

President's Guidebook



University of Arkansas

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Club Sports Overview

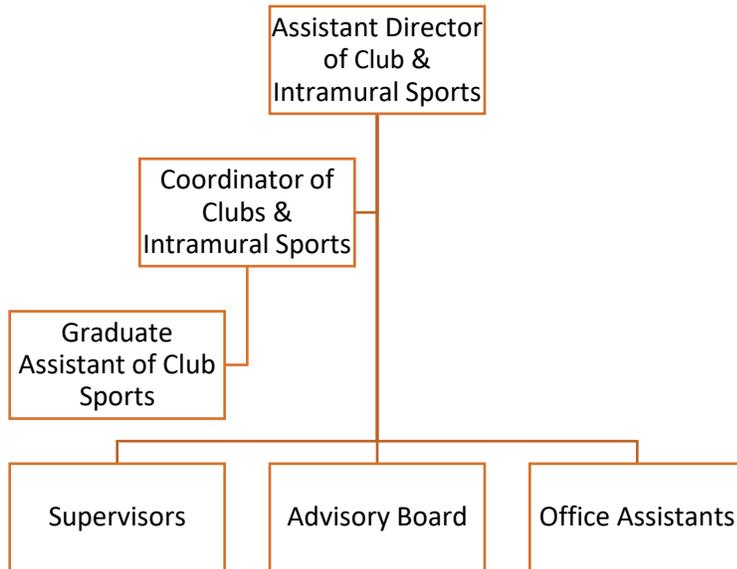
Club Sports is a program within University Recreation (UREC) housed under the College of Education and Health Professions at the University of Arkansas. The purpose of the program is to allow students the opportunity to participate in sports at a competitive or instructional level. Clubs are self-administered 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



Jonathan Elliott

Assistant Director of Club & Intramural Sports

Laura Shively

Coordinator of Club & Intramural Sports

Nathan Lonngren

Graduate Assistant of Club Sports

Email: sclubs@uark.edu
479-575-7382 (o)
479-445-9650 (c)

Mailing/Shipping Address

155 N. Stadium Dr., HPER 225
Fayetteville, AR 72701

Leading in Club Sports

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 your club and your professional career going forward. This guidebook will serve as both a philosophical guide to leading, as well as an instructional guide. Any questions about being president of your club that are not answered in this guidebook can be answered in any Compass Meeting.

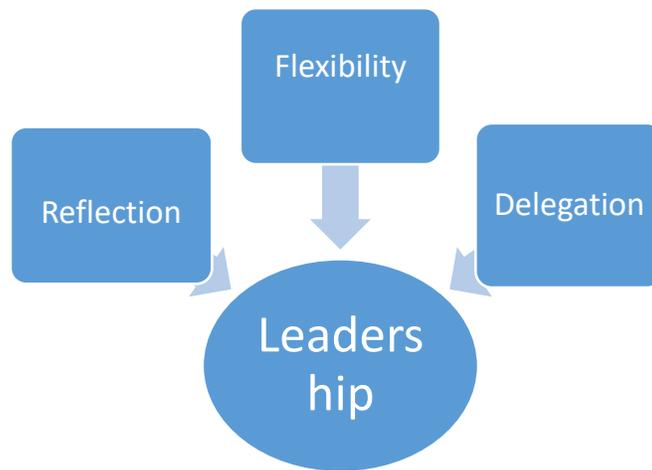
Ability to Lead. Everyone has the ability to lead. Leaders come in many shapes, sizes, styles, and forms. It is important to play to your strengths and the strengths of the other leaders in your club. Those who lead by example can often be the most effective leaders. Being vocal does not mean you are or are not a leader.

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.

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. It is important to have a discussion with the club's leadership before making a decision. Please come see Club Sport Admin if you are ever struggling with these decisions. **DON'T EVER BE AFRAID TO FAIL.** If you have an idea and you think it will work, run with it! We may make suggestions because we want to guarantee your success, not because we think your idea is bad.

Using Your Resources. It has been stated before, but if you have an issue or question utilize the Club Sport Admin as a resource. We are here to make sure that you and your club make the best of this amazing opportunity. Utilize your club's members. Make decisions together and work together to implement them. It is also vital to get the younger members invested and active in your club. They may be an officer one day. Finally, alumni can sometimes be a good resource when it comes to understanding your club's history and what ideas worked for them.

How to Lead Effectively:



Reflection

After each event and every decision made, it is important to not how it impacted the club. If not to help you, the president, the next time you make a decision but also to help the next officer. Making note what fundraisers worked, how certain officers handle responsibility, which members are going to show up (possible future officers), etc. Constant reflection will make you decision making process smoother.

Flexibility

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. Flexibility also means being willing to go to a secondary plan. Like knowing that if it rains where you team will practice instead. This will help your team become more adaptable and in the long run a more successful club.

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.

Retention & Motivating Club Sport Members

The 5 I's of Retention

Interested: How can you interest students in your club?

- Be creative in your recruiting styles
 - Tabling events, Flyers, Poster, Social Media
- Be up front about your club
 - Past success
 - Commitment
 - Competitiveness/Instruction
- Be proud of your club. The more pride you have in your club the more excited your recruits will be to join your club

Inclusive: How do you establish a culture of inclusivity?

- Establish bonds and make new members feel welcomed
- It's important to learn new member's names that first week. It shows that you care that they want to join your club.
- Teambuilding activities. Understand how different members work and what role they play to accomplish different tasks.
- Social – get to know members outside of practice. It will help make that bond stronger when you are playing next to each other.
- Give each member a role in the club. It will help them feel like they are contributing to the club as whole.

Informed: How can members know what is going on early?

- New member orientation
 - Go over team rules and expectations for the upcoming year
 - Introduce the roles of officers and how you can help them out
- Sending out or giving updates about what the officers are doing and the direction the club is going.

Invested: How can you make members feel that they are a part of the group?

- Vision Building: Where do you want to see the club go?
- Give new members responsibility
 - Get to know their interests and how their strengths can positively affect the club
 - Delegate and Trues: Don't just give out meaningless tasks but tasks that could help you find the next group of club officers

Invaluable: Make your members feel valued

- Everyone wants to be a part of a positive environment.
 - Dedicate some time before or after practice or in your team group chats to praise members that are working hard on and off the field.

Edited July 2018 Source: Skill Builder Leadership Workshop Presented by: Stefanie D. Burke & Carly Myers

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! 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 college students. 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. 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.

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.
- Give all sponsors or anyone that donates anything representation. Hang one of their banners somewhere that will be visible throughout the tournament.
- 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! Let's get to work!

Notes: