

UVM
CLUB SPORTS



2014-2015
YEAR END REPORT

BY LEON LIFSCHUTZ, UVM CLUB SPORTS COORDINATOR

Introduction

Club Sports at UVM continues to strive to provide the best possible opportunities for its participants. To this end, three new clubs were approved this year bringing our total number to 59, one of the largest in the country. As a program we continue to look at ways to sustain our imprint on campus, improve the experience for our participants, and support the core values of the University.

This year in particular we strove to improve our impact on environmental, financial, and social sustainability. We continued efforts to off-set our carbon footprint and implement good practices, an area we will particularly focus in on further next fall. From a financial standpoint we created and supported two new and significant program wide fundraising endeavors, a fall raffle and spring letter campaign (in conjunction with SGA and the Foundation), to assist our clubs in meeting their financial goals. From a social standpoint we continue in our mission to provide the most welcoming and safest spaces contributing significantly to campus-wide National Hazing Prevention week and partnering with Living Well to host a “Step-Up Training” for our leaders. Our hope next year is to continue these efforts with the goal of improving and institutionalizing them.

The following report includes a snapshot of Club Sports this past academic year. Included are statistics on participation, financial information, leadership development outcomes, and our programmatic efforts.

A discussion of emerging trends and a list of or 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:

	FY 15	FY 14	FY 13
Number of Clubs at the conclusion of Spring '14	56 (3 recognized last week of school; starting next year with 59)	56	54
Approximate number of participants	1,545	1,640	1,690
Average number of participants per club	27.6	29.3	31
Number of "Agreement to participate" forms submitted online	1,396	1,400	1,475
Number of games or events	~675	~635	~655
Average number of events (comps/game/performance) per team	12.3	11.3	12.1
Number of Regional competitions attended	32	30	33
Number of National competitions attended	16	15	16
PE Credits awarded for Club Sports participation	Fall: 155 Spring: 326	Fall: 172 Spring: 191	Fall: 232 Spring: 206
Number of Participants seen by Athletic Training Staff	~275	~275	~250
Dues charged	\$0: 12 clubs \$1-50: 19 clubs \$51-100: 10 clubs \$101-200: 5 clubs \$201-400: 4 clubs \$401+: 6 clubs	\$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
Number of programs/events and participants	22 events/programs 1,530 participants	21 events/programs 974 participants	22 events/programs 1,088 participants
Percentage of clubs who performed community service as a group	34%	41%	46%

Financial Report

	FY15	FY14
Total Amount Allocated by SGA (budgets and supplemental funding)	\$864,386	\$793,529
Highest Allocations	Crew - \$90,655 Cycling – \$62,361 Sailing – \$59,582	Crew - \$87,485 Sailing - \$58,385 Cycling - \$57,030
Lowest Allocations	Ballet Viridis - \$700 Badminton - \$500 Hoop Troop - \$450	Golf - \$1,440 Running - \$1,340 Badminton - \$680
Average Allocation	\$15,435	\$14,428
Median Allocation	Field Hockey - \$6,465	Swimming - \$7,600
Total Revenue (fundraising, dues, and donations)	\$419,108	\$423,095
Highest Revenue	Crew - \$60,073 Sailing - \$38,957 FreeSki - \$35,671	Crew - \$88,532 Sailing - \$39,391 Dressage - \$32,758
Average Revenue	\$7,484	\$7,693
Median Revenue	Golf - \$1,638	Field Hockey - \$1,955
Total Club Sports Funds	\$1,283,493	\$1,216,623

The amount allocated by SGA increased: 8.9%

Club Revenues decreased: 0.9%

Year End Assessment Data:

A leader from each club was asked to complete a year-end report. The report collected basic club information, assessed learning outcomes, and provided feedback on the program. In total there were 55 respondents from 49 out of 56 clubs for a response rate of 88%.

Learning outcomes:

It was our desire to assess how well we were connecting students to learning outcomes and leadership development. Students were instructed: from 1 to 5 (1 is low, 5 is high) to please answer the following questions in relation to their club sports experiences this year:

- My Leadership Skills Improved: **4.6**
- I am more capable of managing resources: **4.5**
- I am more aware of issues of health and safety: **4.1**
- I am better able to create community: **4.2**
- I am more aware of people's diverse backgrounds and needs: **4.1**

It is evident that students overwhelmingly agreed that they gained in the designated learning outcomes. In comparison to years past, students responded almost half a point higher in the area of improving "leadership skills" and "managing resources". Other responses remained fairly similar.

Overall Program Support:

It was our desire to see how well we supported our leaders. Students were again asked to indicate from 1 to 5 how well they were supported in different areas

- Did you feel supported in your development as a leader: **4.2**
- Did you feel supported in facets of managing your organization: **4.3**
- Did you feel supported in learning and executing financial processes: **4.2**

Student leaders overall felt well supported in their development with a slight uptick from year's past. Comments were overwhelmingly positive but there were some good suggestions for improvement including: better assisting club's going through leadership transitions, additional advising with the management of finances, and improved facilities.

Club Sports Culture:

Students were asked to describe their club's culture and the culture of club sports as a whole. Overwhelmingly students used words like: "Welcoming"; "Diverse"; "fun" and "team". Being part of a family or community was an overarching theme.

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. The following statistics relate directly to the work our students led.

Social Media:

- 596 Facebook page likes (11% increase)
- 350 Twitter followers (9% increase)

Digital Media:

- 5 video uploads (4 features; 1 promotional) = 2,766 views

Newsletter:

- 6 newsletters
- 2,651 unique opens (442 Average); 4,004 total opens (667 Average); Open Rate ~42%

Events:

- 11 events (845 participants)
 - 6 Club Sports Council Meetings (270)
 - 4 Club Sports Cup Events (190)
 - Cornhole (15)
 - Dodgeball (90)
 - Trivia (45)
 - Vermonster (40)
 - 3 Wellness events (150)
 - De-stress Central Fall and Spring – smoothies and PB&J with Club Sports (50 each)
 - Yoga and Visualization (50)
 - Year End Celebration – (235)

Outreach and Partnerships:

- Numerous Cynic Articles
- Co-sponsored 3 events with Living Well
- Sponsored a dish for “Home for the Holidays” (LGBTQA Center)
- Promoted and co-sponsored National Hazing Prevention Week

Emerging Trends

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

Regression in Participation – our participation numbers are down for the second year in a row. Some of this can be attributed to larger clubs consciously shrinking their numbers or being on the low end of their natural cycles. However, we need to determine what, if any, strategies are needed, or if this was just a natural shift from a decrease in enrollment and organizational cycles.

- Review previous years data to see where it differs
- We have already begun working with student leaders to identify reasons for lower numbers and implement effective strategies(if applicable)
- Provide additional support to groups who are struggling
- Continue efforts to assist groups with recruitment and retention strategies and look to contribute more in this area with our program wide marketing strategies

Volume – While our participation numbers are down a little the level of activity consistently grows. Coupled with this growth is an increase in compliance related work and the addition of three new clubs next fall.

- It is imperative that we determine efficient strategies for streamlining paperwork and communicating administrative needs to our clubs
- Find ways to keep providing support to clubs but through efficient mechanisms (ex. greater emphasis on training and education and Club Sports Council meetings)
- Review our current operating model and determine if it is the best way to business – determine inefficiencies, items that can be addressed elsewhere, or partners that can assist us.

Program Initiatives – we have had several initiatives in the last couple of years that have various levels of success. Continuing to make them a priority in the coming year will determine their success and hopefully institutionalize them.

- Sustainability continues to be an area of focus all over campus. Continuing our carbon off-setting, creating a qualitative program, and adding service days are high on the list for next year.
- Fundraising was a big goal this year and our fall (raffle) and spring (letter drive) were moderate successes. We hope to grow these next year.
- Marketing and awareness of our programs continue to be an area that our participants reflect as important. We will continue our efforts on this front.
- Facilities and space are another area of priority for our participants and we will continue to monitor the developments on campus and advocate for our groups.

2014-15 Club Accomplishments

<p>Alpine Ski</p> <ul style="list-style-type: none"> Record number of racers; hosted USCSA event at Cochrans <p>Badminton</p> <ul style="list-style-type: none"> Successful scrimmages with Middlebury <p>Ballet Viridis</p> <ul style="list-style-type: none"> Hosted first ever showcase <p>Baseball</p> <ul style="list-style-type: none"> League runner-up <p>Brazilian Jiu Jitsu</p> <ul style="list-style-type: none"> Numerous Podium finishes at Vermont Open <p>Catamount Dance Crew</p> <ul style="list-style-type: none"> Held successful spring showcase; performed at Drag Ball <p>Celtic Cats</p> <ul style="list-style-type: none"> Successful Cielj; Performed in Montreal for St. Patrick's day <p>Cheerleading</p> <ul style="list-style-type: none"> Performed highest level stunts in squad history <p>Crew</p> <ul style="list-style-type: none"> Numerous strong finishes at prestigious regattas including Dad Vail, ACRA, ECACs <p>Cycling</p> <ul style="list-style-type: none"> ECCC champion or runner-up in road, mountain and cyclocross <p>Dressage</p> <ul style="list-style-type: none"> Numerous ribbons throughout the season <p>Equestrian</p> <ul style="list-style-type: none"> Alex Carlton finished 6th at nationals <p>Fencing</p> <ul style="list-style-type: none"> Team placed 20th at nationals; Maddy Pomicter finished 5th <p>Field Hockey</p> <ul style="list-style-type: none"> Played toughest schedule, finished over .500 	<p>Figure Skating</p> <ul style="list-style-type: none"> Bronze medal at Synchro sectionals; held fall and spring showcases <p>Football</p> <ul style="list-style-type: none"> Finished 3rd in national polls; 7 All-Americans <p>Freeskiing</p> <ul style="list-style-type: none"> Podium finishes at USCSA nationals and STEFST tour <p>Golf</p> <ul style="list-style-type: none"> Active participant in NCGA <p>Gymnastics</p> <ul style="list-style-type: none"> Women's squad made finals at nationals; Mariah Adam wins uneven bars at nationals <p>Hoop Troop</p> <ul style="list-style-type: none"> Successful on and off campus performances <p>Jazbaa</p> <ul style="list-style-type: none"> Successful 2nd annual India Night showcase <p>Kayak</p> <ul style="list-style-type: none"> Grew inventory and instructor roster <p>Men's Basketball</p> <ul style="list-style-type: none"> Above .500 record in inaugural NIRSA club basketball league <p>Men's Ice Hockey</p> <ul style="list-style-type: none"> Claimed 2 CSC awards <p>Men's Lacrosse</p> <ul style="list-style-type: none"> Made to NCLL Sweet 16 <p>Men's Rugby</p> <ul style="list-style-type: none"> Qualified for nationals in 15s and 7s <p>Men's Soccer</p> <ul style="list-style-type: none"> Narrowly missed regionals <p>Men's Ultimate Frisbee</p> <ul style="list-style-type: none"> A and B teams qualified for Regionals
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<p>Nordic Ski</p> <ul style="list-style-type: none"> • 2nd at regionals; Thomas Clayton qualified for nationals <p>Olympic Weight Lifting</p> <ul style="list-style-type: none"> • Hosted first ever UVM Barbell Challenge <p>Orchesis Dane Company</p> <ul style="list-style-type: none"> • Two wildly successful shows <p>Quidditch</p> <ul style="list-style-type: none"> • Strong showings at numerous tournaments <p>Running</p> <ul style="list-style-type: none"> • Strong race participation and finishes <p>Roller Hockey</p> <ul style="list-style-type: none"> • Successful run in ECRHA D3 <p>Sailing</p> <ul style="list-style-type: none"> • Women's team qualifies for nationals; qualified for ACCs; numerous All NEISA crews <p>SASS</p> <ul style="list-style-type: none"> • Numerous ribbons at Ballroom competitions; Eric Newbury and Chelsea Davidson win nationals <p>Shooting Sports</p> <ul style="list-style-type: none"> • Podium finishes at SPP regionals <p>Snowboard</p> <ul style="list-style-type: none"> • First time participating at USCSA nationals <p>Squash</p> <ul style="list-style-type: none"> • Grew competitive roster <p>Swimming</p> <ul style="list-style-type: none"> • Strong showings and PRs at divisional meets 	<p>TaeKwon Do</p> <ul style="list-style-type: none"> • Numerous podium finishes at ECTC meets; podium finishes at National <p>Tennis</p> <ul style="list-style-type: none"> • Finished 10th in region; won invitational tournaments <p>Triathlon</p> <ul style="list-style-type: none"> • 3rd in region; sent 3 to nationals <p>UVM Dance Team</p> <ul style="list-style-type: none"> • Attended America East tournament <p>Water Polo</p> <ul style="list-style-type: none"> • Remained competitive in strong division <p>Women's Basketball</p> <ul style="list-style-type: none"> • Brown tournament champions; knockout round at NIRSA regional <p>Women's Ice Hockey</p> <ul style="list-style-type: none"> • Participated in regionals; Emily Ford was selected for World University Games <p>Women's Lacrosse</p> <ul style="list-style-type: none"> • NEWLL champions; attended Nationals and finished 8th in nation <p>Women's Rugby</p> <ul style="list-style-type: none"> • Qualified for first round of nationals; finished ranked 16th in nation <p>Women's Soccer</p> <ul style="list-style-type: none"> • Attended NIRSA nationals <p>Women's Ultimate</p> <ul style="list-style-type: none"> • Won high Tide and Spring Awakening tourneys; 2nd at sectionals <p>Women's Volleyball</p> <ul style="list-style-type: none"> • 3rd in Division; attended nationals
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UVM Club Sports Mission

UVM Club Sports are designed to give students the utmost opportunity to pursue their passion for sport within the educational setting. We strive to provide a safe and welcoming environment for a diverse range of participants with an emphasis on sportsmanship, leadership, and teamwork. We value the tenets of sustainability and wellness, and encourage students to take care of their mind, body, environment - and above all else, have fun.

