



## Introduction

The 2012-2013 school year saw our first drop in participation in 6 years. We went from an all-time high of 55 clubs down to 54, the product of losing a couple of clubs before gaining one. Additionally, our participation numbers reflected this slight downward trend.

This was perhaps the only area though where we saw regression. Our clubs continue to perform at the levels we have become accustomed to and events per club continue to increase yearly.

Our biggest areas of growth though were on the marketing and programming fronts. Under the guidance of our Club Sports Council and dedicated marketing team we hosted two successful events in the form of dodgeball and broomball tournaments bringing a diverse range of clubs together in spirited competition and community building. Proceeds from the events were put towards Hurricane Sandy relief and the continuation of our Carbon Off-Set Initiative. Additionally our outreach through digital and social media outlets continues to grow.

The following report includes a snapshot of Club Sports this past academic year. In addition to statistics surrounding participation, a brief assessment of our marketing and programming efforts is included. We did not assess leadership outcomes this year as we participated in the Student Life initiative exploring them on a larger scale.

A discussion of emerging trends and a list of our club's numerous accomplishments concludes the report.

Thank you for supporting our Club Sports and all the students whose lives at UVM are enriched through their participation.

Sincerely,

Leon Lifschutz  
UVM Club Sports Coordinator

## Club Sports by the Numbers:

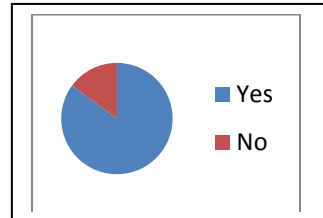
	<b>FY 13</b>	<b>FY12</b>	<b>FY 11</b>
<b>Number of Clubs at the conclusion of Spring '12</b>	54	55	55
<b>Approximate number of participants</b>	1,690	1,720	1,695
<b>Average number of participants per club</b>	31	31	31
<b>Number of "Agreement to participate" forms submitted online</b>	1,475	1,588	1,468
<b>Number of games or events</b>	~655	~655	~650
<b>Average number of events per team</b>	12.1	11.9	11.8
<b>Number of Regional competitions attended</b>	33	33	31
<b>Number of National competitions attended</b>	16	16	18
<b>PE Credits awarded for Club Sports participation</b>	Fall: 232 Spring: 206	Fall: 202 Spring: 262	Fall: 266 Spring: 174
<b>Number of Participants seen by Athletic Training Staff</b>	~250	~200	N/A
<b>Dues charged</b>	\$0: 13 clubs \$1-50: 16 clubs \$51-100: 7 clubs 101-200: 4 clubs 201-400: 4 clubs 401+: 5 clubs	\$0: 12 clubs \$1-50: 20 clubs \$51-100: 9 clubs 101-200: 5 clubs 201-400: 2 clubs 401+: 7 clubs	N/A
<b>Number of programs/events and participants</b>	22 events/programs 1,088 participants		N/A
<b>Percentage of clubs who performed community service as a group</b>	46%	40%	N/A

## Year End Assessment Data:

A leader from each club was asked to complete a year-end report. The report collected basic club information as well as feedback on some of our programming initiatives, particularly Marketing. We looked primarily at awareness of these relatively new initiatives and have collected more specific feedback elsewhere. The response rate for this assessment was 87%.

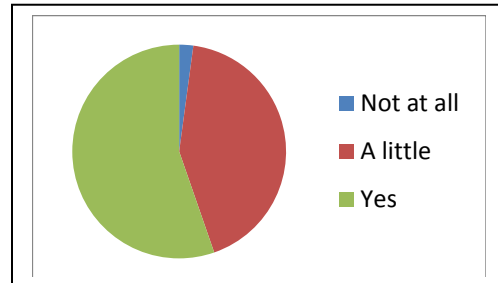
1. Were you aware of Club Sports Athletic Training Services:

Yes = 85%      No = 15%



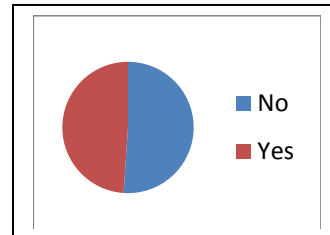
2. Were you aware of our Club Sports Marketing Platforms (Facebook, Twitter, Featured Team Videos, Newsletter, Website, flyers, occasional Cynic articles):

A little = 43%      Not at all = 2%  
 Yes = 55%



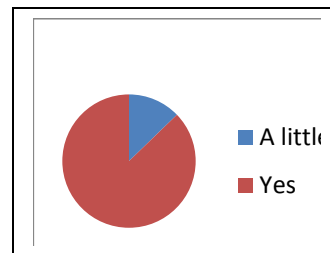
3. Did you know about our featured team project:

No = 51%      Yes = 49%



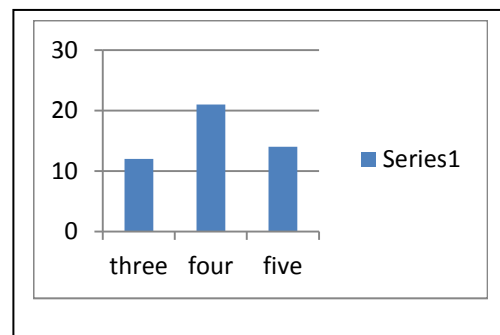
4. Were you aware of Club Sports Projects and Events (Sustainability Initiatives, Dodgeball and Broomball Tournaments, Year End Banquet, Naked Calendar, etc...)

A little = 13%      Yes = 87%



5. Please rate your satisfaction with Club Sports Leadership Programs that were offered this Year (Workshops, Club Sports Council, Emerging Leaders, CPR/First Aid Classes) on a scale from 1 (low) to 5 (high)

Overall = 4.05



## Emerging Trends

This year our Emerging trends are not so much emerging and more so extensions of previous year's initiatives. Having done some longer range planning the last couple of years, now is the time to make sure those plans are fully implemented. Additionally, our emerging trends have the potential to shift greatly in the coming weeks and months with the potential of new outcomes, objectives, and measurements emerging at the divisional level. In the meantime, here is what we have slated to continue next year.

**Health and Wellness** – continued attention to the safety and well-being of our participants

- Entering year 2 of IMPACT baseline concussion testing
- Maintaining our level of Athletic Training services available
- Program offerings intentionally focusing on education and awareness of health and well-being issues
- Introducing best practices and initiatives recommended by the University's Hazing Prevention Committee

**Marketing** – raising campus awareness of club sports, recognition of accomplishments, and sharing opportunities with our participants

- Expanding our digital content to increase success of featured team project and introducing video blogs
- Expanding our events calendar to include additional community building and educational opportunities
- Club Sports Newsletter to update not only leaders but all club sports participants on important information, initiatives, and upcoming events
- Development opportunities for our growing marketing staff

**Sustainability** – continuing on our path to be a model for the campus recreation world

- Purchasing environmentally friendly apparel
- Continuing to off-set our carbon footprint
- Participating in a tree planting program and other service days
- Having a voice on a committee examining the SGA budgeting process and looking at other strategies to increase our economic sustainability and improve financial access
- Work towards social sustainability by increasing hazing prevention and social justice initiatives.

## 2012-2013 Accomplishments

<p>Aikido</p> <ul style="list-style-type: none"> <li>• saw several members achieve higher rankings</li> </ul> <p>Alpine Ski</p> <ul style="list-style-type: none"> <li>• had several podium finishes in USCSA events</li> </ul> <p>Badminton</p> <ul style="list-style-type: none"> <li>• hosted first large scale tournament</li> </ul> <p>Brazilian Jiu Jitsu</p> <ul style="list-style-type: none"> <li>• Repeated as large division champs at Vermont Open; Numerous podium finishes at prestigious tournaments</li> </ul> <p>Catamount Dance Crew</p> <ul style="list-style-type: none"> <li>• Attended Urban Reach Dance Convention</li> </ul> <p>Celtic Cats</p> <ul style="list-style-type: none"> <li>• Attendance record at Ceilli</li> </ul> <p>Cheerleading</p> <ul style="list-style-type: none"> <li>• Performed new routines at America East tournament</li> </ul> <p>Crew</p> <ul style="list-style-type: none"> <li>• Podium finishes at New Englands and ACRA's</li> </ul> <p>Cycling</p> <ul style="list-style-type: none"> <li>• ECCC champs and attendees at Nationals</li> </ul> <p>Dressage</p> <ul style="list-style-type: none"> <li>• Podium finishes at regionals</li> </ul> <p>Equestrian</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> place in Zones; many podium finishes at zones and a national qualifier</li> </ul> <p>Field Hockey</p> <ul style="list-style-type: none"> <li>• Qualified for Nationals – 4<sup>th</sup> year in a row</li> </ul> <p>Figure Skating</p> <ul style="list-style-type: none"> <li>• Terry Connor's Synchro Competition champs</li> </ul> <p>Football</p> <ul style="list-style-type: none"> <li>• Yankee Conference runners-up</li> </ul> <p>Gymnastics</p> <ul style="list-style-type: none"> <li>• President's award for outstanding organization</li> </ul> <p>Hoop Dancing</p> <ul style="list-style-type: none"> <li>• Recognized for work in the community</li> </ul> <p>Jaazba</p> <ul style="list-style-type: none"> <li>• Recognized as an SGA organization</li> </ul>	<p>Kayak</p> <ul style="list-style-type: none"> <li>• Successfully ran New Haven race and had some top finishers</li> </ul> <p>Men's Basketball</p> <ul style="list-style-type: none"> <li>• NIRSA regional playoff round</li> </ul> <p>Men's Lacrosse</p> <ul style="list-style-type: none"> <li>• Doubled in size; place at tournaments</li> </ul> <p>Men's Soccer</p> <ul style="list-style-type: none"> <li>• Division champions, regional attendees</li> </ul> <p>Men's Volleyball</p> <ul style="list-style-type: none"> <li>• NECVL north division champs</li> </ul> <p>Men's Hockey</p> <ul style="list-style-type: none"> <li>• 5 NECHA All-Star selections</li> </ul> <p>Men's Rugby</p> <ul style="list-style-type: none"> <li>• League playoffs</li> </ul> <p>Men's Ultimate</p> <ul style="list-style-type: none"> <li>• Conference Champions; 8<sup>th</sup> at regionals</li> </ul> <p>Nordic Ski</p> <ul style="list-style-type: none"> <li>• Eastern Cup Attendees</li> </ul> <p>Orchesis Dance Company</p> <ul style="list-style-type: none"> <li>• Sold-out showcases</li> </ul> <p>Quidditch</p> <ul style="list-style-type: none"> <li>• Podium finishes at tournaments; very popular "kidditch" days</li> </ul> <p>Roller Hockey</p> <ul style="list-style-type: none"> <li>• Regional Playoffs</li> </ul> <p>Running</p> <ul style="list-style-type: none"> <li>• Countless podium finishes</li> </ul> <p>Sailing</p> <ul style="list-style-type: none"> <li>• Regional qualifiers; Laser Nationals</li> </ul> <p>SASS</p> <ul style="list-style-type: none"> <li>• Numerous ribbons and acclaimed performances including at Nationals</li> </ul> <p>Shooting Sports</p> <ul style="list-style-type: none"> <li>• New England Champs in pistol; podium finishes and nationals in pistol and shotgun</li> </ul> <p>Softball</p> <ul style="list-style-type: none"> <li>• 2<sup>nd</sup> place in conference</li> </ul> <p>Squash</p> <ul style="list-style-type: none"> <li>• Several match victories</li> </ul> <p>Swim</p> <ul style="list-style-type: none"> <li>• Podium finishes at every meet</li> </ul>
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TaeKwon Do

- Podium finishes at regional events and a National Champion

Tennis

- 1<sup>st</sup> place at 2<sup>nd</sup> annual home tournament; 1<sup>st</sup> at Harvard USTA tournament

Triathlon

- 3<sup>rd</sup> in region; 11 participants at nationals

UVM Dance

- Attended America East tournament

Water Polo

- Regionals; conference all stars

Women's Basketball

- 1<sup>st</sup> place at home tournament

Women's Ice Hockey

- 14<sup>th</sup> in national Division 1 rankings

Women's Lacrosse

- Undefeated in league and playoffs; NEWLL champions

Women's Soccer

- Division Champs; Ranked 7<sup>th</sup> overall in NIRSA Region 1

Women's Club Volleyball

- National Attendees

Women's Rugby

- Beast of the East Champs

Women's Ultimate

- High Tide Tournament Champions; 2<sup>nd</sup> place in conference

