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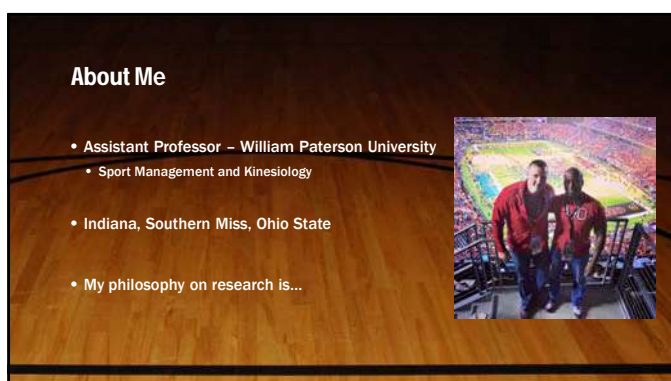
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## Importance of Assessment and Evaluation

- Why do we assess?
- How should we assess?
- When should we assess?



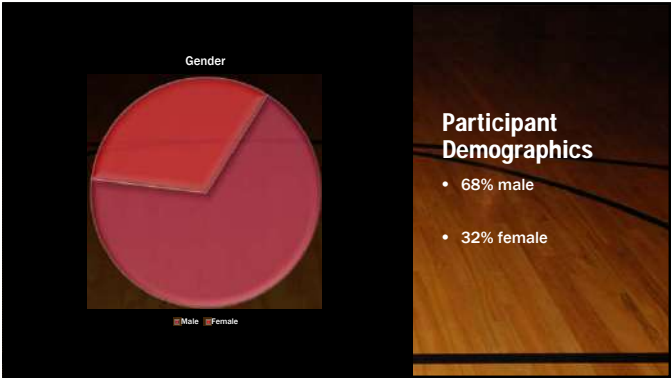
## Intramural sports

- Size and scope of intramural sports
- Significance of intramural sports



## My Study

- Case study approach
- Internet based survey
- Partnership with Recreational Sports and Student Life
- Examination of motivations and preferences at a small, private Midwest college



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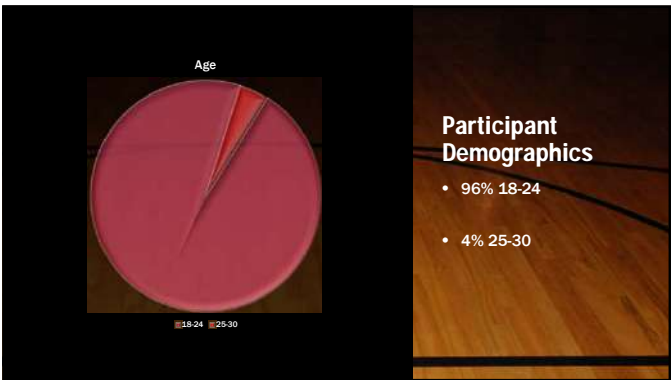
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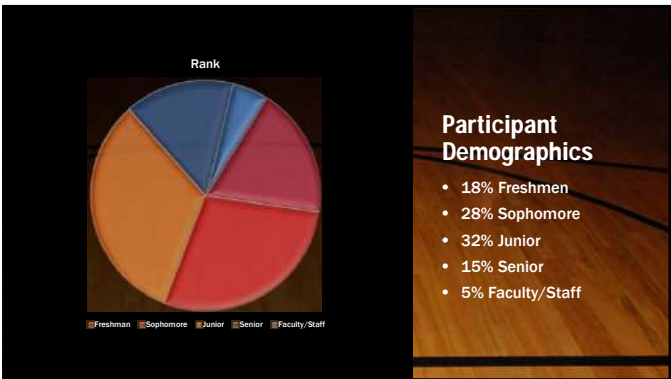
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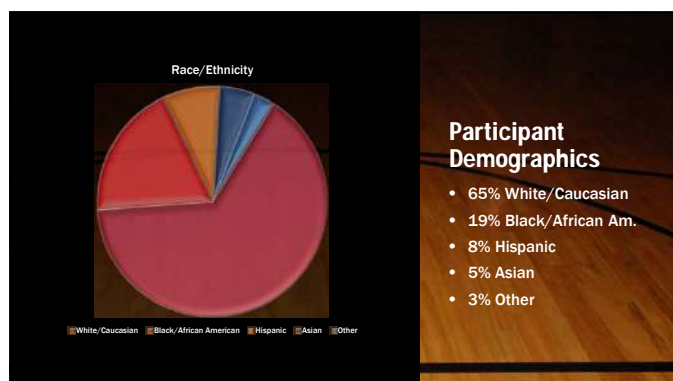
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**Participant Motivations**

- Motivation is the driving force of behavior that causes individuals to act in a certain way so that needs will be fulfilled (Kleinginna & Kleinginna, 1981).

1 (Strongly Disagree)  
2 (Somewhat Disagree)  
3 (Neither Agree nor Disagree)  
4 (Somewhat Agree)  
5 (Strongly Agree)

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**Motivations for Participation**

I participate in intramural sports:

- Because I enjoy the competition against other students?
- Because I like to win overall and/or division awards
- Because I enjoy participating regardless of awards
- Because I like to win door prizes
- Because they help me stay physically fit
- Because they make me feel good about myself
- Because they are a way to meet other students?
- Because they are a way to socialize with my friends
- Because the t-shirt designs are attractive to me
- Because of the number of other students participating in the sport

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## I participate in intramurals...

Reason for participation	Mean Score
Because I enjoy competition	4.49
To stay physically fit	4.30
Regardless of awards	4.23
To feel good about myself	4.20
To socialize with my friends	4.17
To meet other students	3.99
The t-shirt designs are attractive	2.91

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## Participant Preferences

- Existing literature base
- Approach of this study

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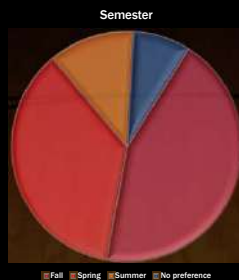
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## Participant Preferences

- 44% Fall Semester
- 36% Spring Semester
- 12% Summer Semester
- 8% no preference

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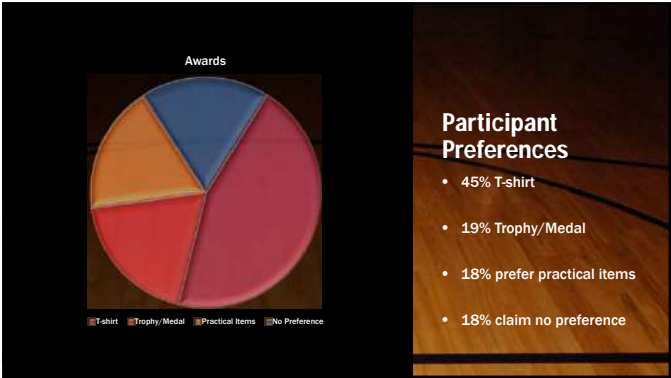
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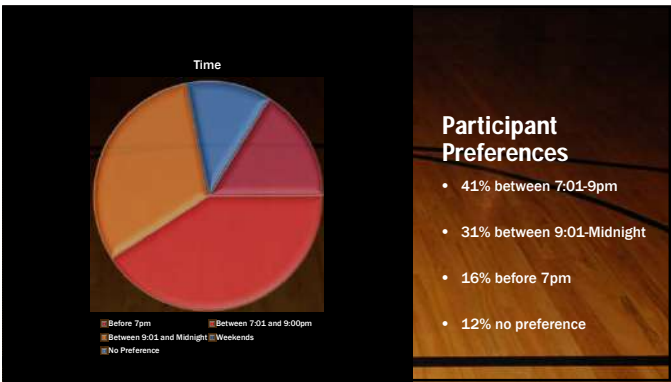
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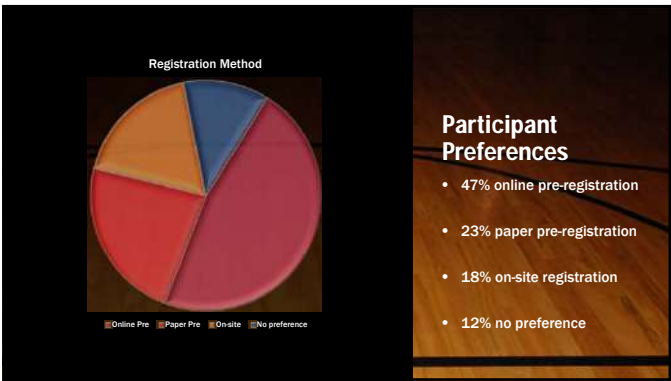
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### New Media Usage

- Types
- Prevalence

- 1 (Never)
- 2 (Once a week or less)
- 3 (A few times a week)
- 4 (At least once a day)
- 5 (Several times a day)

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### How often do you?

Method	Mean Score
Use the internet in general	4.84
Use email in general	4.72
Use Facebook in general	4.52
Use Twitter in general	4.20

Method	Mean
Use email to communicate with the department	2.36
Use the department website	2.16
Use the department's Facebook page	1.94
Use the department's Twitter feed	1.51

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### Implications of findings

- Social media and web based forms of information gathering and communication utilized at very high rates
- Data suggests Recreational sports programs are not capturing those users at high rates
- Assessing your individual programs can potentially help you capture this audience in a quick and economical way

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## Conclusion

- Strategies and success stories?
- Questions for the group?
- Thank you!
  - David Hack, William Paterson University, Department of Kinesiology
  - [hackd2@wpunj.edu](mailto:hackd2@wpunj.edu)



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