

Sport Clubs Members vs. Non-Members | Spring 2014



QUESTIONS OF INTEREST:

1. What is the value of the Sport Clubs program to KU?
2. What is the value of the Sport Clubs program to the student participants?

DATA HIGHLIGHTS:

- **Compared to non-sport clubs members, participants report:**
 - More positive mood
 - Less negative mood
 - Less physical symptoms such as headaches, sleep disturbance, respiratory illness
- **Sport Clubs members are significantly more likely to report a sense of belonging to the KU campus /surrounding community than non-members**
 - Females are likely to make a friend in Sport Club than males
 - Females more likely to report a higher sense of belonging than males
- **Sport Clubs members are fairly confident in their club management skills:**
 - Most confidence in leadership abilities (*Mean = 4.19, 1-5 scale*)
 - Least confident in detail-orientation (*Mean = 3.66, 1-5 scale*)
- **Sport Clubs are somewhat connected to academic goals and progress:**
 - Majority indicated that the existence of their club had low impact on their decision to attend KU
 - However, ~1/3 of students indicated that if their club were no longer available, their decision to remain at KU might be impacted
 - Only 28% indicated that their club involvement impacted their academic goals, yet 85% agreed with the statement, "KU Sport Clubs help you succeed as a student"

RECOMMENDED ACTION STEPS AS RESULT OF ASSESSMENT:

1. Target advertisement efforts to highlight benefits of involvement
 - Most students reported finding out about Sport Clubs on their own, so marketing materials should clearly delineate all the potential benefits (e.g., positive mood, less physical symptoms, life skills)
2. Help participants connect their academic success with participation
 - Students recognize that Sport Clubs can help them succeed as a student, but few relate their involvement to their academic goals
 - More purposeful discussions about academic goal setting and overlap with club membership needed
3. The two club-management strategies that require the most attention are building detail-orientation and improving confidence in recruitment abilities
4. Consider opportunities for intentional interaction
 - Particularly for males

METHOD

Survey sent to all current KU Sport Clubs members and random sample of non-Sport Clubs KU students Spring 2014

N = 81 Sport Clubs

N = 28 non-members

Average age 25.40 years

49% females, 43% males; 80% White

