

NCAA DII Game Environment Survey

The following contains suggestions on how to assess the current status of your game environment. Specifically, items are presented below that have been generated to facilitate the assessment of the game environment of member institutions. Each item describes a potentially important aspect of the game environment that a member institution may consider in its assessment of its current status and in the development of any performance improvement plan. In addition to providing important information for the athletics department, the assessment process offers possible collaboration opportunities, both within the university, i.e., business school, and in the community, i.e., a market research company.

We would suggest that member institutions actively seek to involve all stakeholders in their game environment assessment process. Stakeholders are classified as individuals or groups that are invested in your athletics program and may include:

- Students
- Student-athletes
- Faculty/staff
- Game officials
- Coaches
- Parents
- Fans/spectators
- Student-athlete alumni
- Visiting teams
- Visiting administrators
- Cheerleaders/pep bands
- Event management staff

Data collection

The method of data collection should be determined by both the questions you are asking and the sample of respondents. The sample selected must include respondents who have the answers to the questions. Any effort devoted to data collection, therefore, must target those individuals who can provide the desired information. After determining the specific question that is to be addressed and the stakeholders who will be able to address the question, the next step is to identify a representative sample. Although the information generated is specific to each member institution, an athletics department should be cognizant of the way that it gathers the data and whether the respondents' responses are representative of the population it is attempting to survey.

Focus groups – Focus groups can play an important role in acquiring feedback about the current status of the game environment at your institution. The focus group should represent your current and potential future customers—a group who will provide invaluable information about what you need to do to improve your product.

Questionnaire – The main reason for using a questionnaire is to collect responses from a larger and, often, more representative sample. Data collection can be achieved either directly or by way of an online survey using survey instruments such as Zoomerang. Use of existing e-mail distribution lists and the creation of new lists are necessary for this option. Understand the limit

of this approach to assessment, particularly in terms of return rates of online surveys.

Interview – The questionnaire and the interview are the same except for the method of questioning. The interview is a very time-intensive process and, as such, member institutions should be selective in terms of whom they choose to engage in this form of data collection. That said, an interview can provide some extremely interesting and in-depth information that may be very beneficial.

Game Environment Items

A positive game environment is defined as one that is civil, comfortable and lively/entertaining. The non-exhaustive list of items for each aspect of game environment is presented below for member institutions to consider and choose to use in their assessment system.

Each item can be assessed on either categorical (i.e., True/False or Yes/No) or Likert type scales.

An example of a categorical response would be the following:

Is there a pep band or other appropriate music at our events? (Yes/No)

An example of a Likert Scale would be the following:

	Strongly Disagree	Disagree	Undecided	Agree	Strongly Agree
Offensive language is not a part of our game environment	1	2	3	4	5

Aspects of Game Environment

Civility:

- Offensive language is not a part of our game environment
- Offensive music is not a part of our game environment
- Student-athletes and coaches demonstrate good sportsmanship
- Unacceptable spectator behavior is dealt with by athletics department personnel
- Expected behaviors are communicated to spectators
- Our regular student body is educated as in expected behaviors
- Dance team performance reviewed prior to performance at games
- Visiting spectators are separated from the home crowd
- Our PA announcements and announcer assist in the creation of a civil environment
- PA announcements proactively promote a civil environment
- The home crowd supports and cheers for our student-athletes
- Our sporting events are welcoming for visiting spectators
- The student body does not engage in vulgar gestures and profanity
- We proactively recognize special guests and visitors
- During timeouts, the crowd is appropriately engaged
- As an institution, we have developed best practices concerning civility

Comfort:

- Parking is easily accessible
- Parking is well lit
- The areas surrounding our venues are well lit
- Security is present and visible
- Security is well trained
- Event staff is well trained
- Restrooms are clean and easily accessible
- Concessions are well stocked
- Concession staff are adequately staffed
- Concession staff are well trained
- The music is not too loud
- PA announcements are easy to understand
- Athletics facilities and grounds are clean and well maintained
- Seats at the venues are comfortable
- Spectators are greeted by event staff

Lively and Entertaining:

- There is a pep band or other appropriate music at our events
- There are opportunities for community involvement activities during the game
- Campus groups and organizations are involved—theme nights
- There is a pre-approved playlist
- Dead time during events is kept to a minimum
- Entertainment takes place during timeouts
- Mascot behaves in an appropriate fashion
- Non-game entertainment activities are frequent enough to entertain the crowd
- Athletics events are used to educate spectators as to the university and its educational activities
- Entertainment at our events engages a diverse population and its constituents
- The venue is colorful and exciting before the event begins
- Families are provided the opportunity to leave with a memento of the event, such as a picture with the mascot
- The pep bands and cheer teams perform in coordination with other game day events