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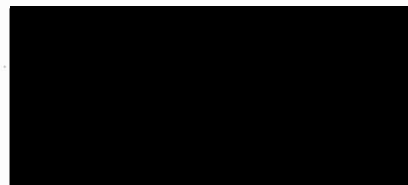
A Study of High School Summer Sports Camps

“Is there a way to implement summer sports camps at Lynn University that will benefit all aspects of the overall mission and goals of Lynn University?”

**By
Tim DeVinney**

A graduate project submitted to the Graduate School in partial fulfillment of the requirements for a Masters of Science in Sports and Athletics Administration

**Lynn University
May 5, 2002**



**APPROVED BY
Dr. Richard A. Young**

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Abstract

Lynn University is a successful university in many phases. One area that Lynn excels in is athletics. The athletic department as a whole has won several national championships. Many programs are highly ranked nationally year after year. Within this success there is one aspect of college athletics that Lynn University does not have. There are no summer high school sports camps. Many other colleges utilize summer camps to aid their sports programs and universities as a whole.

This research project contains a comprehensive study concerning summer high school sports camps. First the nature and purpose of the study are discussed. The literature review follows with a look at funding and what summer sports camps can bring to a university. Procedures and method of the study are the next area and finally the results and references. The research question for the study is, “is there a way to implement summer sports camps at Lynn University that will benefit all aspects of the overall mission and goals of the University?”

Findings from the research are very positive. It is found that schools greatly benefit from high school summer sports camps. Unfortunately, for the time being, the likelihood of implementing camps is non-existent due to a major facilities conflict. The goal of developing a proposal for the implementation of the sports camps could not be attained. However, the study has been successful.

Chapter 1

Introduction

Nature of the Study

Being a small college, the athletic programs at Lynn University have budgets that are often not quite enough to support a successful program. Salaried coaching staffs are kept to a minimum, requiring the help of volunteers. Equipment and travel costs are pushing annual budgets to the max. Recruiting, a major role of college athletics has to be taken care of with limited resources. Coaches have to find ways to overcome these money issues and produce a winning team.

At Lynn University the athletic department has its own fundraising arm to help support the financial issues. The Blue & White Club along with the efforts of each team raise money that is distributed into separate accounts for each team. Members of the Blue & White Club also donate money to support athletics at Lynn. This is a very beneficial means of funding.

Lynn University does not have access to one important resource. Athletic programs are not able to conduct summer sports camps in their sport. Many colleges, big and small, rely on athletic camps as a vital funding source. These camps are normally operated in the summer and their lengths vary. The logistics of camps will be discussed in detail later.

Purpose of the Study

Allowing the athletic department to conduct sports camps would provide the necessary funds to fully supplement budgets. Sports camps also offer many amenities to

the University beyond funding for athletics. The intention of this study is to propose a way for teams to conduct summer sports camps that will be supported by the University as a whole. To draw up a proposal that would help the University in several facets. Finding a way that will allow summer sports camp to enhance Lynn University.

This study is intended to show the benefits of such camps and how, if implemented, could benefit the University as a whole. In no way would any current operations or aspects of Lynn need to change through the proposal. The proposal is built around all current operations. The overall purpose of the study is to improve not only athletics at Lynn, but also the entire University.

Research Question

Is there a way to implement summer sports camps at Lynn University that will benefit all aspects of the overall mission and goals of the University?

Definition of Terms (within Research Question)

Summer sports camps consist of camps taking place in the summer when classes (other than summer classes) are not in session. Each individual sports program would operate the camps. The camps would adhere to all University polices and regulations as well as NCAA rules and regulations. Lynn University's mission and goals are those that are created by the University's administration and stated in the Lynn University undergraduate catalog (2000-2001, p. 10).

Professional Importance

With the review of the related literature it is easier to see what the athletic department and summer sports camps offer Lynn University. Being in the athletic department at Lynn University it is easy to see the need for sports camps. Also, being in the Sport and Athletic Administration Master's program has provided an opportunity to fully research the topic through the required Graduate Project.

A study of this nature is directly related to sports administration. There are issues at every institution that will require similar research to resolve. Gaining the experience of researching such a topic will provide the tools necessary to address issues of administration that will arise in an athletic administrator's career. Change can be a good thing and it is necessary to learn the proper channels to bring about positive outcomes.

Significance to the Institution

Colleges and universities utilize athletics and sports camps to attract students, get corporate sponsorships, promote positive community relations, gain national and international recognition, foster alumni relations, boast campus morale and enhance academic departments

Properly implemented, high school summer sports camps provide positive exposure to universities. They expose potential students to the university. Community relations improve due to increased numbers of local families getting involved at the university. High School summer sports camps also help small colleges gain recognition both state and nation wide, by bringing in athletes from across the state and country.

Anticipated Benefits

There are two possible outcomes. The first is that, a proposal will be brought to Lynn University, which if implemented, would improve the athletic department and Lynn University in all discussed areas. The second is that for Lynn University the way things are operating currently is the most beneficial for the institution as a whole and no change will be made. A major benefit in the process for myself is that I will learn the research process and be ready to engage in similar issues in the future.

Importance of Anticipated Benefits to Lynn University

Lynn University will have even greater success throughout its athletic department. The University will find that camps have the potential to attract students, get corporate sponsorships, promote positive community relations, gain national and international recognition, foster alumni relations, boost campus morale and enhance academic departments.

Properly implemented, high school summer sports camps provide positive exposure to universities. They expose potential students to the university. Community relations will improve due to increased numbers of local families getting involved at the university. High School summer sports camps also help small colleges gain recognition both state and nation wide, by bringing in athletes from across the state and country. Being as diverse as Lynn is it would be no surprise to see many international students attending the camps as well. The camps provide an opportunity for high school students, in the decision-making years, a chance to come to Lynn and see the campus. This could be a great tool for admissions. There would be hundreds of high school age students

visiting the campus during the camps. Through financial gains of large corporate sponsorships the University, as a whole will reap the benefits.

Camps would also open a door for funding coaching staffs. The money generated by these camps will help fund assistant coaches. Many of Lynn's assistant coaches are graduate assistant's receiving schooling and a stipend of approximately \$2500. Camps would provide these coaches additional funding necessary to support oneself through graduate school.

Improvement of the Educational Process

A study of this nature will be necessary for university athletic administrators. Within athletics it is important for athletic administrators to seek every opportunity that may enhance the athletic department and university. Through such a study the tools and knowledge will be acquired to address similar issues within the field.

Chapter II

Review of Related Literature

A great deal of literature exists supporting different methods of how athletics can be used to support colleges and universities overall success. Fundraising is necessary for small college athletic programs across the country. Colleges that are tuition driven require supplemental sources of income to fund many aspects of the university. Athletic budgets provided by institutions are typically just enough to supply adequate funds for each individual sport. The additional funding required for excellence has to come from elsewhere. Sports teams use fundraising to generate such funds

The literature review focuses on the importance of athletic as a whole to any particular institution. To be fair it is important to show that schools can have success without any athletic programs. So this point is expressed in the review but in no way is encouraged. Schools that are increasing athletic programs' success and utilize their successful athletic programs to draw students is yet another point of this review. Colleges and Universities overall institutional funding that athletic can provide is another point of this review. The exposure that successful athletic programs provide for an institution is another vital aspect of this section. This review also includes schools' athletic programs that have become more successful through summer camps. And finally, the NCAA has rules and regulations mandating the operations of athletic camps. These rules and regulations are also discussed in the literature review.

Universities attempt to make themselves as attractive as possible to potential students. Universities must spend to make themselves as attractive as possible to their

constituents (Bay, 2000, p. 1). It is known that in any business industry there are many techniques to make a product attractive. Sports are one aspect that attracts students to colleges and universities. It is a fact that when choosing a college, athletics are on the lists' of many people. Those that put it on the list are interested in attending a school that have successful programs so they can feel as though they are a part of something special along with a fulfilling academic experience.

Universities are able to grow without having sports programs. The Community college of Southern Nevada has nearly doubled its enrollment in the past four years to 31,000 without having any sports programs (Selingo, 1998, p. 1). Only about half of all community colleges have sports teams. The Community College of Southern Nevada clearly shows that sports are not the only ingredient for attracting students, especially at a community college. Schools are able to be successful without athletics but it is an additional tool that may be utilized.

Institutional funding has always been an issue with colleges and universities. "Educational institutions in the past decade have become increasingly strapped for funds as public support has decreased" (Steinriede, 1999, p. 2). Corporate sponsorships have allowed colleges and universities an avenue to generate funding. Coke and Pepsi have spent a combined 175 million dollars in sponsoring sporting events in 1998 (Steinriede, 1999, p. 1). Educational institutions are increasingly picking up corporate sponsorships to aid in funding.

Corporate sponsorships are vital to many institutions. A successful athletic program is one way to land these sponsorships. Companies want to be associated with success. If there is an opportunity to get their name associated with a successful program

they will do it. In order for this partnership to take place both parties want to gain something positive. If institutions have something positive to offer they are more likely to gain such sponsorships.

Canadian institutions are learning the importance of athletics (DeMont, 1999, p. 2). Canadian universities are using athletic to attract and keep students. Using athletics to increase visibility is showing signs of success in Canada. Sports programs that win are import in gaining visibility, “beefing up sports programs is as much part of their [Canadian institutions] public relations strategy as ads on television or in national print media” (DeMont, 1999, p. 2). Students notice these schools that have a winning tradition. They want to attend so they are a part of the school’s winning tradition.

Institutions that can properly market athletics can gain and influence prospective students. This in turn increases the number of students that want to attend the school. If a school is looking to increase the overall student body population it can be accomplished in this manner. Even if a school does not desire to increase in numbers, due to the increased number of applicants, it can increase academic standards for admission. Either way the school is improving due to the exposure they have gained.

Students that attend varsity-sporting events enjoy the sideline camaraderie (DeMont, 1999, p. 4). They are drawn to universities that promise sporting events that provide this sense of camaraderie; morale is boasted when such events take place. Students have lifelong memories of the times they spent at varsity events. And upon becoming alumni, are more willing to continue supporting the institution.

Students, upon attending, find that athletics can bond them with the student body. The camaraderie experienced while in school will last throughout a lifetime. As a result

alumni become more supportive and involved than they do at schools where such bonding does not take place. Community involvement also increases with the success of athletics. Towns and cities are more likely to support successful programs.

College athletics bring several tools to the table of institutions. If used in a positive manor, athletic programs can bring tremendous success to colleges and universities. However, education has to maintain the top priority of any educational institution. The colleges and universities that are able to find avenues for athletics to enhance the educational process are the institutions that should be modeled in today's society.

The review of literature has brought forth several points. All of which lead to one point in particular, athletics can be used to improve many dimensions of a college or university. Lynn University is using its athletic department successfully to provide the amenities that it is capable of doing. The question stands would sports camps aid in that success and provide greater opportunities for Lynn University as a whole???

Chapter III

Methodology and Procedures

Research for this topic would include four main objectives. (1) Fully understanding Lynn University's mission and goals would be the first issue. (2) Second would be to find colleges or universities that have similar situations. (3) The third aspect would be to identify existing sports camps that contribute to institutions overall success. (4) And the final goal would be to propose a plan that would draw comprehensive support, by benefiting Lynn University as a whole.

The procedures necessary for such a project include several types. Interviews will be the most beneficial. Throughout the University are several people that will be instrumental in supplying vital information. Research on similar institutions (size, location and/or goals) with summer camp programs will need to be conducted. This research will be conducted through a questionnaire (appendix A). It will be monumental that all procedures are conducted with the betterment of Lynn University in mind.

The questionnaire will be sent to the following schools; Barry University, Florida Institute of Technology, University of North Florida, Florida Southern College, Northwood University (FL), Nova Southeastern University, Palm Beach Atlantic College, Rollins College, St. Leo College, St. Thomas University and the University of Tampa. For each school the questionnaire will be addressed to the athletic department. It will be first sent to the athletic director with him/her sending it to the person in the department that is best capable of completing the questionnaire. The questionnaire is designed to gather information about existing summer sports camps. This information will allow the best possible proposal to be constructed.

The implementation of proposal will be discussed with Lynn University staff for their input and suggestions. This will be done through interview type sections.

Discussions will involve the following points: University policies, facilities, current operations, costs and realistic chances of a proposal being implemented.

Assumptions

It is assumed that the people needed to gather the research will be open to providing accurate information to conduct the study. With the questionnaire, it is essential for complete and accurate information to be provided. Interviewees of Lynn University's staff and administration will understand that the goal of this project is to provide a proposal that will benefit the University in all aspects.

Limitations

The existing literature does not provide exact data and information on such a topic. This means that, for this project, all research data will have to be primary data. Research for this project will take longer than some other studies but will be able to be completed in ample time to complete by June of 2002. There is little hope of finding an institution with a similar situation. This again will be a limitation but would not prevent successful completion of the project. All in all the limitations for this project are minimal and should not hinder successful completion of the project.

Chapter IV

Results

The results of the research portion of the study are very positive. Through the questionnaire all schools that had summer sports camps reported great benefits. It was determined that schools benefited in the following areas: exposure to potential students; income for coaching staffs (staffing); positive community relations; recruiting benefits; name recognition of school throughout region/nation and summer sports supplement budgets in general.

The overall rank of benefits is as follows; supplement budgets, Income for coaches (staffing), Exposure of campus to potential students, positive community relations, name recognition of school throughout region/nation and recruiting benefits. The order was fairly consistent with all schools. Income for coaches (staffing) received the most number "1's" with five. Supplementing budgets received all "1's" and "2's" with one "3". Exposure of campus to potential students was also highly ranked. It is clear that this is a major benefit. Lynn University, in my opinion, has a very attractive campus and could benefit enormously in this area.

The two areas that camps are most beneficial in are supplementing budgets and income for coaching staffs. One of these two areas ranked either first or second on all but one of the eight schools responding that have camps. The income generated by camps provides individual sports teams with money to allocate to their areas.

It was found that each individual sports team operated the camps. The operation included advertising/promotion. It was also found that coaches (operating camps) take pride in the camps. It was stated that camps are a business (operated by the coaches). It

can be assumed that facilities of each school were used to operate camps. Therefore, even though the camps are run by each individual sport the school ultimately operates the camps.

Until implemented it is not possible to rank the order of benefits for Lynn University, but it would be expected to follow suit considering the schools surveyed. All schools were similar in size (either by athletic division or enrollment) and all schools are in Florida so the location is also similar. A complete list of schools can be found in the appendix on page A2.

To anticipate the same results for Lynn University would be ideal. To say that Lynn University could operate sports camps and generate funding for coaching staffs and supplement budgets in the same fashion would be great. However each school has a different situation. The situation at Lynn is unique. At Lynn there are Pine Tree camps in the summer. These camps operate June through July.

Although research and findings were positive the final result is not, as far as high school summer sports camps. Pine Tree Camps are in the summer and run from approximately the second week of June to the second week in August. The camps run from 9am to 5pm. Facility conflicts would incur if high school summer sports camps were implemented at Lynn University. With Pine Tree Camps being very successful and accomplishing many of the goals that high school sports camps would, it maybe best for Lynn University to continue without summer high school sports camps. The major benefit that high school summer sports possess that Pine Tree Camps do not is campus exposure to prospective students in their decision making (choosing a college) years.

Sports camps would provide an opportunity for admissions to show Lynn University to many high school students that would not otherwise visit the campus.

Unfortunately, the goal of rendering a proposal to implement summer high school sports camps for the University is not feasible. To say that this study is unproductive would not be true. The number one priority of the study is to learn the fundamentals of such a study. This priority has been attained. Also through showing the positive role that summer high school camps can provide will hopefully be recognized and one day, if facilities become available, summer sports camps may be implemented at Lynn University.

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Appendix

A2 – List of Schools sent questionnaires and general information

A3 – Contact Information for schools involved in the study

A4 – Sample Questionnaire

A5-A13 – Returned Questionnaires

A14-A15 – Individual Question Breakdown

A16 – Cumulative Results from the Questionnaire

Questionnaire Results

Schools that were sent questionnaires

Barry University
Florida Institute of Technology
Florida Southern College
Northwood University
Nova Southeastern University
Palm Beach Atlantic College
Rollins College
St. Leo University
St. Thomas University
University of North Florida
University of Tampa

(School listed in alphabetical order)

General Information

Schools Contacted	11
Schools Responding	9
Schools with Sports Camps	8

Questionnaire Results

Contact Information

Below is a list of the schools along with the contact information that questionnaires were sent to. All questionnaires were addressed to the athletic directors at the school address. A letter explaining the questionnaire and project was sent with the mailing along with a self addressed stamped envelope for return of the questionnaire.

<u>School</u>	<u>Athletic Director</u>	<u>Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>	<u>Phone Number</u>
Barry University	Mike Covone	11300 NE 2nd Ave	Miami	FL	33161	305-899-3000
Florida Institute of Technology	William Jurgens	150 W. University Blvd.	Melbourne	FL	32901	407-674-8032
Florida Southern College	Mike Roberts	111 Hollingsworth Dr.	Lakeland	FL	33801	863-680-4254
Northwood University	Rick Smoliak	2600 North Military Trail	West Palm Beach	FL	33409	
Nova Southeastern University	Corey Johnson	3301 College Ave.	Fort Lauderdale	FL	33314	954-262-8270
Palm Beach Atlantic College	Lyle Wells	901 South Flagler Dr. PO Box 24708	West Palm Beach	FL	33416	561-805-2533
Rollins College	Phillip Roach	1000 Holt Ave. Box 2730	Winter Park	FL	32789	407-646-2198
St. Leo University	Fran Reidy	MC 2038 Box 6665	St. Leo	FL	33574	352-588-8221
St. Thomas University	Athletic Director	16400 NW 32nd Ave	Opa Locka	FL	33054	305-628-6678
University of North Florida	Dr. Richard Gropper	4567 St. Johns Bluff Rd. S.	Jacksonville	FL	32224	904-620-2833
University of Tampa	Larry Marfise	401 W. Kennedy Blvd. Box 1	Tampa	FL	33606	813-253-6240 ex3100

(Schools are listed in alphabetical order)

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes _____ No _____ If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball				
Men's/Women's Basketball				
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer				
Softball				
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

3. Who receives the funding from the camps?

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- _____ Exposure of campus to potential students
- _____ Income for coaches (staffing)
- _____ Positive Community Relations
- _____ Recruiting benefits
- _____ Name recognition of school throughout region/nation
- _____ Supplement budgets
- _____ Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball				
Men's/Women's Basketball				
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer	1	8-16	TBA	TBA
Softball				
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

Soccer Coaches

3. Who receives the funding from the camps?

Soccer program

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 1 Exposure of campus to potential students
- 6 Income for coaches (staffing)
- 4 Positive Community Relations
- 2 Recruiting benefits
- 5 Name recognition of school throughout region/nation
- 3 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

We haven't had camp enough years to properly answer.

7. Your title at the school.

St. Thomas Univ.

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	4	8-17	150 per	
Men's/Women's Basketball	1 ea	8-17		
Cross Country	NA			
Crew	NA			
Men's/Women's Golf	NA			
Men's/Women's Soccer	2 ea	6-17	135 ea	
Softball	4	6-17	125 ea	
Men's/Women's Tennis	NA			
Additional Sports	NA			

2. Who operates the Camps?

Institution

3. Who receives the funding from the camps?

EA Sport

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 2 Exposure of campus to potential students
- 1B Income for coaches (staffing)
- 3 Positive Community Relations
- 4 Recruiting benefits
- 1 Name recognition of school throughout region/nation
- 1A Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

Ath. Director

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	3	6-14		
Men's/Women's Basketball	3	4		
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer	3	4		
Softball	3	4		
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

Individual Coaches

3. Who receives the funding from the camps?

Individual Coaches

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 3 Exposure of campus to potential students
- 1 Income for coaches (staffing)
- 4 Positive Community Relations
- 5 Recruiting benefits
- 2 Name recognition of school throughout region/nation
- _____ Supplement budgets
- _____ Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

AD

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	2	9-16	NA	NA
Men's/Women's Basketball	2	10-16		
Cross Country	—			
Crew	—			
Men's/Women's Golf	—			
Men's/Women's Soccer	2	12-14		
Softball	2	9-14		
Men's/Women's Tennis	—			
Additional Sports				
<u> Soccer </u>	2	9-10		
<u> Volleyball </u>	2	9-16		

2. Who operates the Camps?

Individual Coaches - If in there own business?

3. Who receives the funding from the camps?

Coaches

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 1 Exposure of campus to potential students
- 3 Income for coaches (staffing)
- 1 Positive Community Relations
- 1 Recruiting benefits
- 1 Name recognition of school throughout region/nation
- 2 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

Again, they are all private camps

7. Your title at the school.

Associate A.D.

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	4	6-14	125	150
Men's/Women's Basketball	6	6-14	125	150
Cross Country	no			
Crew	no			
Men's/Women's Golf	no			
Men's/Women's Soccer	no			
Softball	no			
Men's/Women's Tennis	no			
Additional Sports	4	8-13	100 per camper	125 per camper
<u>Volley ball</u>				

2. Who operates the Camps?

Coaches

3. Who receives the funding from the camps?

Coaches their Sports programs

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 3 Exposure of campus to potential students
- 1 Income for coaches (staffing)
- 4 Positive Community Relations
- 5 Recruiting benefits
- 6 Name recognition of school throughout region/nation
- 2 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

A.D.

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes X No _____ If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	2/2	45 / Little	1000	20,000
Men's/Women's Basketball	4/2	All	500	20-30
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer	4/3	all	500	15-20
Softball				
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

EACH PROGRAM

3. Who receives the funding from the camps?

EACH PROGRAM

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 3 Exposure of campus to potential students
- 1 Income for coaches (staffing)
- 5 Positive Community Relations
- 6 Recruiting benefits
- 4 Name recognition of school throughout region/nation
- 2 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

Coaches take pride in their camps.

7. Your title at the school.

AD

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	2	8-16	150	50
Men's/Women's Basketball	2 each	6-16	"	"
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer	2 each	6-16	"	"
Softball				
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

Coaches

3. Who receives the funding from the camps?

Each program

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 4 Exposure of campus to potential students
- 1 Income for coaches (staffing)
- 6 Positive Community Relations
- 5 Recruiting benefits
- 3 Name recognition of school throughout region/nation
- 2 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

AD

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes No If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball	4	all	varies	
Men's/Women's Basketball	4/3	all	varies	
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer	4 each	5-15	\$ 500	depends on #
Softball	2	10-16		
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

coach of each sport

3. Who receives the funding from the camps?

each program

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- 3 Exposure of campus to potential students
- 2 Income for coaches (staffing)
- 4 Positive Community Relations
- 6 Recruiting benefits
- 5 Name recognition of school throughout region/nation
- 1 Supplement budgets
- Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

each coach promotes their own camp

7. Your title at the school.

AD

Summer Sports Camp Questionnaire

1. Do you offer summer sports camps? Yes _____ No A If no, please give a short explanation on back

If yes, fill in the information beside each sport

	# of weeks	age of campers	estimated cost of operating	estimated revenue
Baseball				
Men's/Women's Basketball				
Cross Country				
Crew				
Men's/Women's Golf				
Men's/Women's Soccer				
Softball				
Men's/Women's Tennis				
Additional Sports				

2. Who operates the Camps?

3. Who receives the funding from the camps?

4. Rank this list of benefits starting with "1" as the most beneficial. If any do not apply please leave blank.

- _____ Exposure of campus to potential students
- _____ Income for coaches (staffing)
- _____ Positive Community Relations
- _____ Recruiting benefits
- _____ Name recognition of school throughout region/nation
- _____ Supplement budgets
- _____ Other _____

5. Describe any aspects unique to your summer camps or suggestions that may help others.

7. Your title at the school.

 Athletic Secretary

Questionnaire Results

Individual Question Breakdown

Question #	Question	*School #	Rank
1	Exposure of campus to potential students	1	3
		2	4
		3	3
		4	3
		5	1
		6	3
		7	2
Remark:	Overall this is the third most important area.	8	1

Question #	Question	*School #	Rank
2	Income for coaching staffs (staffing)	1	2
		2	1
		3	1
		4	1
		5	3
Remark:	This area received the most "1's". It is viewed as <u>the most important</u> by five of the eight schools	6	1
		7	1
		8	6

Question #	Question	*School #	Rank
3	Positive community relations	1	4
		2	6
		3	5
		4	4
		5	1
		6	4
Remark:	This area is seen as the forth most important. One school viewed it as the most important area.	7	3
		8	4

Questionnaire Results

Question #	Question	*School #	Rank
4	Recruiting Benefits	1	6
		2	5
		3	6
		4	5
		5	1
		6	5
		7	4
Remark:	Overall this is viewed as the least important area	8	2

Question #	Question	*School #	Rank
5	Name recognition of school throughout region/nation	1	5
		2	3
		3	4
		4	6
		5	1
		6	2
		7	5
Remark:	This area is fourth out of six.	8	5

Question #	Question	*School #	Rank
6	Supplement Budgets	1	1
		2	2
		3	2
		4	2
		5	2
		6	
Remark:	This area <u>ranked first overall</u> .	7	1
	Six out of eight school ranked it first or second.	8	3

* "School #" is consistent throughout however the surveys are anonymous

Questionnaire Results

Cumulative Results

General Information

Schools Contacted	11
Schools Responding	9
Schools with Sports Camps	8
Total Range of Camper's Age	6-17

Rank of benefits of camps

As listed by each of the responding schools

	#1	#2	#3	#4	#5	#6	#7	#8	Sum	Average	Rank	Total "1's"	Total "2's"	Total "1's & "2's"
Exposure of campus to potential students	3	4	3	3	1	3	2	1	20	2.50	3	2	1	3
Income for coaches (staffing)	2	1	1	1	3	1	1	6	16	2.00	2	5	2	7
Positive community relations	4	6	5	4	1	4	3	4	31	3.88	4	1	0	1
Recruiting benefits	6	5	6	5	1	5	4	2	34	4.25	6	1	1	2
Name recognition of school throughout region/nation	5	3	4	6	1	2	5	5	31	3.88	4	1	1	2
Supplement budgets	1	2	2	2	2		1	3	13	1.86	1	2	4	6

Schools that were sent questionnaires

Barry University
 Florida Institute of Technology
 Florida Southern College
 Northwood University
 Nova Southeastern University
 Palm Beach Atlantic College
 Rollins College
 St. Leo University
 St. Thomas University
 University of North Florida
 University of Tampa