Engaging with Athletics Department Personnel

Collegiate Sport Sustainability Summit 2015 - Purdue University

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Path for Today

Thank you to the organizing committee for having me/us here again

Review of 2014 presentation data and links to today

Framework for engagement that sets strategic steps

Broad discussion in panel Q&A
Comparing Division I and Division III
(Review of CS3 2014)

- **Perceived onus** for decision making within athletics departments falls on Athletic Director (**The Mental Factor**)
  - Athletics department needs for internal education in a direct in simplified manner (e.g., a greening guide) may be essential – *Think it through...What do we do? What can we do? When? How?*; Many ways to start, many ways to continue, but no end point

- Athletic Director needs to make this a core element of how athletics department operates (strategic) - *More than a buy in - belief; Part of overall university mission*

- Stakeholder relationships (e.g., sustainability office personnel) (**The Support Factor**)
  - College campuses have incredible resources on the academic and labor side - *Academic units, sustainability offices, local NGOs, student volunteers*

  - Research shows sustainability personnel more likely to reach out to AD than vice versa. - *Guidance and ideas from others can help and support efforts (i.e., increase knowledge, share resources)*

  - Other, larger organizations can help too - *Direct guidance (e.g., NRDC, local NGOs, LEED) or indirect guidance through a number of freely available tools and information (e.g., NRDC, Green Sport Alliance)*

- Comes down to **resource availability, time, and staff issues** (**The Action Factor**)
  - Strategy is the key - *Just like all other aspects of organizational operation*
  - Environmental issues have to be treated like other significant *revenue generation and cost areas* within athletics departments – *Small steps on a long road without end (e.g., recycling program with sponsor)*
Presentation Mandate

Today

Absolutely contextual, but process counts

Process for examining sustainability needs for campus operations and inclusion of athletics department personnel in the work

Work through pre-engagement steps, offer engagement framework, and what can be done to strategically integrate athletics into the campus cooperative surrounding environmental issues

Contribute some ideas to the broad discussion of today

What to do if athletics personnel do not want to engage with you?
Overview

Figure 1. Model of thematic connections.

Note. This figure demonstrates the thematic connections with the study. The linear relationship is depicted by the dark arrows. The 2 items above the model are interwoven within all of the others. The light arrows indicate that these 2 items are integrated with the others, but exist outside the flow of the model, influencing it externally. (Pfahl, Casper, Trendafilova, McCullough, & Nguyen, 2015)
Key Ideas From Research In This Area

**Multiplicity** of strategic ways to go green (e.g., methods, personalities/collaboration; Importance of **resources** in strategic decision making (Hart, 1995; Scott & Gough, 2003). Timing is everything.

**Stakeholders** need to be identified in order to be able to work with and to utilize them in environmental strategies (e.g., all corporate partners, all NGO partners, students/student groups, civic/community groups).

**Sustainability office personnel** played greater role forming the context of discussions/decisions with athletics personnel retaining decision making power.

Institutional administration stance on environment important, but not always active; Collaborations useful for educational outreach, marketing, publicity, but can be at odds with each other.

(Pfahl, Casper, Trendafilova, McCullough, & Nguyen, 2015)
Strategic Flow

The Start

*How to analyze sustainability situation? Sustainability internal analysis (STEP, SWOT).

*How to analyze athletics department situation? Athletics Department analysis (STEP, SWOT).

*Where can the start start?

*Analyses of sustainability and athletics departments

Develop/Enhance the relationship

*The Hello!

*Programmatic development that grows sustainability initiatives (i.e., low barriers to implementation/conduct, maintain old, add new). GOTM.

*How can success be demonstrated? Exemplars, data/measures.

DNA level work

*Now that relationship established, how can practices and innovations be maintained over time?

*What can we do culturally?

Continuation of strategic planning in (co)constructed manner.
Checklist Foundation

**Sustainability Internal Analysis**
- What are our strategic goals, objectives, tactics, and measures of success (GOTM)? Where do we stand?
- Where does the athletics department fit within these (actual/required and perceived/ideal)?
- STEP, SWOT of internal work to formulate strategy elements (i.e., GOTM) (Assume done already).

**Athletics Department Analysis**
- STEP, SWOT of their internal work to formulate strategy elements (i.e., GOTM) for athletics department (Study them).
- Identify current practices and the +/- of them, success levels of them
- Identify related parties (e.g., campus recreation, health & wellness outreach) where +/-, success levels can be used as exemplars.
- Identify contact(s) within the athletics department for outreach.

**The Hello**
- Connect. Purpose of engagement moves from relationship establishment, understanding of operations and GOTM, idea formation, strategic (co)planning, implementation, measure, continued strategic (co)planning.
- Will vary by institution, so after this point, things get a bit foggy.
Previous slide items are the start of your unique checklist. The key finding for all relationship research done is that integrated strategy is the only way forward. Athletics departments are a significant campus unit with many of its own independent and interrelated functions with others on campus.
“It does not matter how slowly you go as long as you do not stop” – attributed to Confucius
Reference Materials


Partnering with Campus Recreation

Collegiate Sport Sustainability Summit 2015 - Purdue University

Maureen McGonagle
Centers LLC at DePaul University
Valuing Sustainability in Collegiate Recreation

**Sustainability** is meeting the needs of the present without compromising the ability of future generations to meet their own needs. — The Brundtland Commission, 1987

**Socio-Economic**
- Accessibility
- Affordability
- Business ethics
- Labor practices
- Risk management

**Socio-Environmental**
- Stewardship
- Environmental justice
- Resource sharing

**Economic-Environmental**
- Full-cost accounting
- Facility design
- Resource efficiency
  - Energy, materials, water
- Operations

**Environment**
- Energy-renewal
- Carbon footprint
- Waste reduction
- Land use/green spaces

**Social**
- Inclusiveness
- Equity/justice
- Diversity
- Opportunity
- Service

**Econmic**
- Fiscal stewardship
- Resource development
- Internal controls
- Return on investment
- Asset management

Commission for Sustainable Communities, Draft April 2012
Campus Recreation is interested if the idea...

- Saves money, saves time, or saves effort;
- Strengthens networks and relationships;
- Creates synergy;
- Increases satisfaction;
- Engages students, faculty, staff;
- Promotes learning;
- Is the right thing to do;
- Leads to healthy people & healthy communities
College Students Urge Classmates to Pee in the Shower, to Save the Environment, Obviously
Successful Collaborations
University of Tennessee Knoxville

Benefits:
- Over 1 million gallons of water did not have to be neutralized ($$ savings)
- Over 1 million gallons of water did not need to be dumped into the sewer system
- RecSports paid for neutralizing pool water and the sewer fee; Athletics paid for re-filling and balancing the water in their pool; Facilities Services paid for pumping the water from pool to pool.
- Significant financial savings and environmental benefits.

Partners:
RecSports; Facilities Services;
Athletics; Duffield Aquatics

Aquatics Sustainability project
DePaul University

Empower CPS students of color to pursue education as a catalyst to success.

CPS students visit DePaul for a Team Challenge, Campus Tour, intro to higher education, and Courageous Conversations.

Partners:
Campus Recreation (FO);
Office of Multi Cultural Student Success (SA);
Center for Access & Attainment (EM&M);
Chicago Public Schools (MIP)

D-MEN Challenge & GLAD Program
University of Akron

Tours and presentations to local homeless teens to discuss the opportunities for them to attend UA. Rec focus: taking care of themselves as students, availability of programs and facilities.

Partners:
Project RISE student organization;
Financial Aid; Admissions Office;
Office of Student Success;
Campus Recreation

Realizing Individual Strength through Education

Project RISE
Akron
Portland State University

Trans*, genderqueer, and all body-positive people who want to exercise in an environment that honors and supports individual identity.

Body positive people should value, appreciate, and celebrate all body types without positioning one type of body as better, more beautiful, or more correct than other types of bodies.

Partners:
Campus Recreation;
Queer Resource Center

Trans* Affirming
Washington State University

A charitable program benefitting families in need and diverting waste from landfills.

Donations are accepted during spring semester move out week; annually collect 30,000 pounds of food, clothing, and other materials!

Partners:
University Recreation; Wellbeing Program; Center for Civic Engagement; Residence Life; local churches; non-profits; city agencies

Move Out Pitch In (MOPI)
WIN-WIN
Situation