Keynote Speaker: Mary O’Mahoney

Mary O’Mahoney became the Director of the Student Recreation Center at California State University Bakersfield in September of 2014. However, most of her career —aside from a brief spell at Illinois State University—developed at the University of Arizona, where she served in a variety of organizational roles during her 23-year tenure in the UA’s Department of Campus Recreation. During that time, Mary served primarily as the Assistant Director of Sport Clubs and Family Programs.

Mary’s pathway into campus recreation started as an undergraduate student at Northern Illinois University, where she earned her Bachelor’s degree in Education. She went on to complete her Master’s in Exercise and Sports Science – Sport Administration at the University of Arizona. As a professional, she has been actively involved in collegiate sport clubs for over twenty years, when she attended her first NIRSA Sport Club Symposium in Columbus, Ohio in 1995. She has served in a number of roles and committees for the NIRSA Championships Series and its predecessor, the NIRSA National Campus Championship Series. She has volunteered at over 15 national sport club championships across a range of sports and also has more than a decade of experience servings as the Region VI Coordinator for NIRSA Championship Series Soccer.

2015 NIRSA SPORT CLUB INSTITUTE

TUESDAY, JUNE 9

Bike Tour of Minneapolis

- 1:30pm-4:30pm
- Pre-registration for this activity is required.
- Pedal around America’s Best Bike City on a tour led by University of Minnesota staff! Attendees will depart from and return to the host hotel. Bikes, helmets, locks, and emergency supplies will be provided.

Night at the Ball Game: Minnesota Twins vs. Kansas City Royals

- 6:00pm-9:00pm
- Pre-registration for this activity is required.
- Attendees should meet in the host hotel lobby at 6:00pm to claim their ticket and walk over to the game together. The game starts at 7:10pm and Target Field is just a five-minute walk away. If you need to make other arrangements to pick up your ticket, please contact Brittany Rejda at brittany.rejda@nirsa.org. Each ticket includes $10 at the concession stand.

WEDNESDAY, JUNE 10

8:00am-9:45am Registration

Welcome & Keynote: “The Story of Us”

- 10:00am-11:15am
- Room: Great Lakes Ballroom
- Presenters: Mary O’Mahoney

Mary’s keynote address “The Story of Us” tells the tale of how sport club professionals are impacted through our professional involvement with sport clubs. She also makes clear the impact we have on the individual and club levels, highlights the value we bring to our university campuses, and reflects on the dynamic culture of sport clubs and how they continue to evolve over time.

Lunch Bunch

- 11:30pm – 1:30pm
The Lunch Bunch—an attendee favorite at past institutes—is a networking opportunity where attendees can meet new people in their field and make connections. Any interested attendees need to meet outside the Great Lakes Ballroom following the Welcome & Keynote where they will get matched into groups of 6-10. While you will be responsible for covering the cost of your own lunch, you will be provided with a list of local restaurants and some icebreaker questions in your attendee packet.
Transgender Participant Inclusion: Resources for Working with the LGBTQ Community

0.1 NIRSA CEUs
1:30pm – 3:00pm
Great Lakes Ballroom
Wendy Motch, UCLA; Nevin Caple, Brâché the Silence; Shane Windmeyer, Capus Ride

Core Competencies: Philosophy & Theory, Programming, Personal & Professional Qualities
Topic: Program/Facility Management, Equity, Diversity, and Inclusion

Participants will learn about gender identity; NIRSA’s new Transgender Athlete Participation policy; the Campus Pride Index; benchmarks for LGBTQ inclusion in collegiate recreation and intercollegiate athletics; and Coaches Corner, a website and comprehensive resource for LGBTQ inclusion in sports. Coaches and athletic administrators at all levels of sport will learn about resources aimed at creating more inclusive communities and improving the experiences of student-athletes and athletic professionals.

Learning Objectives:
• Understand NIRSA’s Transgender Athlete Participation policy.
• Be able to articulate basic terminology around transgender inclusion, and understand gender identity as a different construct from sexual orientation.
• Learn about resources that you can use to create best practices for working with LGBTQ participants.

Executive Committees: To Infinity and Beyond!

0.1 NIRSA CEUs
3:15pm-4:15pm
Great Lakes Ballroom
Elise Harvey, University of Georgia; Beth Goldenberg, University of New Hampshire; Kelsey Orrill, University of Arkansas; Brian Scott, University of New Hampshire; Laura Thomas, Texas Tech University

Core Competencies: Philosophy & Theory, Programming, Personal & Professional Qualities
Topic: Program/Facility Management, Equity, Diversity, and Inclusion

Are you thinking about creating a student board for your club sports program? In this presentation, attendees will learn about strategies for starting and sustaining an effective Sport Club Executive Committee using benchmarking and the development of student leaders through active engagement and goal setting. We will reflect on what we do in our programs and the successes and challenges that we have faced through our experiences.

Learning Objectives:
• Learn strategies for creating, implementing, and advancing a student board for your club sports program.
• Learn techniques for benchmarking executive committee processes and how to apply ideas within the scope of your specific program.
• Learn about the risks and benefits of involving student members of executive committees in programmatic decision making.

How Well Do You Know Your Clubs?

0.1 NIRSA CEUs
3:30pm-4:15pm
Calhoun
Shannon Vaccaro, University of Nebraska-Lincoln; Chad Schultz, University of Wisconsin-Madison

Core Competencies: Philosophy & Theory, Programming, Business Management, Legal Liability & Risk Management
Topic: Sport Clubs

Performing a sport club audit can help administrators get to know their clubs better. An internal review or audit can provide valuable information about the membership, club operations and culture, and financial stability and procedures. It can also help administrators identify areas of risk as clubs are becoming increasingly scrutinized through the university or college administrative lens. Learn how to take a proactive approach to ensuring good club operating standards as well as how to minimize risk by conducting a thorough review of your club program.

Learning Objectives:
• Learn at least two benefits of conducting an internal audit on clubs
• Be able to identify at least three common working themes within all clubs in your program.

Sport Club Skills Roundtable

4:30pm-5:30pm
Great Lakes Ballroom
Jean Holt, Old Dominion University

Topic: Personal & Professional Qualities

Many Sport Club graduate assistants come to us from intramural or facilities. What skills and experiences are beneficial for undergraduate students to obtain in order for them to be prepared for a sport club graduate assistantship?
THURSDAY, JUNE 11

7:30am-8:30am  Registration

Building a Framework for a Club Sport Program

0.2 NIRSA CEUs
8:30am-10:45am (with a 15 minute break)
Great Lakes Ballroom
Heidi Potratz, Kennesaw State University; Laura St. Onge, Kennesaw State University

Core Competencies: Philosophy & Theory, Programming, Legal Liability & Risk Management
Topic: Program/Facility Management

Starting a club sports program from scratch can be an overwhelming task. Learn how to build a strong foundation for long-term success.

Learning Objectives:
- Be able to articulate a mission and philosophy statement for your club sports program.
- Learn the five key risk-management components of a club sports program.
- Learn the six fundamental operational components of a club sports program.

Club Sports: From Rec Clubs to NCAA Division IV

0.1 NIRSA CEUs
8:30am-9:30am
Calhoun
Joshua Hamilton, University of Southern California; John Tomlinson, University of Southern California

Core Competencies: Philosophy & Theory, Personal & Professional Qualities
Topic: Philosophy

Given the continuing evolution of club sports, attendees at this presentation will learn about how club sport programs and coordinators are turning towards a competitive sport model, tearing down recreational-tier systems, and becoming more like NCAA athletic directors in the process.

Learning Objectives:
- Learn how club sports evolved from a recreational and social experience to a more competitive experience.

Fundraising for Clubs: More than bake sales and bottle drives.

0.1 NIRSA CEUs
Ryan Bradshaw, George Mason University; Pamela Grega, University of Central Florida; Kassidy Kenny, George Mason University

Core Competencies: Program Management, Budgeting

As club expenses continue to grow and institutional funding decreases, additional funding sources need to be found. This presentation will explore various methods of fundraising for clubs, including sponsorships, donations, and events.

Learning Objectives:
- Participants will be able to identify three additional sources of funding for clubs.
- Participants will be able to identify two characteristics of alumni who are likely to donate.

Utilizing Partners in your Community: How UCF Capitalized on a Relationship with the U.S. Marine Corps.

0.1 NIRSA CEUs
9:45am-10:45am
Calhoun
Pamela Grega, University of Central Florida

Core Competencies: Programming, Personal & Professional Qualities
Topic: Personal & Professional Qualities

Community collaboration among sport club programs remains an underlying thread of conversation in recreation programs across the country. Some common concerns surrounding the topic are regarding the benefits, the logistics and necessity of initiative, and how to ensure a productive use of time for everyone involved. The University of Central Florida Sport Club Council addressed the need for collaboration with the Orlando community by building a relationship with the Marine Officer Selection Office of Orlando. This session will not only share the success of the relationship between the UCF Sport Club Council and the Marines, but will also inform participants of how to reach out to their own communities to build mutually-beneficial relationships.

Learning Objectives:
- Be able to identify the benefits that community collaboration can have for a sport club program.
- Be able to articulate what a mutually-beneficial relationship between a sport club program and a community group should look like.
- Design an initial plan to communicate and build a relationship with a community group.
The Legal Implications of Hazing: What Legal Responsibilities Does an Administrator Have?

0.1 NIRSA CEUs
11:00am-12:00pm
Great Lakes Ballroom
Ryan Bradshaw, George Mason University

Core Competencies: Legal Liability & Risk Management
Topic: Legal Liability & Risk Management

Hazing is a hot topic across the continent, garnering quite a bit of media attention. Unfortunately, club sports continue to be among the top three types of campus groups whose members—almost six in ten—report being hazed during some point of their involvement. As an administrator or student leader, do you know what your legal obligations are if you become aware that hazing is occurring? This presentation will utilize two case studies recently seen in the headlines to explore the potential legal ramifications of hazing for both students involved in hazing and for administrators overseeing programs in which hazing is taking place. Techniques to stop hazing will also be discussed.

Learning Objectives:
- Learn where to find hazing statutes applicable to your state.
- Be able to define your duty to act as dictated by federal statutes.
- Learn two best practices to help prevent hazing on your campus.

Sport Clubs Budgets: The Expenses and Potential Revenue Sources of a Comprehensive Program

0.1 NIRSA CEUs
11:00am-12:00pm
Calhoun
Michael Forbes, Duke University; Jeremy Fritz, Duke University

Core Competencies: Business Management
Topic: Business Procedures

This session offers budget training for sport clubs officers. Attendees will learn how to prepare a comprehensive sport club operating budget. The presentation will go over a variety of factors that need to be considered in preparing a thorough and realistic budget, and both expenses and revenue sources will be discussed.

Learning Objectives:
- Be able to identify income sources like fund raising, dues, university contributions, sponsorships, endowments, etc.
- Be able to articulate what a mutually-beneficial relationship between a sport club program and a community group should look like.
- Be able to write a budget for individual clubs as well as the overall program, and to distinguish individual club expenses like travel and equipment from total program expenses like salary, office supplies, and laundry.

Lunch

12:30pm-2:00pm
Lunch will take place on your own. There are many restaurants in the area; please take a look at your attendee packet for some nearby options.

T-Shirt Exchange

12:00pm-12:30pm
Represent your school and clubs by participating in the Sport Club Institute T-Shirt Exchange. All you have to do is bring one—or a few—t-shirts from your various campus recreation events or programs and exchange them with colleagues!

Sports-Related Concussions in University Sport Clubs and Intramural Activities

0.1 NIRSA CEUs
2:00pm-3:00pm
Great Lakes Ballroom
Paula Davis-Huffman, Florida Gulf Coast University; Julia Stulock, Florida Gulf Coast University

Core Competencies: Research & Evaluation
Topic: Research & Evaluation

An abundance of research and treatment recommendations exist for sports-related concussions (SRC) in children (0-18), NCAA athletes, and professional athletes. Unfortunately, research regarding SRC in college sport clubs and intramural activities is lacking. This session will review research that was conducted on a southeastern college campus related to SRC in sport clubs student-athletes and intramural participants. Attendees will also learn about SRC treatment recommendations for this demographic.

Learning Objectives:
- Understand the relationships between traumatic brain injury (TBI), mild traumatic brain injury (mTBI), and sports-related concussion (SRC).
- Be able to identify the potential mental health issues, risks, and impairments related to mTBI and SRC as well as identification tools and professional treatment recommendations for them.
- Apply cost-effective recommendations to improve the recognition and management of sports-related concussion in sport clubs student-athletes and intramural participants.
Taking Your Program from Good to Great: Implementing Change

NASCEU

2:00pm-3:00pm

J Calhoun

Jenny Larson, University of Wisconsin-La Crosse; Amanda Alpert, University of Mississippi

Core Competencies: Research & Evaluation

Topic: Research & Evaluation

New sport club professionals, eager to make their mark on their programs, are coming into the campus recreation profession every day. At this session, presenters will share the challenges they faced in taking their programs from good to great as well as stories of their successes. They will also outline how they stay with or ahead of industry trends; touch on learning the culture of their sport club program; discuss how to evaluate programs; and talk about the process of executing new ideas, projects, and programs with sport club officers and participants.

Learning Objectives:
• Be able to evaluate how your program utilized resources—student participants, leadership council, professional staff—before you started your position, and what changes can now be made.
• Learn how to identify potential areas of change in your sport club program and what steps you can take to implement change and keep up with industry trends.
• Learn about new and innovative ideas that fellow sport club professionals have implemented on their campuses as well as the successes and challenges they have faced.

Creative Ways to Utilize Student Staff and Maximize Efficiency

NASCEU

3:15pm-4:15pm

J Calhoun

Corey Sinclair, Central Washington University

Core Competencies: Programming

Topic: Program/Facility Management

As sport club coordinators, we all feel stretched thin and have trouble managing daily tasks as well as tackling special projects we want to pursue to improve our programs. This presentation will provide attendees with some systems and creative ways to use student staff to assist with day-to-day tasks, student travel, risk management processes, and large projects. There will also be an opportunity for attendees to dialogue with colleagues and share challenges, ideas, and solutions in small groups.

Learning Objectives:
• Learn several creative ways to utilize student staff to assist with emergency response while clubs are traveling.
• Learn how to utilize student staff to assist with publicity, event planning, and special projects.
• Learn about current challenges facing sport clubs programs around the country as well as solutions and ideas for tackling those challenges.

National Governing Bodies Roundtable

NASCEU

4:30pm-5:30pm

Great Lakes Ballroom

Clubs around the country are looking for more and more structured leagues and tournaments, and National Governing Bodies (NGBs) are some of the largest providers of these structured leagues. But what are these organizations, what are their goals, and what roles do they play in the future of club sports? This roundtable—an open forum combined with small table discussion—will feature representatives from NGBs around the country answering these questions as well as any others attendees may have.

Networking Social & Expo

NASCEU

6:00pm-8:00pm

Skygarden

Let the conversation from the National Governing Bodies Roundtable continue over dinner at the Networking Social & Expo! Attendees, Vendors, and NGB participants will enjoy a buffet dinner while networking and viewing tabletop displays.
FRIDAY, JUNE 12

Sport Club Roundtable

9:00am-10:00am
Great Lakes Ballroom

The Institute is almost wrapped up—you’ve attended many quality presentations and been a part of some great discussions. However, you still have a handful of questions you’d like to get answers for before heading back to campus. This roundtable is an opportunity to get answers for those questions, and to continue any relevant discussions with the larger group.

Club Sports and Collecting Data: How to Get Your ASSessment Moving!

10:15am-11:15am
Great Lakes Ballroom

Justin Waters, East Carolina University

Core Competencies: Programming, Research & Evaluation
Topic: Research & Evaluation

As sport club professionals, we are constantly validating our increasing budgets to upper administration; we often need to provide the “why” in support of the “how” when it comes to finding resources for our sport clubs. This session will offer ideas and examples of data collection regarding sport club athletes as well as on how sport clubs affect a student’s overall university experience for the better.

Learning Objectives:
• Be able to identify simple techniques for gathering information on club sports athletes.
• Learn about current survey tools like community involvement, economic impact, the carbon footprint calculator, and university selection and retention rates.
• Learn how to utilize the information you have collected to market your specific sport club program.

Outside the Lines: Providing Club Athletes with Life Skills

10:15am-11:15am
Calhoun

Andrew Rampe, University of North Carolina Wilmington

Core Competencies: Philosophy & Theory, Programming, Legal Liability & Risk Management
Topic: Philosophy

Additional emphasis is now placed on what students learn outside the classroom to prepare them for life after their college careers—and every year, across the nation, thousands of student athletes participate in sport clubs. Discover how sport club programs can create leaders inside and outside the lines. Learn how to create risk management practices and leadership series as well as how to develop transferable skills in your student athletes as they progress through their college careers.

Learning Objectives:
• Be able to identify ways students can learn transferable skills through participation in a sport club.
• Learn risk management practices—culled from situations that may arise during club activities—which can assist club members in learning important transferable skills.
• Learn how to develop a leadership series which allows all club members to build a skill set foundation.

Institute Development Roundtable

11:30am-12:00pm
Great Lakes Ballroom

This short roundtable discussion will focus on the 2015 NIRSA Collegiate Sport Club Institute. What did you like about the event? Where do we have room for improvement? Is there anything new and different that you would like to see at this event in the future? Your feedback is valuable—the Sport Club Committee and NIRSA Headquarters need it to improve this event. So please come and share your thoughts on the institute! Also, don’t forget to complete the post-event survey, which will be emailed to attendees on Monday, June 15.

THANK YOU AND WE HOPE TO SEE YOU AT THE NEXT NIRSA COLLEGIATE SPORT CLUB INSTITUTE IN 2017!