

President's Guidebook



University of Arkansas

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Club Sports Overview

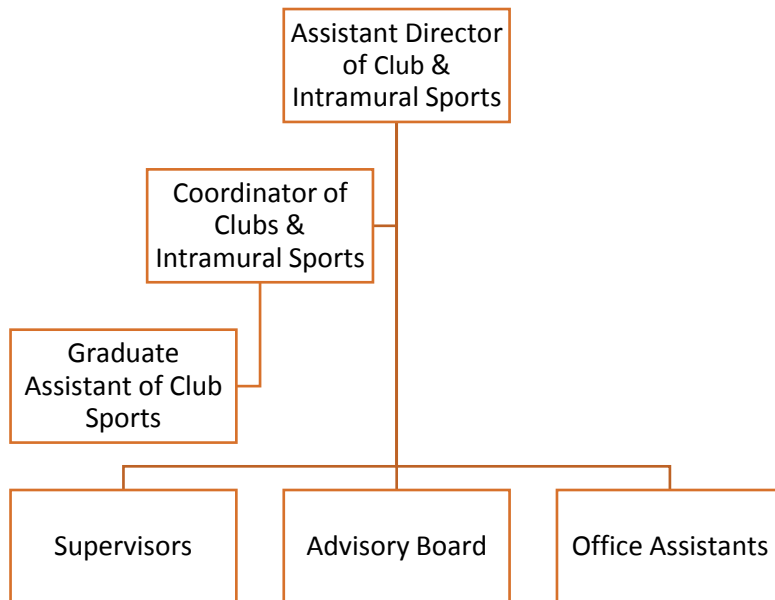
Club Sports is a program within University Recreation (UREC) housed under the College of Education and Health Professions at the University of Arkansas. The purpose of the program is to allow students the opportunity to participate in sports at a competitive or instructional level. Clubs are self-administered and self-regulated with parameters set by program and University policy. Club sport athletes are first and foremost students and athletes second.

Academics are expected to be a priority for all students.

What are the goals for this Guidebook?

1. Simplify policies and procedures where it’s resourceful, so that this Guidebook is accessible and easier to read for new and returning officers.
2. To establish clear expectations by defining University and UREC goals and rules.
3. USE THIS AS A BLUEPRINT TO MAP OUT YOUR CLUBS SUCCESS. There are policies for a reason and we want to set you up for success, so make sure you read the information within this Guidebook for your club’s betterment.

Club Sports Administration



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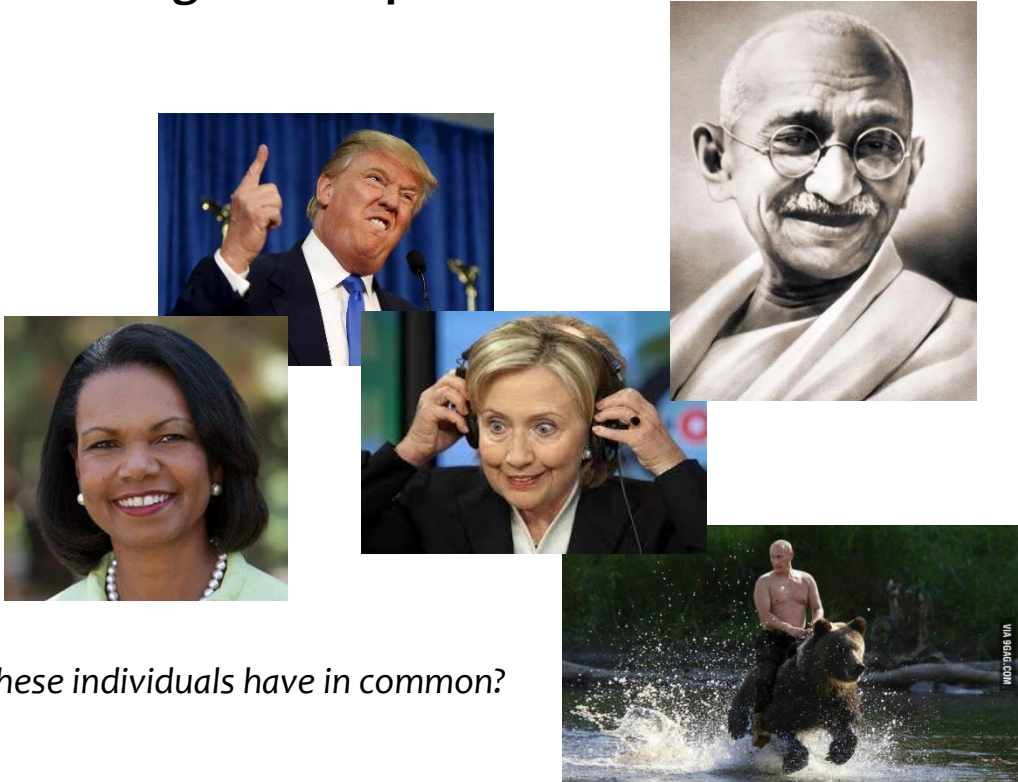
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Leading in Club Sports



What do these individuals have in common?

Aristotle on Leadership:

Aristotle defined leadership, which he coined *phronesis*, as “having the right feelings at the right time on the right occasion towards the right people for the right purpose and the right answer”.

According to this definition proposed by Aristotle, leading and leadership are very complex in nature alone. That being said, as Presidents of Club Sports here at the University of Arkansas, there is much expected from you. Refer to this guidebook and manual as you continue your club sport career and we hope that this will help you navigate the waters of not only your club but of your professional career going forward.

The first thing to consider as a leader is that leading itself takes many different forms, as you can imagine from the complexity of Aristotle’s definition. As Presidents, the majority of your club sees you in a favorable light. Whether it be your on-field play that inspires them, your encouragement of them that motivates them, or the initiative you show at club events or even in the classroom. Decipher what you believe are the reasons that they elected you, and consider those your strengths. These strengths should serve as your basis for your time as

president. If things ever go sideways in one way or another, come back to this foundation of abilities that you inherently have. However, if you believe yourself to be weak in any aspect of leadership we encourage you to work on those aspects and we intend to explore those further in our monthly Senate Meetings.

Ability to Lead. Everyone has the ability to lead. Everyone in this room has the potential in their ideal environment, whatever that may be, to perform as an effective leader. Just because someone is shy and quiet in this setting or any setting, doesn't mean they aren't capable of being a vocal or otherwise powerful force in a different environment. Often people are quick to disregard others who aren't vocal and classify them as "non-leaders". Leaders come in many shapes, sizes, styles, and forms. Those who lead by example can often be the most effective leaders. Being vocal does not mean you are or are not a leader.

Making Crucial Decisions. Leading also means making decisions for the good of the club. There will be times when you may have to make an unpopular decision for the well-being of your club. These situations are never fun, whether you are the one making the decision or you are the victim of a decision. Try as hard as you can to get all club officers on the same side before dictating the decision to the club. Please come see Club Sport Admin if you are ever struggling with these decisions. We can serve as an objective third party and even illuminate a perspective that has perhaps not been addressed.

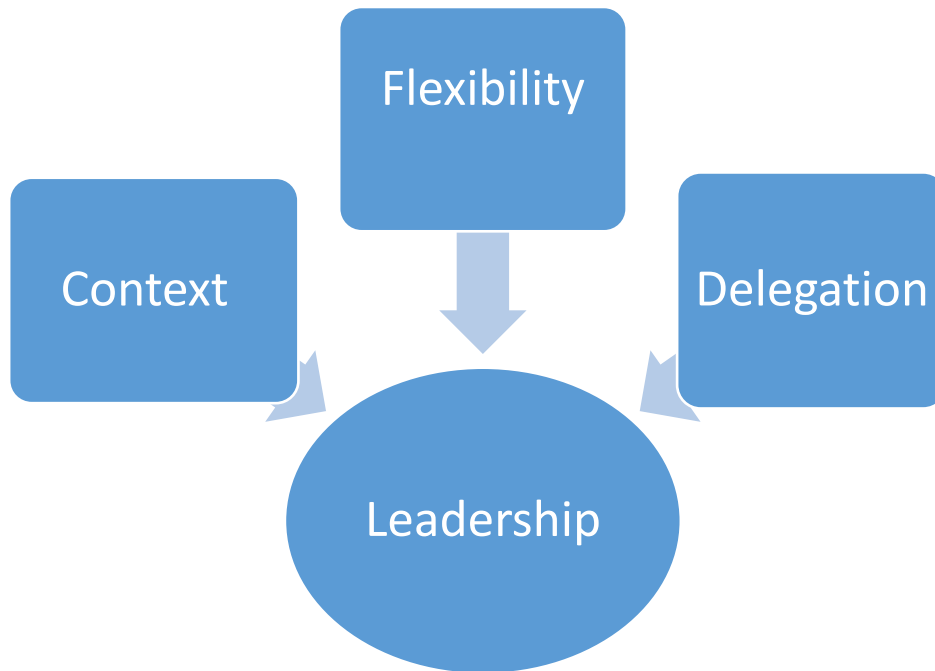
DON'T EVER BE AFRAID TO FAIL. You are here to learn, failing and learning from that failure is part of it. We are here to soften the backlash and will never guide you down the wrong path intentionally. If you have an idea and you think it will work, run with it! We will support you 100%. When we make suggestions it's because we want to guarantee your success, not because we think your idea is bad.

These difficult decisions will test your ethical standards and force you to pick an ethical stance. It's crucial to your credibility as a leader to follow through with these decisions and support them with sound reasoning.

Set an Example. Leading also means setting an example for the younger members. An inherent result of you being the president of your club is that younger members will automatically look to you for not only advice with their sport but also their social life and even academic affairs. You are in a position to change the culture of your club and you can do so by setting a good example for how you want the younger members to carry themselves.

Personal Note: I'm a huge believer in leading by example. I think there are many unsung heroes in every organization and I encourage you to lift the spirits of your quieter members by acknowledging them if they are performing to their full potential. A leader doesn't have to be vocal to be great.

How to Lead Effectively:



Flexibility. This is the most crucial lesson in this guidebook and may dictate whether or not your club reaches its goals or falters. This is also the one aspect that you have an enormous effect on independent of all others. The most crucial aspect of this idea is that you must **be flexible** in your leadership. You are all capable leaders who have your own ways to lead and your own lives to live. However, the most effective leaders know when and how to alter their leadership styles to get the group to do what you want it to. This flexibility that is required of you is a learned skill and takes time. Stubborn pride gets the best of everyone and it's an especially prevalent problem in group situations.

***Personal Note:** This is also something that I can't write about and tell you how to do, it just takes time and experience. I was President of a very successful club for the past two years and I've seen it all. I was in your shoes less than a year ago, so I can relate and I really do want to help so come see me! – Shelby Hutchens – Club Sport GA*

Leading in context. If you have a club of very motivated individuals that are dedicated to the goals of the club, it may be best to sit back and let them take the wheel. Let them decide how they wish to pursue certain goals, but always with your approval. You can even influence their ideas by proposing a line of discussion that leads them to a certain decision, all while making it seem like it is their idea completely.

On the other end of the spectrum, if you have a group of rather unmotivated individuals it may be necessary to initiate proceedings more as President. Try as hard as you can to engage them and ask for their input – this will make them feel that their voice matters

to not only you personally but the club as a whole. However, if this fails and they produce nothing of any consequence, it is your right as an officer to not only devise a way to get the club where you want it to go, but it's also your responsibility to change that apathetic culture within your club. We, as admin, really want to help you in any way we can. We are striving to create a more wholesome culture here with the Club Sport program and if we can help in any way please don't hesitate to come to us.

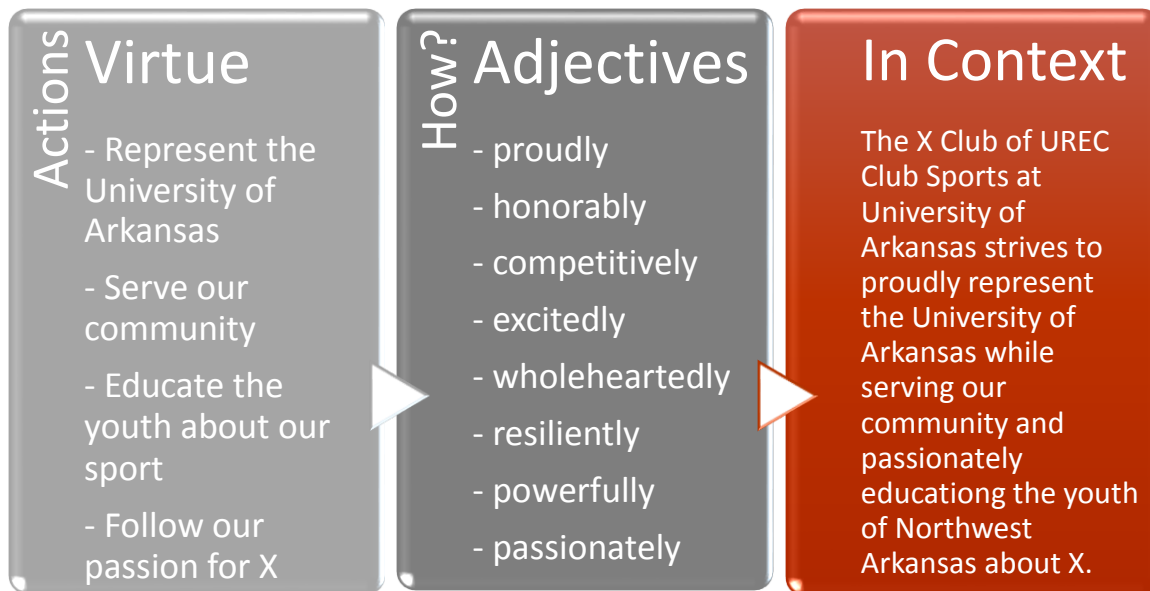
Regardless of your situation, always try to appear democratic in your proceedings. ALWAYS ask for everyone's opinion and vote on decisions. By utilizing these democratic procedures, you will be able to not only get everyone's input, but also it serves as liability insurance should anyone disagree with the decisions that are made. Be sure to have a scribe at every meeting that records the proceedings of the meetings. The notes taken can be as detailed or as general as you wish, however the more detailed they are the better. These notes can serve as a continuous source of reference for later discussion.

Delegation. As a president, you will feel a lot of pressure from your members, club sport administration, the strain and pull of your need for a social life, as well as your academic success. There are those of us that can check all of those boxes in one day, however for the majority of you, the strain and stress will become overwhelming – WHICH IS NORMAL. Delegation can be your best friend in such instances. It's easy to forget – especially in the rush of the semester – that your club is there to support you. You have other officers who, yes, have responsibilities of their own, but they are also there to help you. Each and every officer will need support in one way or another throughout the academic year. Don't be afraid or ashamed to ask for their help with club matters if you do become overwhelmed. That being said, don't pawn off your duties so you can go to a party or because you forgot about some commitment. You chose to run for the position that you hold. Honor that choice and the faith that your club has in you.

Mission Statements

The first step in creating a viable mission statement is to understand that it is not composed of tangible goals but rather virtues that your club and more so the officers of your club have agreed upon for the club as a whole. A virtue is a way of acting or an ideal that is deemed beneficial to the overall well-being of your club and its members. These virtues can include but are not limited to serving the community, educating youth, representing the University of Arkansas in a certain way, etc. A mission statement gives your club automatic organization. Everyone knows why they are there and what is expected of them up front. Utilize these mission statements as your motto, your base mentality from which you approach everything within your club. It can make decision making easier by simply referring to the mission statement and the virtues set forth by the mission statement.

Virtues can include not only an action but how one should complete that action. The table below outlines several virtues and adjectives utilized to describe a virtue.



The next step is to predicate what those adjectives mean in the context of your club and how profound or simple you wish them to be. The more serious you take your mission statement and the more thought you put into it, the greater appreciation your members will have for it and the greater their tendencies to act in accordance of these virtues. Please come consult Club Sport Admin if you have any questions!

Fundraising

Try to treat your club as a small business as far as fundraising is concerned. Use the low cost method to devise a plan of attack for hosting events. The biggest key to making the low cost model work is to get as much donated as possible. This can include food, prizes, raffle prizes, etc. Utilize these sponsors both inside and outside your industry to create the best event possible.

Marketing. The first step in successful fundraising is to make your club marketable. We have an awesome graphic design department that is FREE and at your disposal. If your club logo is nonexistent or outdated, design a new one! Or come up with a theme for it and we can get our graphic designers to create an awesome new logo for your club. If you create a logo that is both appealing and popular, you can make profit by selling club shirts to your members and their families. You will also be able to sell these shirts at any event that you host, however don't order 500 shirts – it will take too long to make up that loss. Instead, order small batches of t-shirts. Don't be afraid to mix up your selection – long sleeve t-shirts, hoodies, tank tops, etc. Make them appealing to your audience and be creative.

Print material can be extremely effective given the right placement. Our marketing department can also create a logo for your club to make it more marketable, as well as create tournament flyers and anything else you could need. They also do digital media, so you can post your awesome tournament flyers on your social media accounts too!

Sponsors & Social Media. Sponsors will be your best friend. Businesses in and out of your specific industry love to get their product in front of young, gullible college kids. Many are willing to provide materials for events or even donate prizes. It's critical to maintain relationships with them though and create an open line of conversation. Befriend them to a certain extent while still maintaining a professional working relationship. Check in with them on a regular basis and ask if there's anything your club can do for them. They will most likely want social media exposure of some sort so don't be afraid to run advertising campaigns for them on your social media pages. Even better: do it without them asking! They will be more likely to help you out next time you ask for assistance with an event.

Tournament checklist:

- LOW COST = PROFIT
- If you are planning on having monetary prizes, increase the entry fee with a higher percentage of payback. This will create larger prizes and increase the draw for your tournament. The more teams you have, the more money you will make assuming you don't pay back more than 75%.
- Drawings are excellent ways to make a little extra money. However, you must get those drawing items donated from sponsors.

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- Give all sponsors or anyone that donates anything representation. Hang one of their banners somewhere that will be visible throughout the tournament. Give them recognition when you announce the winners, and send them thank you notes after the event.
- TOURNAMENT T-SHIRTS ARE A BAD INVESTMENT!!!! (In most cases)
- Sell club T-shirts instead!

Application to the Real World

"I've sent in my application to the Real World. So I'm hoping to hear back from that. I'm putting A LOT of my eggs into that basket, the MTV basket." – Ricky Bobby

What being an officer means after college: At the very least, being a club sport officer is a résumé booster. Employers notice these leadership roles on your résumé and are more likely to hire someone who isn't afraid of responsibility.

If you choose to take your position more seriously than the bare minimum, you can gain a lot from your position here and we want to help you maximize that potential. From scheduling events to balancing a budget, the tangible skills you learn here will translate not only to your personal life, but your professional life as well.

Yes, being an officer can be stressful at times, but we hope you realize that it's the stress and how you navigate the stressful times that will help you going forward. The stressful times will be the ones you learn from the most whether that be planning a tournament, figuring out how to raise the money that your club must raise, or figuring out how to get your club motivated about your sport.

Dealing with Hierarchy. There are a lot of hierarchical things to deal with within club sports and we understand how frustrating they are to you; however, they are a necessary fact of life when dealing with a bureaucratic institution as large as the University of Arkansas. Regardless of whether or not you become a doctor or an engineer, you will deal with such policies and procedures that you have dealt with as a Club Sport officer. As I'm sure you have noticed with club sports, patience is key. It's easy to get frustrated but you must trust the process.

We want your experience here and with us to be fun and enjoyable. We want to make our training sessions truly engaging and not something you dread and simply have to show up for. Please utilize us as a resource! Between the three of us, we have experience in many different areas and our offices are always safe places to vent if you ever feel the need or ever need advice of any kind.

Welcome to Club Sports for the 2016-2017 academic year!
Let's get to work!

Notes: