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?

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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

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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

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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

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Challenging Traditions: Modernizing Your Program for Today's Participant

Presentation Materials Online at
campusrec.fsu.edu/nirsa

David Peters | ddpeters@fsu.edu