

## Introduction

Club Sports at UVM continues to strive to provide the best possible opportunities for its participants. To this end, two new clubs were approved this year bringing our total number to 56, one of the largest in the country. As a program we continued to look at ways to expand our imprint on campus, improve the experience for our participants, and support the core values of the University.

Our “Club Sports Team” made up of our Club Sports Council Executive and work study students made great strides this year particularly on the marketing and programming side. This “team” is doing wonders in raising awareness about club sports on campus and in developing a sense of community amongst the clubs. You can see their accomplishments in the “Club Sports Team Report” and “Year-end Assessment” sections.

Club Sports did see a drop in numbers this year. There were a number of external contributing factors such as lower enrollment, weather, space issues, and league re-structures. We will spend time carefully analyzing our own practices to ensure our clubs have everything they need to succeed moving forward.

The following report includes a snapshot of Club Sports this past academic year. Included are statistics on participation, financial information, assessment and reporting from our Club Sports Team, and on our programmatic efforts.

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>FY14</b>	<b>FY 13</b>	<b>FY12</b>
<b>Number of Clubs at the conclusion of Spring '14</b>	56	54	55
<b>Approximate number of participants</b>	1,640	1,690	1,720
<b>Average number of participants per club</b>	29.3	31	31
<b>Number of "Agreement to participate" forms submitted online</b>	1,400	1,475	1,588
<b>Number of games or events</b>	~635	~655	~655
<b>Average number of events per team</b>	11.3	12.1	11.9
<b>Number of Regional competitions attended</b>	30	33	33
<b>Number of National competitions attended</b>	15	16	16
<b>PE Credits awarded for Club Sports participation</b>	Fall: 172 Spring: 191	Fall: 232 Spring: 206	Fall: 202 Spring: 262
<b>Number of Participants seen by Athletic Training Staff</b>	~275	~250	~200
<b>Dues charged</b>	\$0: 13 clubs \$1-50: 19 clubs \$51-100: 10 clubs \$101-200: 3 clubs \$201-400: 5 clubs \$401+: 6 clubs	\$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
<b>Number of programs/events and participants</b>	21 events/programs 974 Participants	22 events/programs 1,088 participants	N/A
<b>Percentage of clubs who performed community service as a group</b>	41%	46%	40%

## Financial Report

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<b>Total Amount Allocated by SGA (130 fund and supplemental)</b>	\$793,529
<b>Highest Allocations</b>	Crew - \$87,485 Sailing - \$58,385 Cycling - \$57,030
<b>Lowest Allocations</b>	Golf - \$1,440 Running - \$1,340 Badminton - \$680
<b>Average Allocation</b>	\$14,428
<b>Median Allocation</b>	Swimming - \$7,600
<b>Total Revenue (131+311 funds)</b>	\$423,095
<b>Highest Revenue</b>	Crew - \$88,532 Sailing - \$39,391 Dressage - \$32,758
<b>Average Revenue</b>	\$7,693
<b>Median Revenue</b>	\$Field Hockey - \$1,955
<b>Total Club Sports Funds</b>	\$1,216,623

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*The amount allocated by SGA increased 1.4%\**

*Club Revenues increased 18%\**

\*differences are from FY12 due to unavailable data in FY13

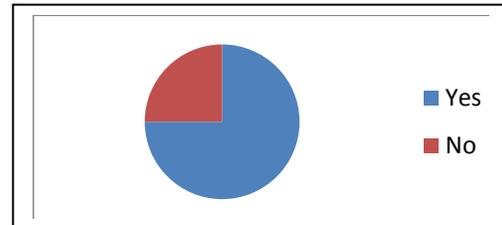
## Year End Assessment Data:

A leader from each club was asked to complete a year-end report. In some instances a returning leader completed the survey and in others an incoming leader. 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 initiatives to chart their progress and have collected more specific feedback elsewhere. The response rate for this assessment was 79%.

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

**Yes = 75%; No = 25%**

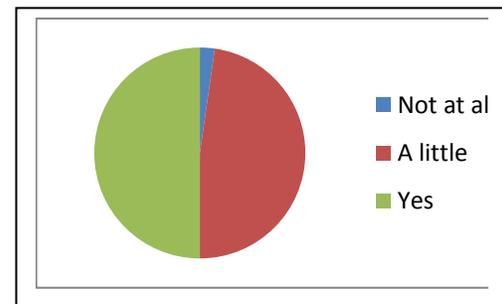
*FY13: Yes = 85%; No = 15%*



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

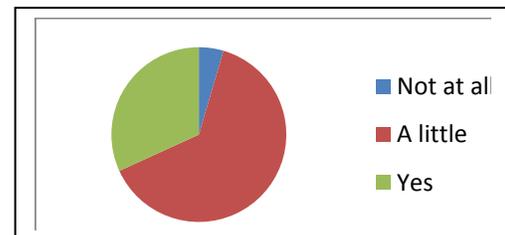
**Yes = 50%; A little = 48%; Not at all = 2%**

*FY13: Yes = 55%; A little = 43%; Not at all = 2%*



3. Did you feel the newsletter content was Interesting and helpful for general club sports membership:

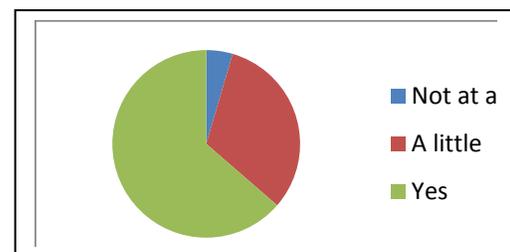
**Yes = 32%; A little = 64%; Not at all = 4%**



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

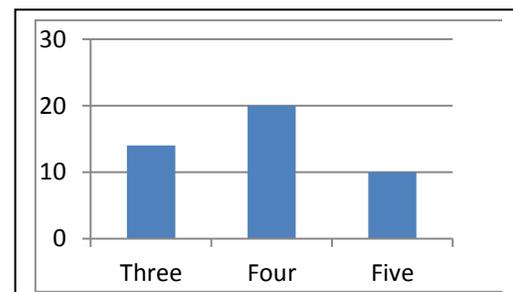
**Yes = 64%; A little = 32%; Not at all = 4%**

*FY13: Yes = 87%; A little = 13%; Not at all = 0%*



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 = 3.9    FY13 = 4.05**



## Club Sports Team Report

The Club Sports Team is comprised of our work study students and Club Sports Council Executives. The main focuses of the team are: marketing, creating community, educational outreach, and fostering partnerships.

### **Social Media:**

- 537 Facebook page likes
- 320 Twitter followers

### **Digital Media:**

- **8 video uploads (5 featured; 3 promotional) = ~975 total views**

### **Newsletter:**

- 7 newsletters
- 3,436 unique opens (491 Average); 4,781 total opens ( 683 Average)
- Open Rate ~42-43%

### **Events:**

- 11 events (768 participants)
  - 4 Club Sports Council Meetings (195)
  - 3 Club Sports Cup Events (225)
    - Dodgeball (130)
    - Trivia (65)
    - Broomball (30)
  - 3 Wellness events (108)
    - Destress Central Fall and Spring – smoothies and PB&J with Club Sports (50 each)
    - Yoga and Sports Nutrition (8)
  - Year End Celebration – (240)

### **Outreach and Partnerships:**

- Numerous Cynic Articles
- Co-sponsored 3 events with Living Well
- Sponsored a dish for “Home for the Holidays” (LGBTQA Center)

## Emerging Trends

Below are a collection of trends noticed this year. Some of these are not so much emerging but continuations of previous initiatives Others are defined in hopes of being proactive in responding to student and environmental needs.

**Regression** – our numbers in a few spots did regress this year. We need to determine what, if any, strategies are needed, or if this was just a natural shift from a decrease in enrollment.

- Review previous years data to see where it differs
- Work with student leaders to identify reasons for lower numbers and implement effective strategies( if applicable)
- Provide additional support to groups who are struggling
- Next fall put an emphasis on providing 1on1 support to clubs specifically related to planning, recruiting, and retention as well as improving adviser support

**Sustainability** – our continued focus on environmental, economic, and social sustainability

- Hire a work study dedicated specifically to sustainability
- Increase efforts to educate students to make “green” choices
- Spearhead National Hazing Prevention Week, and work with the Hazing Prevention committee to continue implementing effective strategies and initiatives
- Create a large scale fundraiser each semester available to all club sports

**Strategic Marketing** – Data demonstrates an increased marketing effort, other data indicates awareness was slightly down amongst certain groups

- Clearly define our audience and determine how to best connect with them
- Identify which groups had lower awareness and design strategies to better connect
- Efficiency - avoiding duplications and selecting appropriate platforms and formats
- Continuing developing and improving our participant newsletter
- Examine new partnerships with on campus media outlets and integration in the student portal
- Re-design Club Sports Cup to better cater to our audience

**Program Evolution** – the program continues to grow and shift and change

- Continue to develop Club Sports Team and support their initiatives
- Strengthen group trainings and educational opportunities while balancing 1on1 support
- Identify any areas that may be perceived as weak and work to improve them
- Anticipate future needs and be proactive in planning for them (ex. Facilities)

<p>Aikido</p> <ul style="list-style-type: none"> <li>Put on demonstration at Brennans during Winter Activities Fest</li> </ul> <p>Alpine Ski</p> <ul style="list-style-type: none"> <li>Record number of racers; hosted first ever USCSA event at Cochrans</li> </ul> <p>Badminton</p> <ul style="list-style-type: none"> <li>Held matches with Middlebury</li> </ul> <p>Ballet Viridis</p> <ul style="list-style-type: none"> <li>Club recognition; performed at Orchesis shows</li> </ul> <p>Baseball</p> <ul style="list-style-type: none"> <li>Made playoffs; Inaugural Club Sports Cup winners</li> </ul> <p>Brazilian Jiu Jitsu</p> <ul style="list-style-type: none"> <li>Podium finishes at Vermont Open and NAGA tournament</li> </ul> <p>Catamount Dance Crew</p> <ul style="list-style-type: none"> <li>Held successful spring showcase</li> </ul> <p>Celtic Cats</p> <ul style="list-style-type: none"> <li>Successful Cielj; Community award</li> </ul> <p>Cheerleading</p> <ul style="list-style-type: none"> <li>Team Spirit co-winner</li> </ul> <p>Crew</p> <ul style="list-style-type: none"> <li>Numerous strong finishes at prestigious regattas</li> </ul> <p>Cycling</p> <ul style="list-style-type: none"> <li>ECCC champions in road and mountain; podium finishes at nationals in mountain and cross</li> </ul> <p>Dressage</p> <ul style="list-style-type: none"> <li>Natasha Sprengers-Levine, national champion</li> </ul> <p>Equestrian</p> <ul style="list-style-type: none"> <li>Qualified 2 riders for nationals</li> </ul> <p>Fencing</p> <ul style="list-style-type: none"> <li>Several podium finishes including nationals</li> </ul> <p>Field Hockey</p> <ul style="list-style-type: none"> <li>Team spirit co-winner</li> </ul>	<p>Figure Skating</p> <ul style="list-style-type: none"> <li>Created freestyle team and hockey game performance team</li> </ul> <p>Football</p> <ul style="list-style-type: none"> <li>NCFA division champions; multiple YCFA first teamers</li> </ul> <p>Freeskiing</p> <ul style="list-style-type: none"> <li>USCSA Nationals 2<sup>nd</sup> place; numerous podiums at USASA nationals</li> </ul> <p>Gymnastics</p> <ul style="list-style-type: none"> <li>Strong individual performances at nationals; 1<sup>st</sup> place at home meet</li> </ul> <p>Hoop Troop</p> <ul style="list-style-type: none"> <li>Performances/collaborations with local schools</li> </ul> <p>Jazbaa</p> <ul style="list-style-type: none"> <li>Held first ever showcase</li> </ul> <p>Kayak</p> <ul style="list-style-type: none"> <li>Certified 14 new instructors</li> </ul> <p>Men's Basketball</p> <ul style="list-style-type: none"> <li>Attended NIRSA Regional</li> </ul> <p>Men's Ice Hockey</p> <ul style="list-style-type: none"> <li>Narrowly missed playoffs in NECHA top division; 2 All Star selections</li> </ul> <p>Men's Lacrosse</p> <ul style="list-style-type: none"> <li>NCLL New England champions</li> </ul> <p>Men's Rugby</p> <ul style="list-style-type: none"> <li>Chris Munn's Spring 7s champions</li> </ul> <p>Men's Soccer</p> <ul style="list-style-type: none"> <li>Strong Fall record</li> </ul> <p>Men's Ultimate Frisbee</p> <ul style="list-style-type: none"> <li>2<sup>nd</sup> place at High Tide</li> </ul> <p>Nordic Ski</p> <ul style="list-style-type: none"> <li>2<sup>nd</sup> place at Clarkson invite; first year participating in USCSA</li> </ul> <p>Olympic Weight Lifting</p> <ul style="list-style-type: none"> <li>Club recognition</li> </ul> <p>Orchesis Dane Company</p> <ul style="list-style-type: none"> <li>Two wildly successful shows</li> </ul> <p>Quidditch</p> <ul style="list-style-type: none"> <li>Strong showings at numerous tournaments</li> </ul>
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<p>Running</p> <ul style="list-style-type: none"> <li>• Strong race participation and finishes</li> </ul> <p>Sailing</p> <ul style="list-style-type: none"> <li>• Women's team ranked as high as 12<sup>th</sup> nationally; Michael Zonnenberg 12<sup>th</sup> at nationals</li> </ul> <p>SASS</p> <ul style="list-style-type: none"> <li>• Numerous ribbons at Ballroom competitions</li> </ul> <p>Shooting Sports</p> <ul style="list-style-type: none"> <li>• 3<sup>rd</sup> place Rimfire Nationals; 3<sup>rd</sup> place ACUI Clay Cup nationals</li> </ul> <p>Snowboard</p> <ul style="list-style-type: none"> <li>• Numerous podium finishes at USASA national</li> </ul> <p>Squash</p> <ul style="list-style-type: none"> <li>• Defeated Bard College</li> </ul> <p>Swimming</p> <ul style="list-style-type: none"> <li>• Strong showings and PRs at divisional meets</li> </ul> <p>TaeKwon Do</p> <ul style="list-style-type: none"> <li>• Taylor Schmidt – 1<sup>st</sup> place at Nationals; numerous ECTC podiums; hosted first ever ECTC competition</li> </ul>	<p>Tennis</p> <ul style="list-style-type: none"> <li>• 1<sup>st</sup> in Silver Bracket at USTA regional</li> </ul> <p>Triathlon</p> <ul style="list-style-type: none"> <li>• 3<sup>rd</sup> in region; sent 8 competitors to nationals</li> </ul> <p>UVM Dance Team</p> <ul style="list-style-type: none"> <li>• Attended America East tournament</li> </ul> <p>Water Polo</p> <ul style="list-style-type: none"> <li>• 7<sup>th</sup> place in division</li> </ul> <p>Women's Basketball</p> <ul style="list-style-type: none"> <li>• Assumption tournament champions; attended NIRSA regional</li> </ul> <p>Women's Ice Hockey</p> <ul style="list-style-type: none"> <li>• Placed 3<sup>rd</sup> in region; ranked 13<sup>th</sup> nationally</li> </ul> <p>Women's Lacrosse</p> <ul style="list-style-type: none"> <li>• NEWLL runner-up</li> </ul> <p>Women's Rugby</p> <ul style="list-style-type: none"> <li>• Beast of the East D2 plate winner</li> </ul> <p>Women's Soccer</p> <ul style="list-style-type: none"> <li>• Qualified for NIRSA regional</li> </ul> <p>Women's Ultimate</p> <ul style="list-style-type: none"> <li>• Highest participation numbers; knockout round of club regionals</li> </ul> <p>Women's Volleyball</p> <ul style="list-style-type: none"> <li>• Won division, placed 4<sup>th</sup> in Regionals</li> </ul>
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