

Sport Club Survey Spring 2014

Brief description of program / project:

CRS Sport Club Survey – Demographics, Learning Outcomes, Participation Experience, Facility Needs

Who was asked to complete the survey:

All students who participated in a Sport Club during the 2013-2014 academic year.

Response Rate: 27 % (74 of 274)

Administration Type:

Department e-mail (with link)

Summary of Key Findings:

- Having their particular sport club offered was very important in their decision to attend the University of Utah. 75% of respondents played their sport in High School.
- 85% are in favor of having more playing fields on campus and would use a field 9 – 12 hours per week.
- 96% feel their participation in sport clubs has provided them with skills and abilities that they will use after college.
- The top three areas that they felt have increased or improved through their participation are: Ability to develop friendships, Athletic ability, & Overall health.
- 92% have a GPA of 3.0 or higher.
- 88% strongly agree that Sport Clubs contributes to their quality of life here at the University.
- The top three areas for getting the word out about their club are: Word of mouth, Facebook, & Website.
- More marketing assistance was noted with several ideas: Overview at Orientation, Posters, A-frames around campus, more school newspaper coverage.
- Lack of both gym and field space for practices was noted with frustration.

Actions Taken:

The completion of the ESLC January 2015, will provide sport clubs with increased options for indoor practice space.

Marketing assistance from CRS has increased to the Sport Club Program via bulletin boards, web, on-campus tables, and orientations. Additional A-frames for Sport Club advertising will be purchased.

Which department and/or program goals does this program / project align with?

Student Focused, Increased Visibility, Quality Service, Diversity

Which Student Affairs goals does this program / project align with?

- Develop students as a whole through the cultivation and enrichment of the body, mind and spirit.

- Provide, maintain and utilize technology to enhance student services, assessment and communication.
- Promote diversity on campus through effective programming and active recruitment of staff and students.