

OFFICE OF INSTITUTIONAL RESEARCH

**SURVEY OF STUDENT INTERESTS
IN ATHLETICS, FITNESS,
AND SPORTS ACTIVITIES**

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EXECUTIVE SUMMARY

The major findings from the survey of student interests in athletics, fitness and sports activities at James Madison University are summarized below:

- More than one third of the students surveyed report being extremely interested in watching athletic, fitness, or sports events. An additional 48 percent report being somewhat interested. Only 14 percent report little or no interest in athletic, fitness, or sports events.
- Interestingly, even more students report an interest in *participating* in athletic, fitness or sports activities. Forty-five percent report being extremely interested, 44 percent report being somewhat interested, and 11 percent report being not very interested or not at all interested.
- The majority of students (58 percent) feel that JMU places the right amount of emphasis on intercollegiate athletics. Five percent believe JMU places too much emphasis on intercollegiate athletics, and 31 percent perceive too little emphasis. Six percent of the respondents do not know whether they believe JMU places too much, too little, or the right amount of emphasis on intercollegiate athletics.
- The vast majority of both male and female students have been involved in some type of high school athletics program. Two-thirds of females have participated in a high school varsity program, with soccer, track and field, cheerleading, field hockey and basketball being the most popular. Three fourths of males have participated in a high school varsity program, with soccer, football, track and field, basketball, and baseball heading the list.
- Significantly fewer students report participation in collegiate athletic programs. Less than 12 percent of females report participating in an intercollegiate or club athletic activity during the past year. The most popular intercollegiate programs are swimming, soccer, lacrosse, field hockey, fencing, cheerleading, and basketball. The most popular club programs are field hockey, soccer, volleyball, swimming, basketball, lacrosse, gymnastics, exercising, dancing, and caving.
- Males more often report participating in intercollegiate or club athletic programs (20 percent). The most popular intercollegiate athletics include soccer, cheerleading, track and field, football, and cross-country running; the most popular club activities include basketball, water polo, softball, soccer, rugby, roller hockey, lacrosse and tennis.
- Intramural athletic activities boast higher participation rates than do intercollegiate or club programs. For females, the most popular are soccer, softball, volleyball, and basketball. The most popular intramural programs among males include basketball, soccer, softball, touch football, and volleyball.
- When asked why they are not involved in intercollegiate athletics programs, students cite a variety of reasons, with the most common being lack of time and interference with studies.
- At least 76 percent of all students mention at least one existing or potential collegiate program in which they are *interested* in participating. For females, the most popular are dancing, swimming, field hockey, crew/rowing, soccer, volleyball, softball, basketball and track and field. For males, the most popular are soccer, baseball, lacrosse, basketball, and volleyball. Club and intramural programs generate more interest than do intercollegiate programs.
- Throughout the survey, non-listed entries indicate that snowboarding, rock climbing, floor hockey, and street or roller hockey are increasing in popularity.

INTRODUCTION AND OVERVIEW

This report describes the results of a survey of James Madison University students conducted in the spring of 2000. The purpose of this survey is to measure students' interests in athletics, fitness and sports activities. The survey, entitled "Survey of Student Interests in Athletics, Fitness, and Sports," was developed by the National Collegiate Athletic Association (NCAA) in 1992 (Page 31, Appendix A) and modified for distribution online.

"Interests" are difficult to measure, and the survey administered includes a variety of questions intended to capture the different meanings of this term. "This survey defines interests to include desire to participate in existing *or* potential programs as well as various measures of past involvement" (NCAA). The survey includes questions not only about programs sponsored by JMU, but also those sponsored by other groups, as well as informal programs, such as friendly games or personal physical fitness. Finally, items concerning obstacles to participation in athletic activities are included. The survey is divided into five broad sections including: (1) interest in athletics, fitness and sports activities; (2) participation in high school athletics, fitness and sports activities; (3) participation in college athletics, fitness and sports activities at JMU; (4) interest in participating in athletic activities at JMU; and (5) background demographic variables (Page 4, "Topical Coverage," for a more complete description).

The goals of this project are to estimate how many JMU students are currently involved in the various programs offered and how many are interested in becoming involved; and to identify the most common obstacles which need to be overcome in order to increase participation. In accomplishing these goals, JMU will be able to evaluate better compliance with Title IX. This compliance issue focuses on proportional representation of students in programs and meeting the interests and levels of both male and female students.

METHODS

Survey Design

The survey was designed to be administered by mail, but was conducted by email. Free T-shirts were awarded to those who completed the survey and desired the prize. Three electronic emails were employed using a random sample of enrolled students listed in the PeopleSoft© student information system.

First email: A simple random sample of 513 undergraduate JMU students was selected. Each student was emailed a notice of the survey and directed to the following Web site to complete it.

(<http://www.jmu.edu/instresrch/surveys/Athletics/ica2000.HTM>)

Second email: Students who had not responded were sent a follow-up email reminding them to return the survey as soon as possible if they had not already done so.

Third mailing: Students who had not responded were sent a follow-up email reminding them to return the survey as soon as possible if they had not already done so.

Sampling Error

One hundred and ninety-nine female students and one hundred and twenty-four male students completed usable electronic surveys. Five additional students completed usable surveys, but failed to indicate their gender. Together, this resulted in a 63.0 percent response rate, just over the goal of a 60 percent response rate. This rate is similar to that attained by other institutions implementing the same survey, and is considered sufficient to be reasonably confident of the accuracy of results. With this response rate, estimates derived from this sample should differ for the true population of all undergraduate students by less than 5 percent.

Although the above assumption is reasonable, response bias is still a potential type of survey error. Response bias refers to the instance that students who did not return the survey differ systematically in some way in comparison to those students who did return surveys. In addition to the favorable response rate, additional measures were taken to guard against this potential problem. Demographic data from the sample were compared with the total population of undergraduate JMU students. It was found that females were somewhat over represented (based on a chi square test), as they comprised 61.6 percent of the sample population vs. 57.6 percent of the total undergraduate population. The possibility that women and men respond systematically differently to the questionnaire is thus a potential threat to the validity of the survey's results. Although it is impossible to know the extent, if any, to which the different response rates of male and female students may have affected the overall results of the study, comparisons of this study with those done at other universities reveal similar patterns.

Comparison of Population and Sample Percentages

	Student's Year in School			Gender	
	All Undergraduate JMU Students (N=13,122)	Sample (N=323)		All Undergraduate JMU Students (N=13,122)	Sample (N=323)
Freshmen	22.6%	25.1%	Male	42.4%	38.4%
Sophomore	24.8%	26.3%	Female	57.6%	61.6%
Junior	24.2%	25.1%			
Senior	28.3%	23.8%			

A chi square statistical test also was employed to determine whether the response rate by class was proportional to the actual number of students in each class. The results were not significant, indicating that the results are not affected by class enrollment. The sample did not differ statistically from the total undergraduate population in terms of race, but students from outside of Virginia were more likely to respond than in-state students. It is not known how the differences by geographical source may have affected the results, but it should be noted that this could be another possible threat to the validity of the survey's results.

TOPICAL COVERAGE

Survey results will be reviewed for both females and males in broad sections, corresponding to the sections on the actual survey:

1. Interest in Athletics, Fitness, and Sports Activities

The questions in this section are designed to be broad enough for all respondents to answer easily, regardless of personal athletic activity. Questions 1 and 2 address overall interest in athletic activities. (While question 1 concerns interest in watching, attending and keeping up with athletic activities, question 2 concerns interest in participating in athletic activities.) Question 3 addresses the respondents' perceptions of whether or not JMU places too much, too little, or the right amount of emphasis on intercollegiate athletics.

2. Participation in High School Athletics, Fitness, and Sports Activities

Questions 4 through 6 look at participation in high school athletic, fitness, and sports activities. It includes not only questions about varsity sport participation, but also about non-varsity activities sponsored by the high school and athletic activities not sponsored by the high school.

3. Participation in College Athletics, Fitness, and Sports Activities at JMU

This section is the most extensive, as it covers the heart of the survey's purpose --that is, to assess the value of JMU's present athletic programs to students. Questions 7, 9, 11, and 12, address participation in athletic activities while attending JMU during the past twelve months. This includes participation in intercollegiate athletic activities, club athletic activities, competitive intramural athletic activities, noncompetitive intramural athletic activities, non-credit classes, "open hours" at gyms, pools and other athletic, fitness, and sports facilities, organized athletic activities sponsored by JMU, and other athletic activities *not* sponsored by JMU. Conversely, questions 8 and 10 assess the obstacles that stand in the way of participation for those JMU students who do not participate in collegiate athletic activities.

4. Interest in Participating in College Athletics, Fitness, and Sports Activities at JMU

Finally, question 13 addresses which programs students would be interested in participating in which they are not already, at what level they would like to participate, and whether or not they would need to develop the athletic ability to effectively participate at that level. The purpose of this section is to determine if JMU's athletic programs are effectively meeting the interests of all students, and which activities, if any, warrant future consideration.

5. Background Demographic Variables

Data concerning academic year, full-time/part-time status, number of credits earned, gender, age, physical and/or mental conditions which limit ability to participate in athletic activities, race, and state in which high school was located were collected. These data will not only aid in assessing the nature of our sample to the student population, but also may offer additional interesting explanations for results.

Sample Description

Five hundred and thirteen male and female undergraduate students randomly selected from the total pool of undergraduate students at James Madison University were surveyed. Although 323 students returned usable surveys, resulting in the respectable response rate of 63.0 percent, many of the surveys contained an occasional item that the respondent left blank. For this reason, all reported

statistics will include only valid responses to the item(s), and can therefore be considered the *valid* percentages. Missing cases are not used in the calculation of percentages.

Of the resultant sample of 323 students, 38.4 percent are male and 61.6 percent are female. Nearly all are full-time students (96.5 percent), and most (88.5 percent) describe themselves as “White, not of Hispanic origin.” One in twenty respondents (4.0 percent) consider themselves to be “Asian or Pacific Islander.” and nearly that many (3.7 percent) are “Black (African American), not of Hispanic origin.” Only 2.2 percent report being “Hispanic.” A small (1.5) percent consider themselves a race not listed “Other”.

When asked what state or foreign country the high school they graduated from is located, respondents revealed a pattern extremely similar to the overall pattern of all undergraduate JMU students. Approximately two-thirds (64.3 percent) attended high school in Virginia, and significant percentages are from Pennsylvania (7.0 percent), New Jersey (6.4 percent), Maryland (5.2 percent), and New York (4.0 percent). However, as stated previously, out-of-state students were more likely to complete the survey.

Approximately one in four respondents are first-year students (25.1 percent), one in four (26.3 percent) are second-year students, 25.1 percent are third-year students, and 23.8 percent are fourth-year students. Most were born in 1978 (25.9 percent) or 1979 (23.1 percent), making them 18, 19, or 20 years old. With 24.0 percent born in 1980 and an additional 20.6 percent in 1981, less than ten percent were born before 1978.

Four and a half percent of survey respondents report a physical or mental condition that limits their daily activities.

FEMALE STUDENTS AT JAMES MADISON UNIVERSITY

I. INTEREST IN ATHLETICS, FITNESS AND SPORTS ACTIVITIES

The first question addresses general interest in watching athletic, fitness and sports events on TV or hearing them on radio; going out to attend events as a spectator; and keeping up with events by following news about athletic, fitness, and sports activities (Page 7, Graph 1). Approximately one-fifth (21.0 percent) of females report being “extremely interested” and more than one-half describe themselves as “somewhat interested.” While only 4.0 percent report they are “not at all interested,” a significant percentage (16 percent) describes themselves as “not very interested.” When asked of interest in *participating* in athletic, fitness, or sports activities (Page 8, Graph 2), 35 percent of females report being “extremely interested,” 48 percent are “somewhat interested,” 15 percent are “not very interested,” and only 3 percent are “not at all interested.”

Question three deals with students’ perceptions of the emphasis JMU places on intercollegiate sports in particular. Here, the majority of females (64 percent) agree that JMU places “the right amount” of emphasis on intercollegiate athletics (Page 8, Graph 3). The rest of the females are divided among the remaining three response options: 4 percent feel JMU places “too much emphasis” on intercollegiate athletics, 25 percent perceive “too little emphasis,” and 8 percent report they do not know how they feel (“don’t know”).

II. PARTICIPATION IN HIGH SCHOOL ATHLETICS, FITNESS AND SPORTS ACTIVITIES

Two-thirds (67.3 percent) of the females surveyed report participating in a varsity high school athletic program. The most common of these (Page 9, Graph 4) include soccer with a 23.1 percent participation rate, track and field (16.1 percent), cheerleading (15.1 percent), field hockey (15.1 percent), basketball (14.6 percent), softball (13.1 percent), and swimming (9.5 percent). Thirty-nine percent of females report participating in non-varsity athletic activities sponsored by their high schools. Graph 5 (Page 9) depicts the most popular non-varsity activities, with dancing, exercising/working out, swimming, and volleyball heading the list.

A greater percentage of females (70.9 percent) report participating in athletic activities *not* sponsored by their high schools. Not surprisingly, the most common activities (Page 10, Graph 6) include soccer (15.1 percent), swimming (12.1 percent), softball (11.6 percent), dancing (11.6 percent), and basketball (7.5 percent).

III. PARTICIPATION IN COLLEGE ATHLETICS, FITNESS AND SPORTS ACTIVITIES

Questions concerning participation in collegiate athletic programs were restricted to those at JMU in which the respondents had participated within the past 12 months. Definitions of “Intercollegiate,” “Club,” “Competitive Intramural,” and “Non-competitive Intramural” activities were provided in the survey (Appendix A).

PARTICIPATION IN PROGRAMS

Intercollegiate Level

Five percent of the female respondents are involved in intercollegiate athletic programs, as compared to two and seven-tenths percent listed on the Fall 1999 census file. As Graph 7 (Page 10) indicates, females report the highest rates of participation in swimming (0.5 percent), soccer (0.5 percent), lacrosse (0.5 percent), field hockey (0.5 percent), fencing (0.5 percent), cheerleading (0.5 percent) and basketball (0.5 percent). The census files, however, indicate that 14 percent of female athletes (regardless of athletic aid status) are involved in cross country/track and 7 percent in basketball. Seventy-nine percent of female athletes are involved in other sports.

Club Level

Involvement in club athletic activities among females is somewhat higher, with a 17.1 percent participation rate. Participation in club activities is highest in field hockey (2.0 percent), soccer (1.5 percent), volleyball (1.5 percent), and swimming (1.5 percent). (Page 11, Graph 8).

Obstacles to Participation in Intercollegiate and/or Club Programs

Females who do not participate in intercollegiate or club activities report a variety of obstacles to participation (Page 11, Graph 9). A little less than half feel that “it takes too much time” (46 percent) and/or “participating would interfere with my studies” (44 percent). Other commonly perceived obstacles include not being “good enough to make the team” (36 percent), not being “familiar with club or intercollegiate programs” at JMU (20 percent), and fearing participation “would interfere with my job” (20 percent). More than ten percent of females not participating in intercollegiate or club activities also report that they have been disqualified from participating or that they lack the physical ability to participate. “Other” obstacles reported often relate to playing intramurals, limited interest, financial constraints, physical disability, being unaware of programs, or dissatisfied with programs.

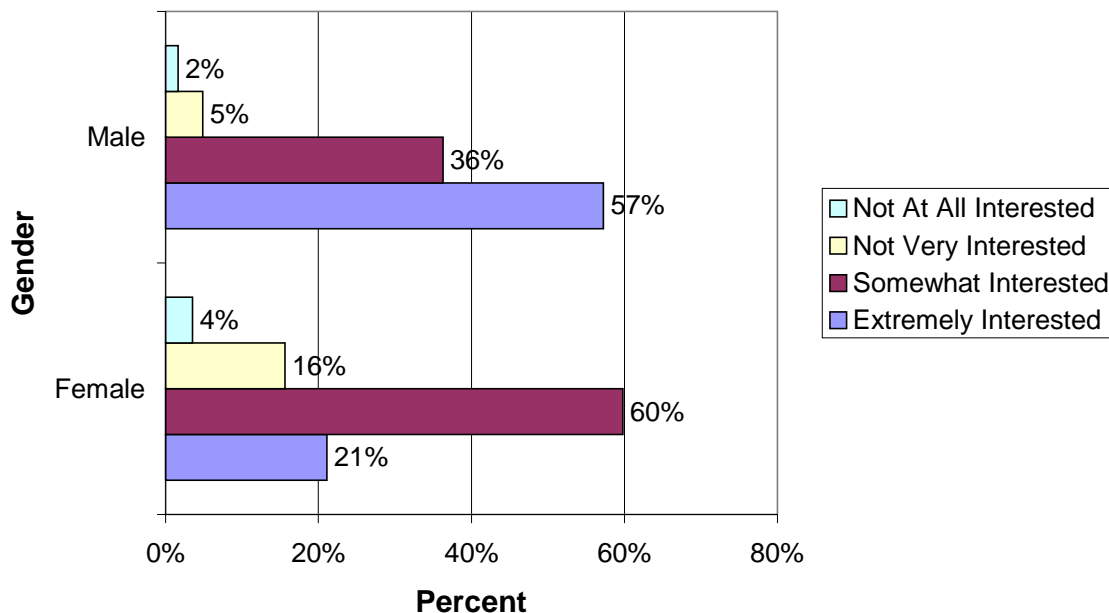
Competitive and Noncompetitive Intramurals

A significantly larger percentage of females (28.4 percent) participate in intramural collegiate activities at JMU. As Graph 10 (Page 12) indicates, the most common competitive intramural activities include soccer, with an 11 percent participation rate, slow-pitch softball (6 percent), volleyball (5 percent), basketball (4 percent), and touch football (1 percent). Popular non-competitive intramural activities include working out (6 percent), aerobics (5.5 percent), swimming (4 percent), weightlifting (2.5 percent), and soccer (1.5 percent) (Page 12, Graph 11).

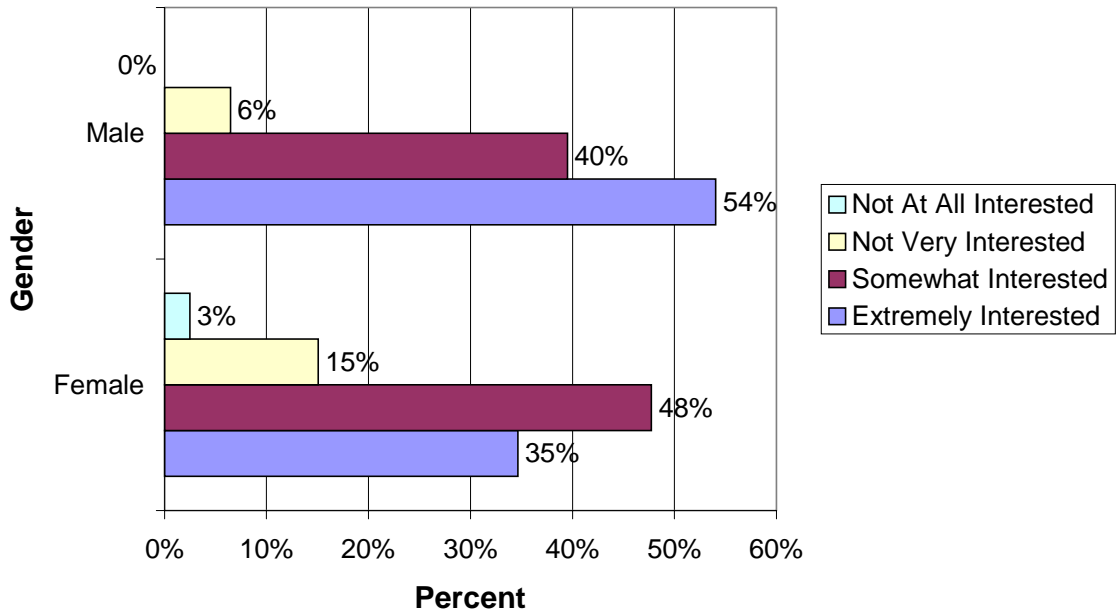
Obstacles to Participation at the Intramural Level

Those females who do not participate in intramural athletic activities at JMU again report a variety of obstacles. The most commonly perceived obstacles are similar to the perceived obstacles to participation in intercollegiate or club programs (Page 14, Graph 12), with feelings that “it takes too much time” (38 percent response rate) or “participating would interfere with my studies” (34 percent) again heading the list. Being “not good enough to make the team” (18 percent), lack of familiarity with intramural sports (16 percent) and interference with job (14.5 percent) also gain significant response rates. Not surprisingly, lack of physical ability (9 percent) or not being “not interested in athletics and/or sports” (9 percent) are reported less often as obstacles to intramural level participation than to intercollegiate and club participation.

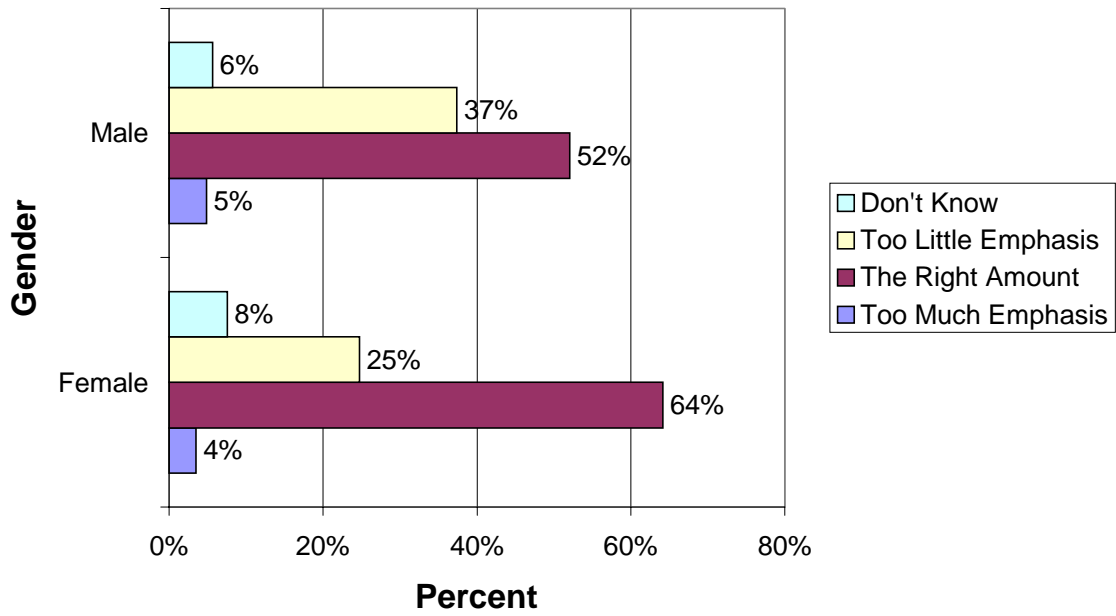
Graph 1
Interest in Watching Athletics



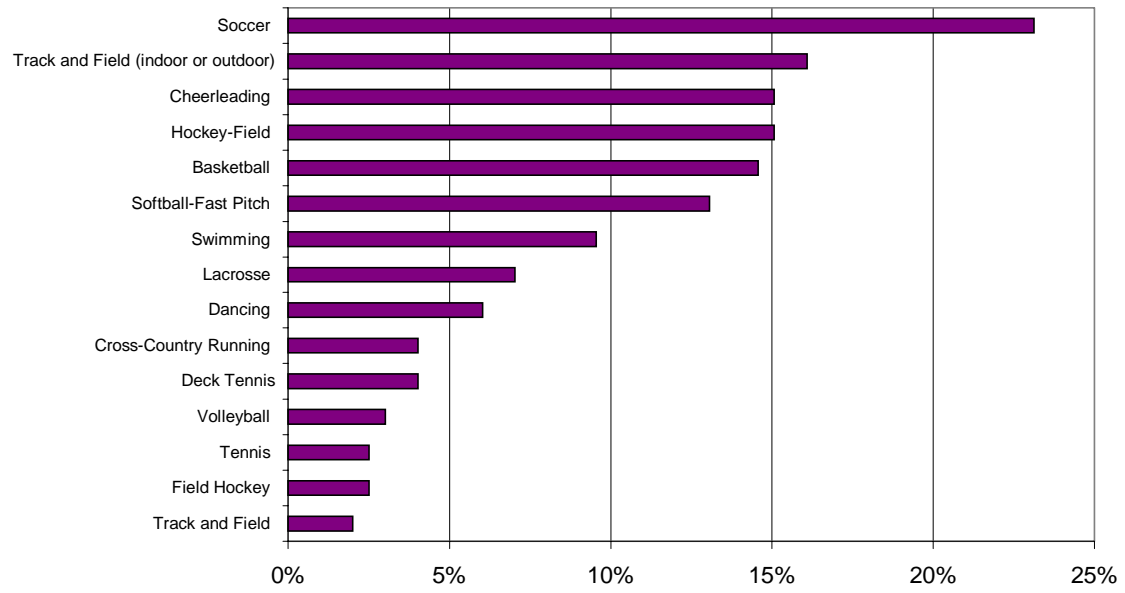
Graph 2
Interest in Participating in Athletics



Graph 3
JMU Emphasis on Intercollegiate Athletics



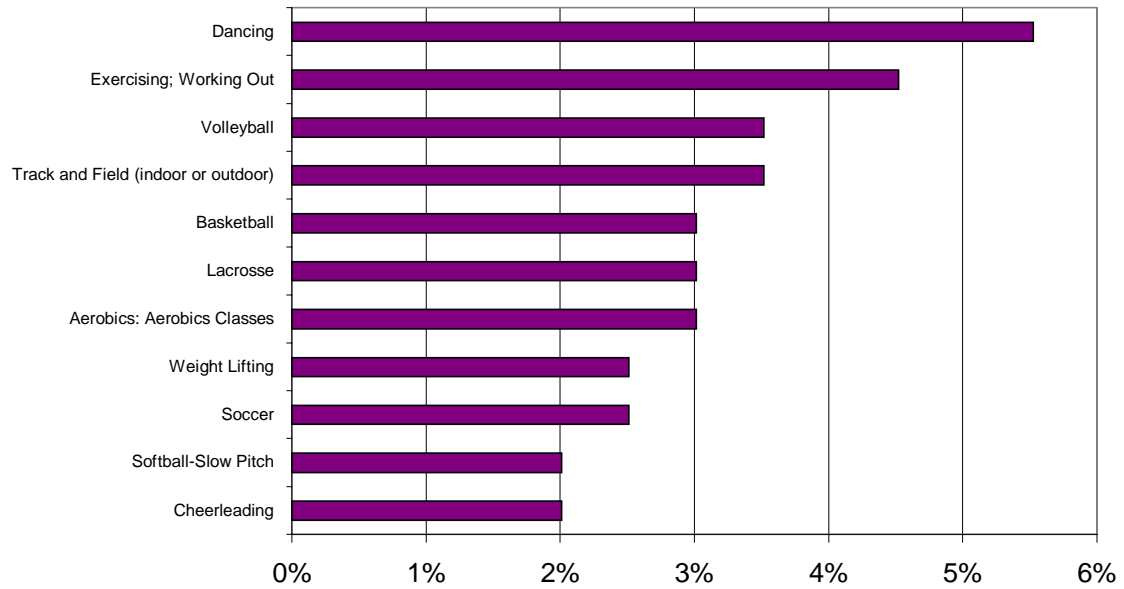
Graph 4
Varsity Activities in High School Among Female Students at JMU



Total values less than 3% are not plotted

Percent of Female JMU Students

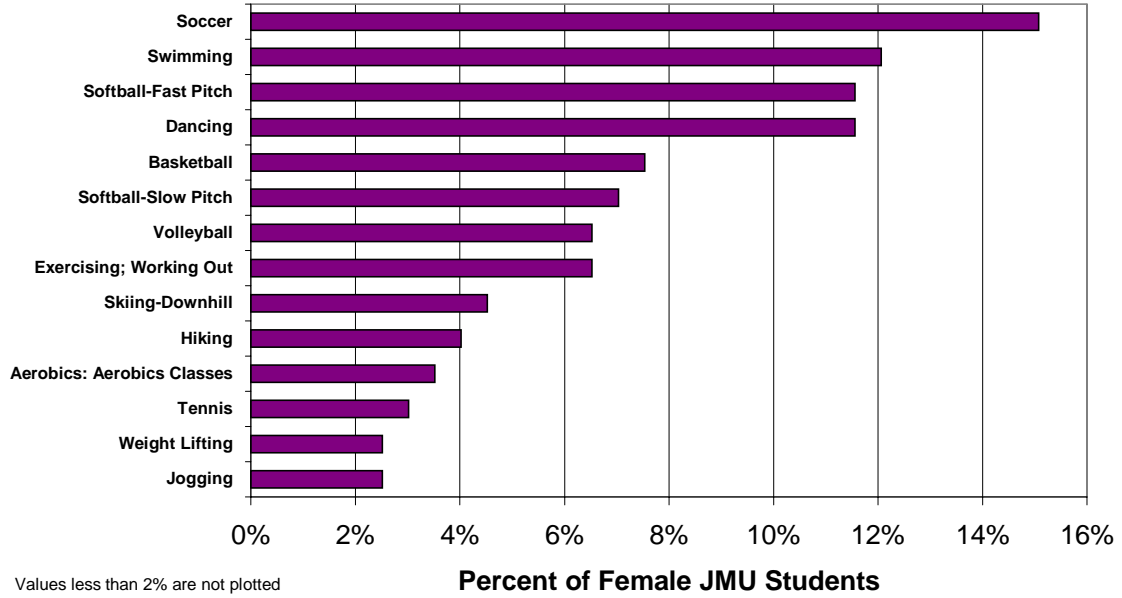
Graph 5
Non-Varsity Activities in High School Among Female Students at JMU



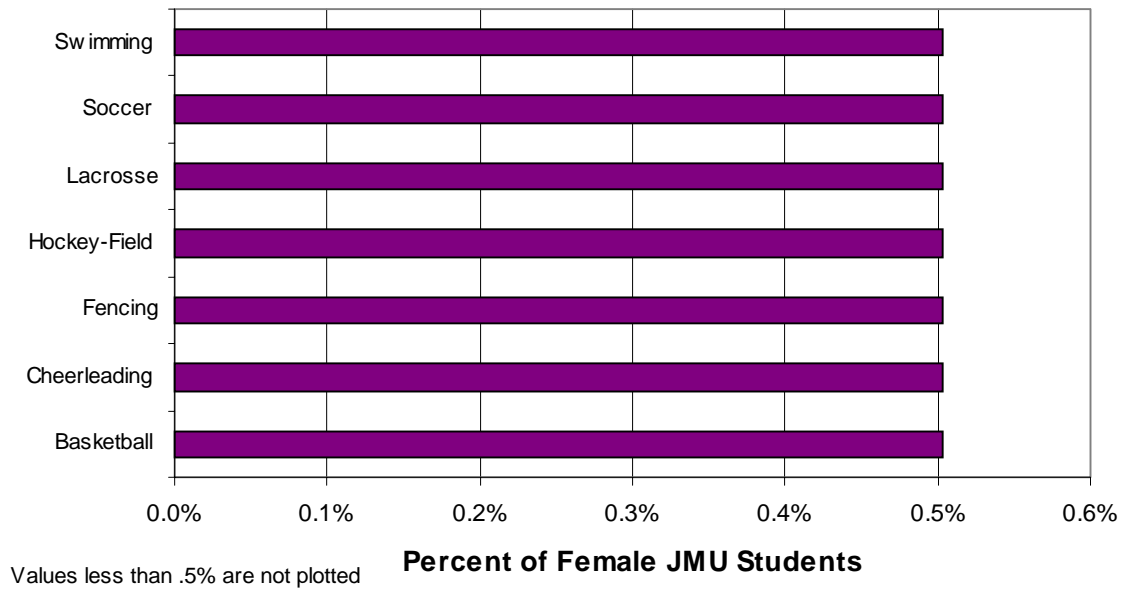
Values less than 2% are not plotted

Percent of Female JMU Students

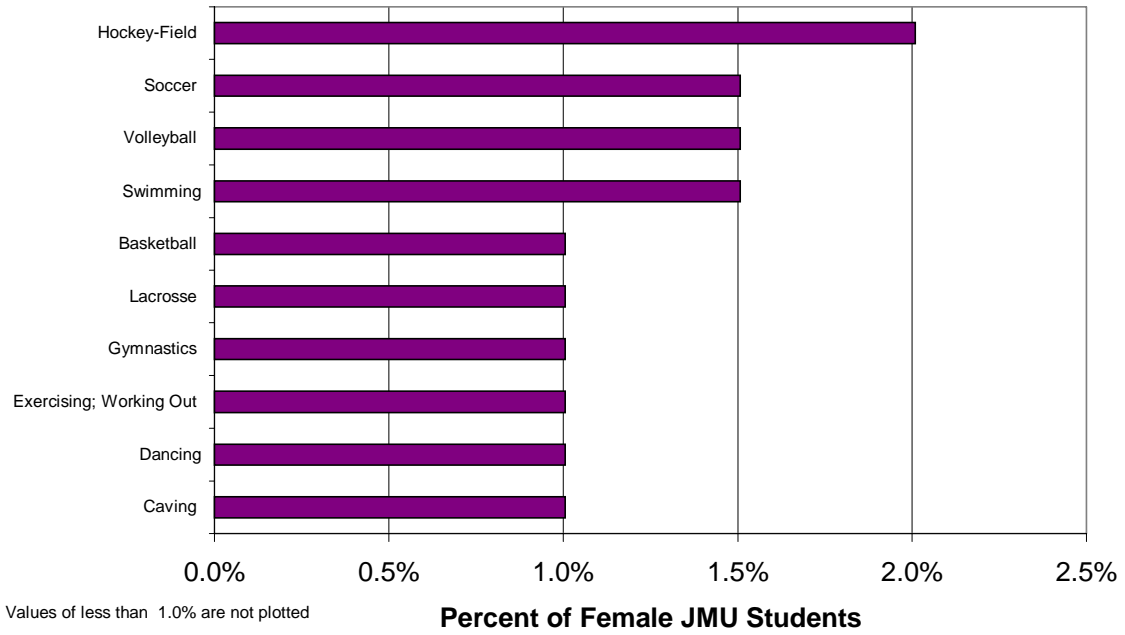
Graph 6
Activities Not Sponsored by High School Among Female Students at JMU



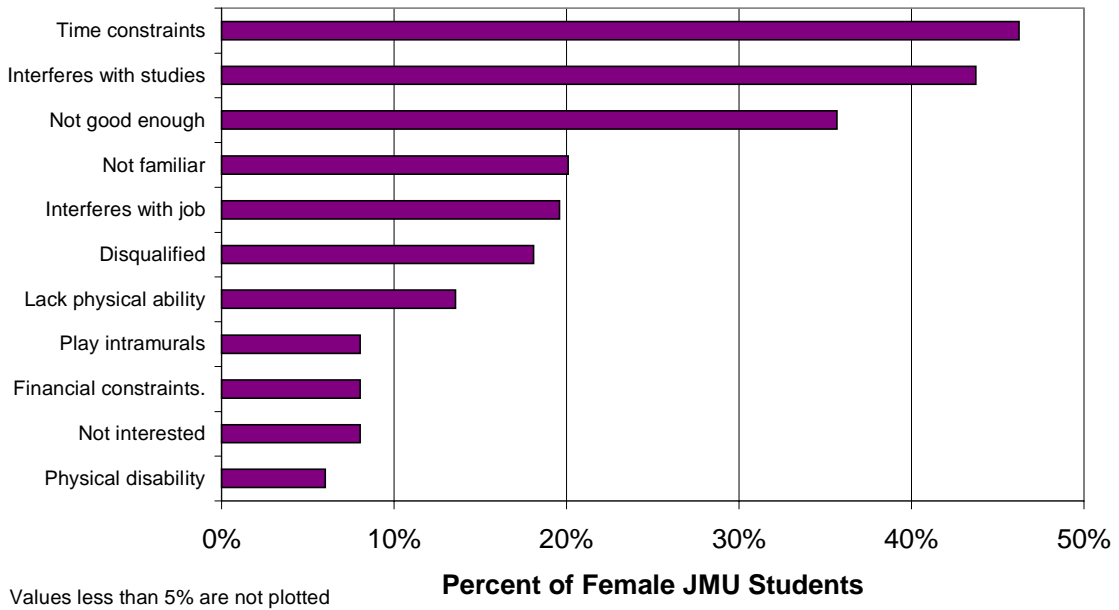
Graph 7
Participation in Intercollegiate Programs Among Female Students at JMU



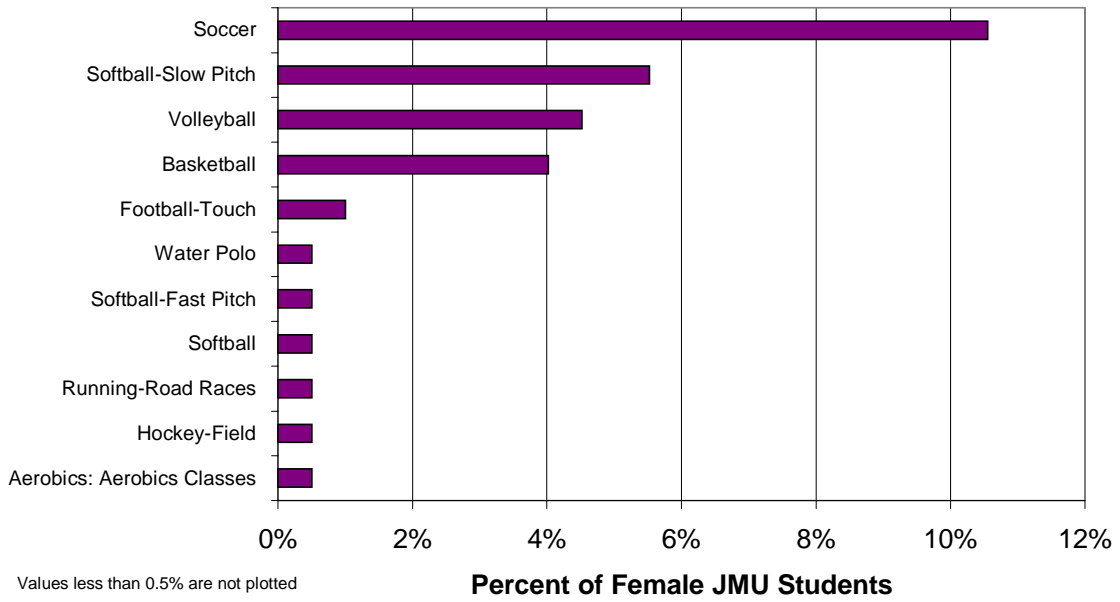
Graph 8
Participation in Club Programs Among Female Students at JMU



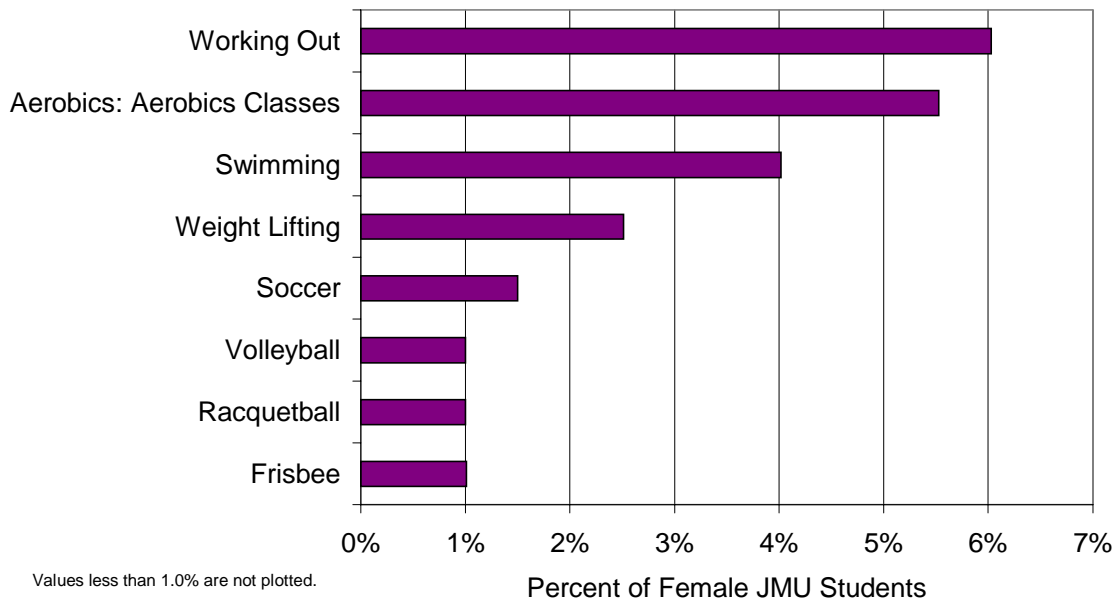
Graph 9
Obstacles to Intercollegiate or Club Participation Among Female Students at JMU



Graph 10
Participation in Competitive Intramural Programs Among Female Students at JMU



Graph 11
Interest In Noncompetitive Intramural Programs Among Female Students at JMU



Organized Activities Sponsored by James Madison University

Organized Activities Sponsored by JMU are athletic, sport or fitness activities that include at least one of the following four components: coaches or managers, officials or referees at each event, records kept on each event and prizes or trophies awarded. By this definition, thirty percent of the female JMU students participate in at least one organized athletic activity sponsored by JMU. Aerobics (4.5 percent), swimming (2.5 percent), and exercising (2.5 percent) receive the highest rates (Page 15, Graph 13).

Organized Activities Not Sponsored by James Madison University

“Organized activities” were defined in the survey (Appendix A) and have qualities as seen in the four components mentioned in the paragraph above. They can be sponsored by a league, local government, parks department, religious group, club, fraternity or sorority, etc. By this definition, thirty-five percent of female JMU students participate in at least one organized athletic activity not sponsored by JMU. Swimming (2.0), running road races (2.0), exercising (2.0), and hiking receive the highest response rates (Page 15, Graph 14).

IV. INTEREST IN PARTICIPATING

Slightly less than one half of JMU female students report being interested in participating in some type of collegiate athletic program in which they are not presently involved, whether at the intercollegiate, club, or intramural level. Females are generally more likely to report interest in activities for which they already have the ability, however many report interest in activities for which they would need to develop their abilities in order to effectively participate. Such interest suggests that programs designed to teach students skills may increase participation.

Intercollegiate Level

Most female students at JMU are generally not interested in participating at the intercollegiate level. Of those who are, the most popular activities (Page 16, Graph 15) include dancing (6.5 percent), swimming (3.5 percent), field hockey (3.0 percent), crew/rowing (2.5 percent) and soccer (2.5 percent). Of these, crew/rowing is the only activity for which JMU does not sponsor a female intercollegiate program.

Club Level

Female JMU students are much more likely to state an interest in club activities at JMU than intercollegiate activities. The most popular club interests include dancing (9.0 percent), soccer (6.5 percent), volleyball (6.0 percent), swimming (5.5 percent), field hockey (5.0 percent), slow pitch softball (4.5 percent), fast pitch softball (4.5 percent), and crew/rowing (4.5 percent). Although females are more often interested in the aforementioned activities, they appear to find quite a variety of club programs interesting (Page 16, Graph 16).

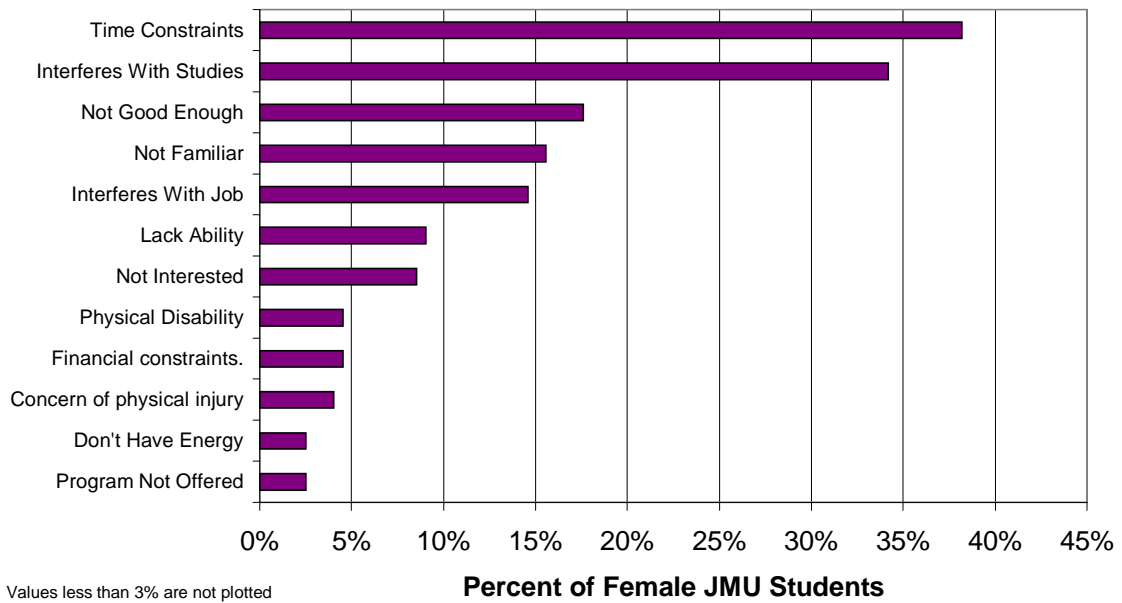
Competitive Intramural Level

Nearly one in three (28.1 percent) female students at JMU report an interest in competitive intramural athletic activities. As Graph 17 (Page 17) indicates, the competitive intramural activities which draw the most interest include: soccer (10.1 percent), volleyball (6.0 percent), swimming (5.5 percent), field hockey (5.5 percent), lacrosse (5.0 percent) and basketball (5.0 percent). Although these are the most popular, again female students report interests in a variety of athletic activities at the competitive intramural level.

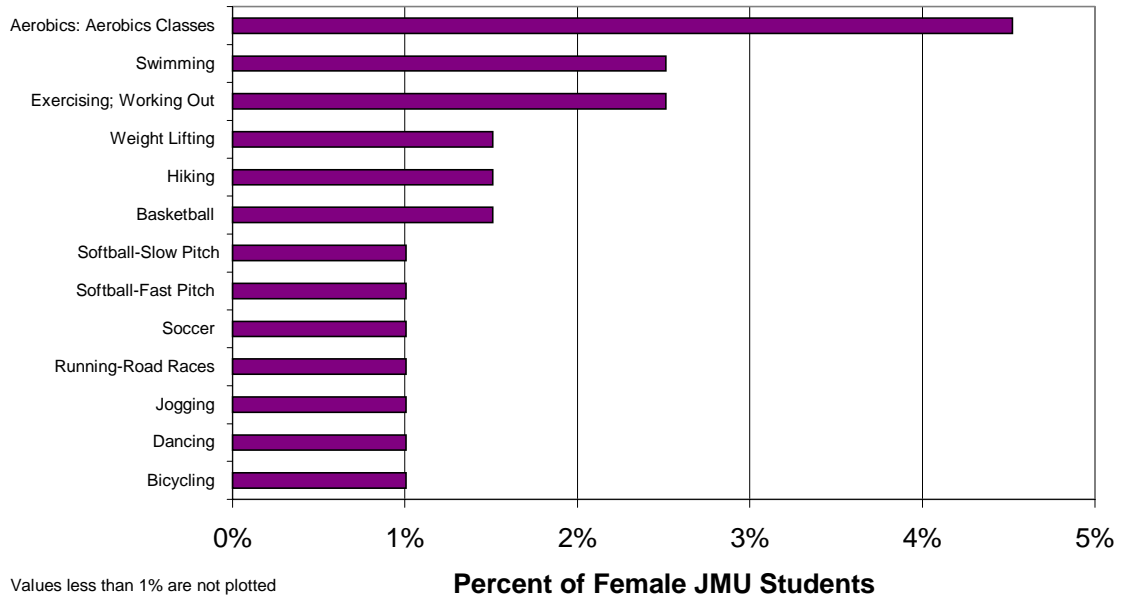
Noncompetitive Intramural Level

Females at JMU report interests in various noncompetitive intramurals. As shown in Graph 18 (Page 17), the greatest interests are in soccer (8.5 percent), swimming (8.5 percent), dancing (7.5 percent), crew/rowing (3.5 percent), aerobics (3.5 percent), scuba diving (3.5 percent), hiking (3.5 percent), crew/rowing (3.5 percent), basketball (3.5 percent), and aerobics (3.5 percent).

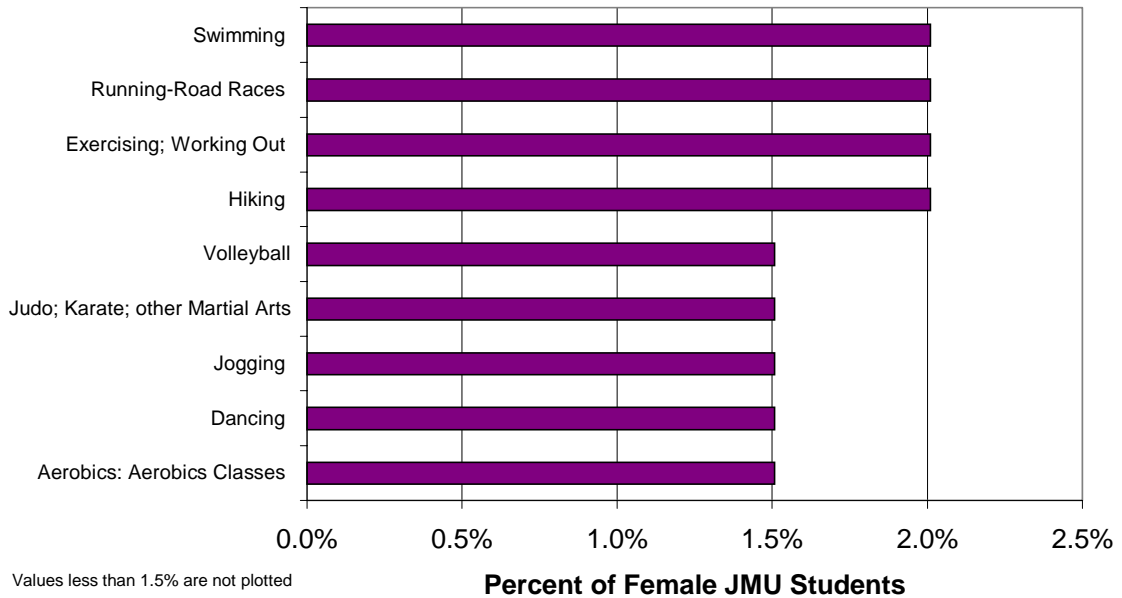
Graph 12
Obstacles to Intramural Participation Among Female Students at JMU



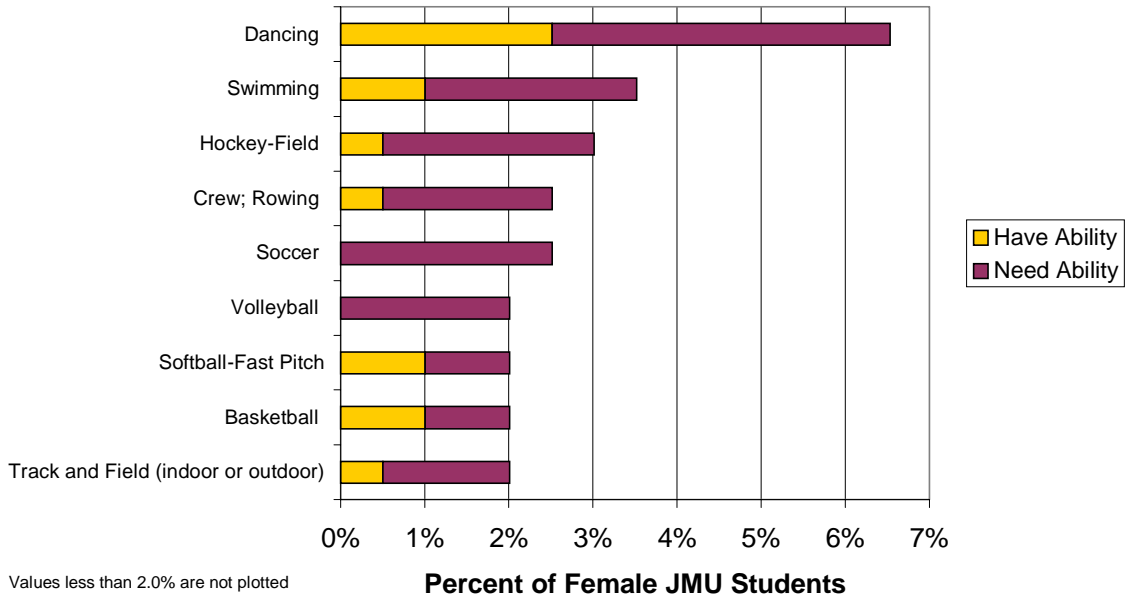
Graph 13
Athletic and Fitness Activities Sponsored by JMU Among Female Students at JMU



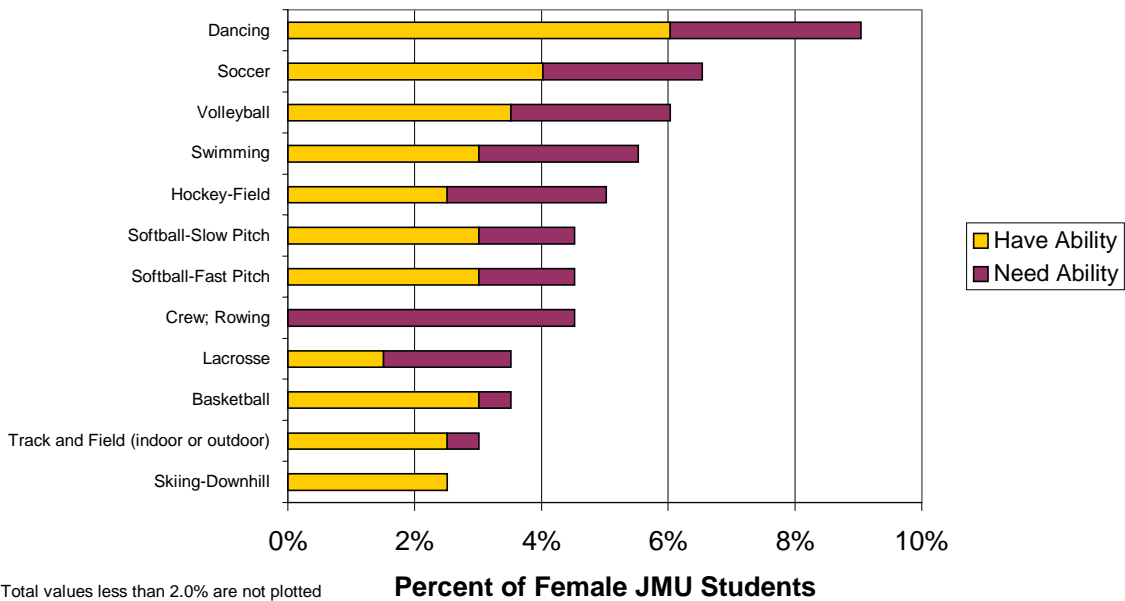
Graph 14
Athletic/Fitness Activities Not Sponsored by JMU Among Female Students at JMU



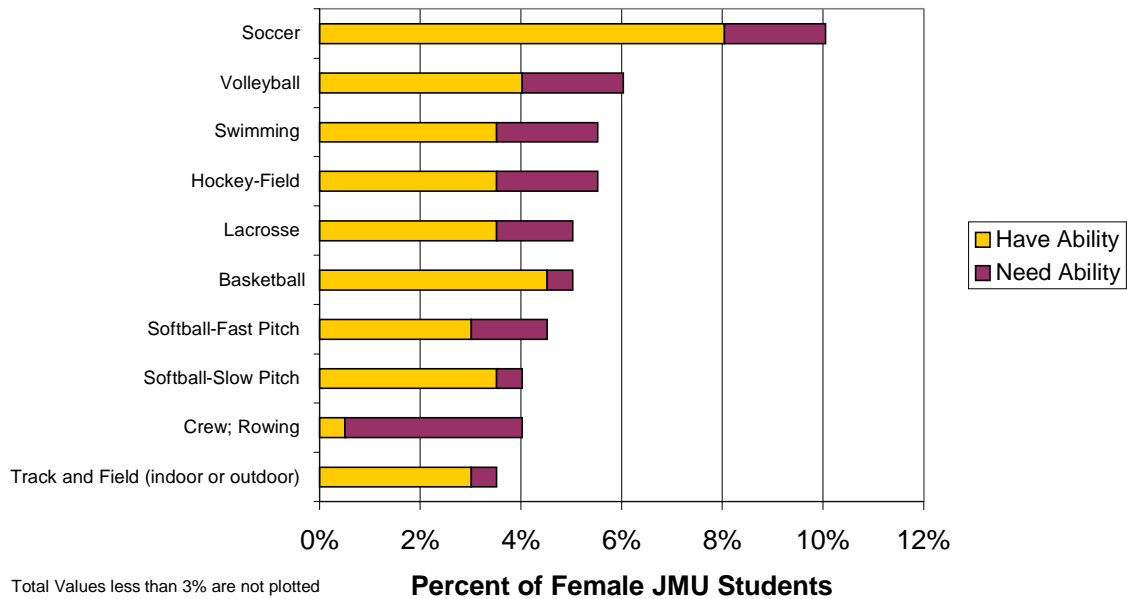
Graph 15
Interest in Participating at Intercollegiate Level Among Female Students at JMU



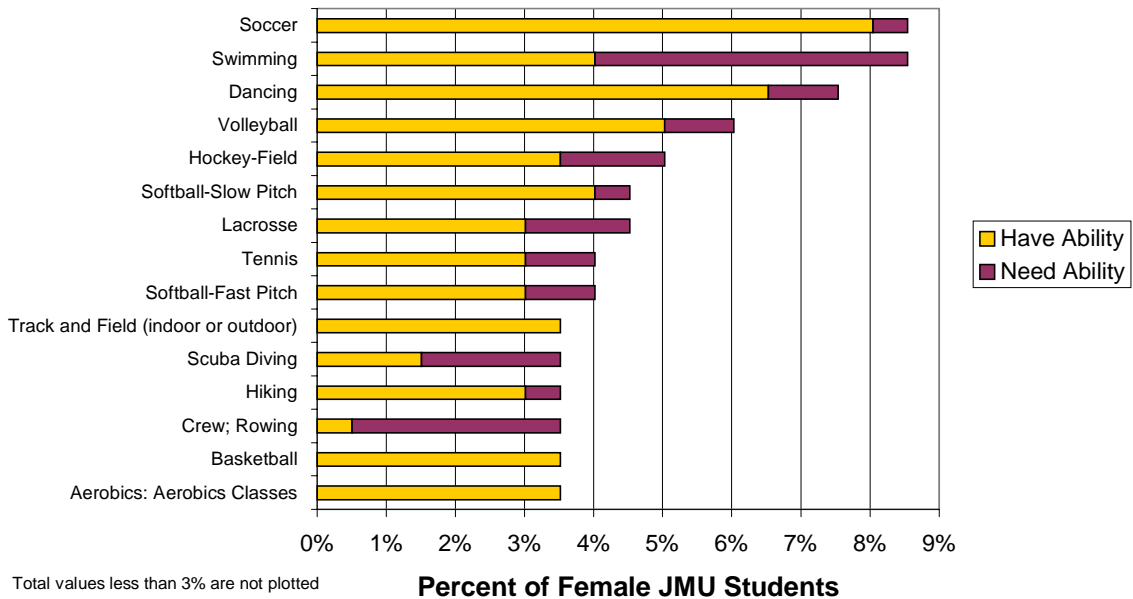
Graph 16
Interest in Participating at Club Level Among Female Students at JMU



Graph 17
Interest in Participating in Competitive Intramurals Among Female Students at JMU



Graph 18
Interest in Participating in Noncompetitive Intramurals Among Female Students at JMU



MALE STUDENTS AT JAMES MADISON UNIVERSITY

I. INTEREST IN ATHLETICS, FITNESS AND SPORTS ACTIVITIES

The majority of males (57 percent) report being “extremely interested” in watching athletic, fitness and sports events on TV or hearing them on radio; going out to attend events as a spectator; and keeping up with events by following news about athletic, fitness, and sports activities (Page 7, Graph 1). An additional 36 percent report being “somewhat interested.” Only 5 percent report being “not very interested” and only 2 percent report being “not at all interested.” These percentages reflect significantly more interest than do the female percentages. Furthermore, they indicate that the vast majority of males at JMU are interested in athletic activities to some degree.

Again, most males report being “extremely” or “somewhat” interested in participating in athletic, fitness, or sports events (54 percent and 40 percent response rates respectively) (Page 8, Graph 2). This leaves only 6 percent who are “not very interested” or “not at all interested.”

More than half (52 percent) of male students believe that JMU places “the right amount” of emphasis on intercollegiate athletics. Five percent perceive “too much emphasis,” and 37 percent perceive “too little emphasis.” Another six percent report that they “don’t know” whether JMU places too much, too little, or the right amount of emphasis on intercollegiate athletics (Page 8, Graph 3). Although most of these percentages are comparable with those found in the female population, many more males than females (37 percent vs. 25 percent) believe JMU places too little emphasis on athletics. It seems the greater interest reported by males indicates a desire for greater emphasis on intercollegiate athletics.

II. PARTICIPATION IN HIGH SCHOOL ATHLETICS, FITNESS AND SPORTS ACTIVITIES

More than three-quarters (78.2 percent) of JMU males participated in at least one varsity sport in high school and, of these, more than 88.5 percent earned a varsity letter. The most common high school varsity activities for males included soccer (25.0 percent), football (19.4 percent), track and field (16.1 percent), basketball (14.5 percent), and baseball (14.5 percent). These and other common high school varsity activities are shown in Graph 19 (Page 20).

Non-varsity activities sponsored by high schools were also common among males, boasting a 50.8 percent participation rate. As Graph 20 (Page 21) indicates, the most popular non-varsity activities were weightlifting (16.1 percent), basketball (8.9 percent), soccer (6.5 percent), and volleyball (4.0 percent).

Four out of five males (71.8 percent) participate in athletic activities not sponsored by their high school. Basketball easily drew the highest participation rate (29.0 percent). Next on the list comes soccer (16.1 percent), followed by baseball (11.3 percent), ice hockey (6.5 percent), and volleyball (5.6 percent). Significant percentages of males also participated in downhill skiing, weight lifting, golf, lacrosse, and swimming (Page 21, Graph 21).

III. PARTICIPATION IN COLLEGE ATHLETICS, FITNESS AND SPORTS ACTIVITIES

PARTICIPATION IN PROGRAMS

Intercollegiate Level

A significant percentage of males (23.4 percent) report participating in at least one club or intercollegiate JMU athletic program during the past 12 months. Interestingly, club and intercollegiate activities are equally popular among male JMU students, with participation rates of 21.8 percent and 16.9 percent respectively. (These percentages exceed 23.4 percent due to multiple responses). The most popular intercollegiate programs are soccer (2.4 percent participation rate) and track and field (1.6 percent) (Page 22, Graph 22). The Fall 1999 census files indicate that 5.5 percent of males participated in intercollegiate athletics programs, with the greatest participation in football (30 percent of all male athletes), cross country/track (12 percent), and baseball (10 percent).

Club Level

The most popular club programs among males overlap only slightly with the most popular intercollegiate programs. Instead, basketball (4.0 percent), water polo (1.6 percent), soccer (1.6 percent), rugby (1.6 percent), roller hockey (1.6 percent), and lacrosse (1.6 percent) draw the most participation at the club level (Page 22, Graph 23).

Obstacles to Participation in Intercollegiate and/or Club Programs

When asked why they do not participate in club or intercollegiate programs at JMU, males cite a variety of reasons. Their responses reveal a similar pattern to that of the females' reported obstacles. Again, time constraints (43.5 percent) and interference with studies (41.9 percent) draw the highest response rates. Of those who do not participate in intercollegiate or club programs, nearly one in four (25.0 percent) feel they are disqualified from participating. One in five students play intramurals (20.2 percent) or feel they are not good enough to make the team. More than 10 percent report that they are not familiar with club or intercollegiate programs at JMU, it interferes with their job, they do not have the physical ability, and/or they have financial constraints which prohibit their involvement. (Page 23, Graph 24).

Competitive and Noncompetitive Intramurals

More than one of every two males (51.6 percent) reports participating in at least one intramural athletic program at JMU. As Graph 25 (Page 23) indicates, the most popular competitive intramural program is basketball (20.2 percent), followed by soccer (16.1 percent), slow-pitch softball (15.3 percent), touch football (10.5 percent) and volleyball (6.5 percent). Participation in non-competitive vs. competitive intramurals is less popular among JMU males. The highest participation rates are in weightlifting (7.26 percent), swimming (3.23 percent), soccer (3.23 percent) and basketball (2.23 percent) (Page 24, Graph 26)

Obstacles to Participation at the Intramural Level

Males report similar obstacles to participation at the intramural level as they do at the club and intercollegiate level (Page 24, Graph 27). Again time constraints and interference with studies head the list, with 25.8 percent and 21.8 percent response rates respectively. More than five percent report that it interferes with the job (7.3 percent), they are not familiar with intramural sports (6.5 percent), financial constraints (6.5 percent) and the programs they are interested in are not offered (5.6 percent).

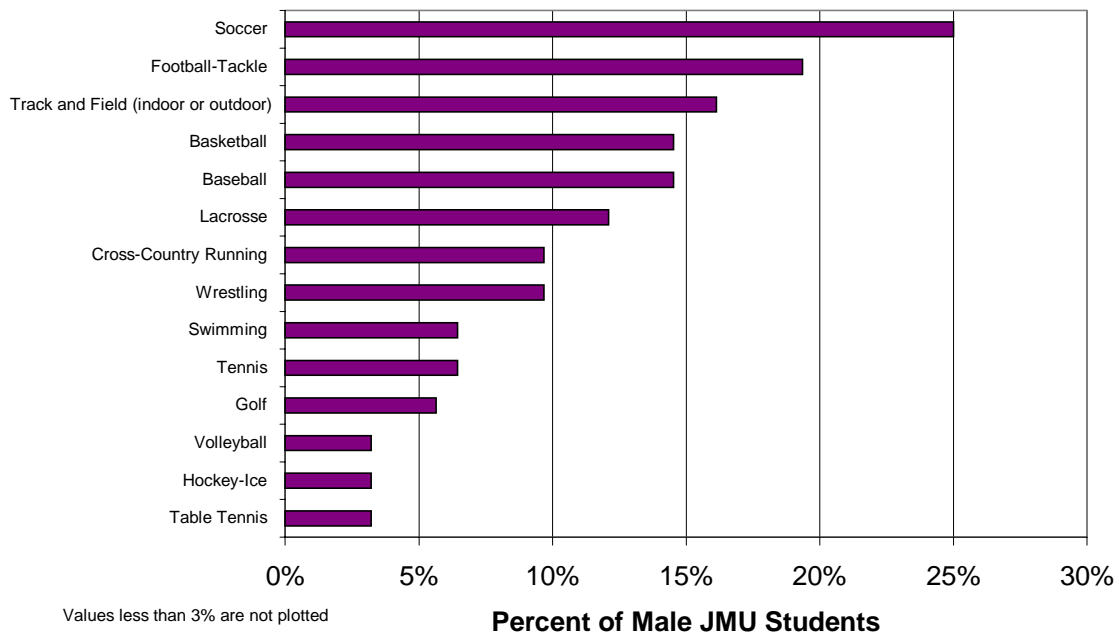
Organized Activities Sponsored by James Madison University

Organized Activities Sponsored by JMU are athletic, sport or fitness activities that include at least one of the following four components: coaches or managers, officials or referees at each event, records kept on each event and prizes or trophies awarded. By this definition, 39.4 percent of the male JMU students participate in at least one organized athletic activity sponsored by JMU (Page 25, Graph 28). Weight lifting (6.5 percent), football (3.2 percent), basketball (3.2 percent), soccer (2.4 percent), skiing (2.4 percent) and running (2.4 percent) receive the highest rates.

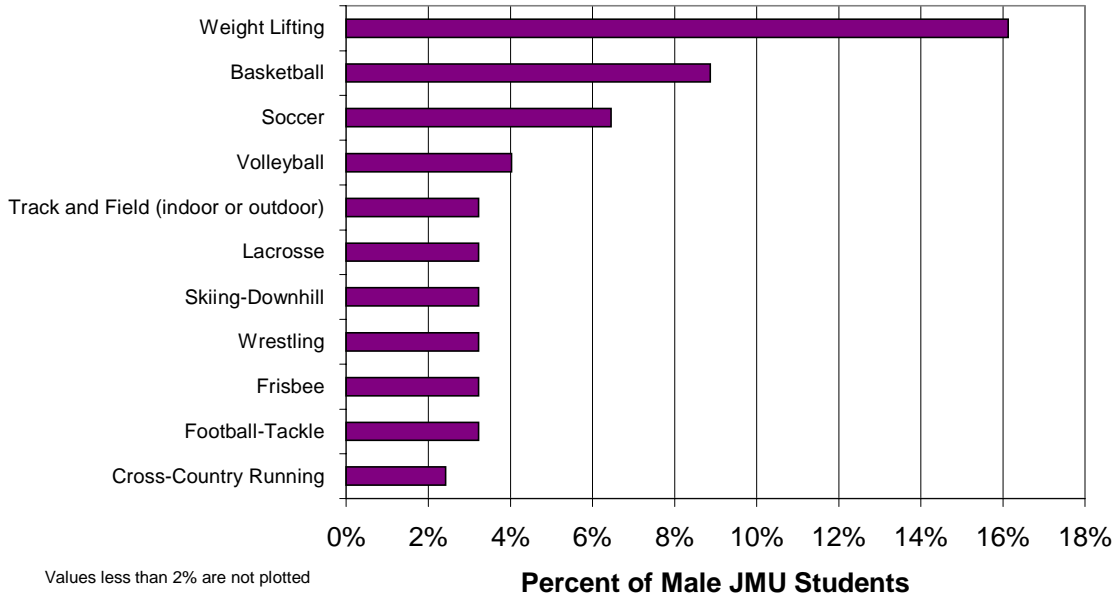
Organized Activities Not Sponsored by James Madison University

Organized athletic activities not sponsored by JMU draw a 53.2 percent participation rate among male JMU students. "Organized activities" are defined as those involving at least one of the following: 1) coaches or managers who are not participants, 2) officials, judges, umpires or referees at each event, 3) records kept on each event, and/or 4) prizes or trophies awarded (Appendix A). A large variety of activities are reported, however weightlifting (5.6 percent), basketball (4.0 percent), slow-pitch softball (3.2 percent), soccer (3.2 percent), and running road races (3.2 percent) are the most popular (Page 25, Graph 29).

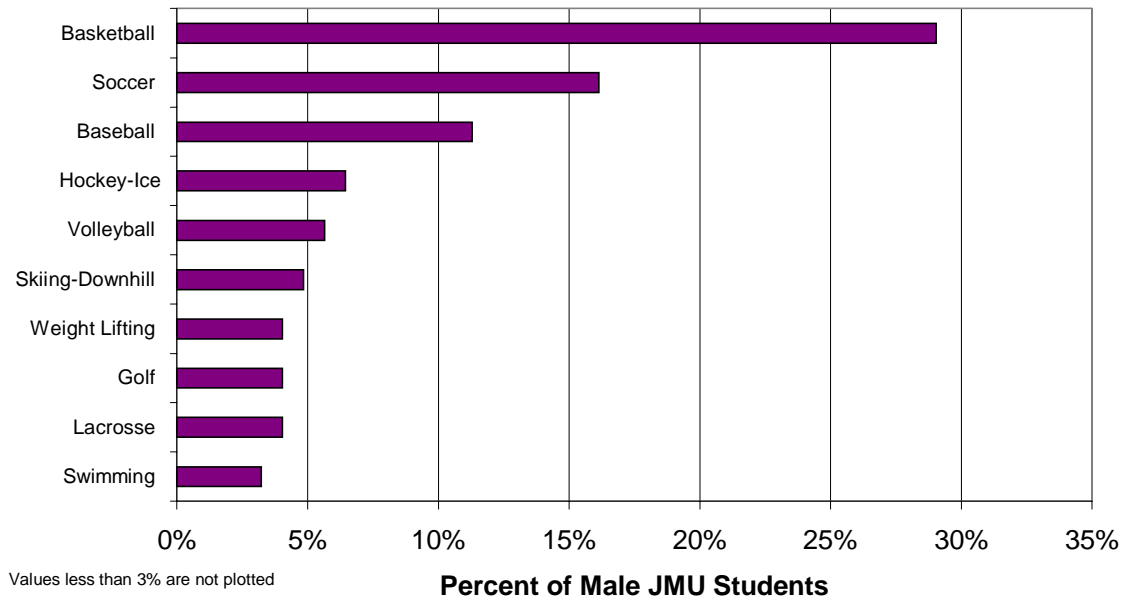
Graph 19
Varsity Activities in High School Among Male Students at JMU



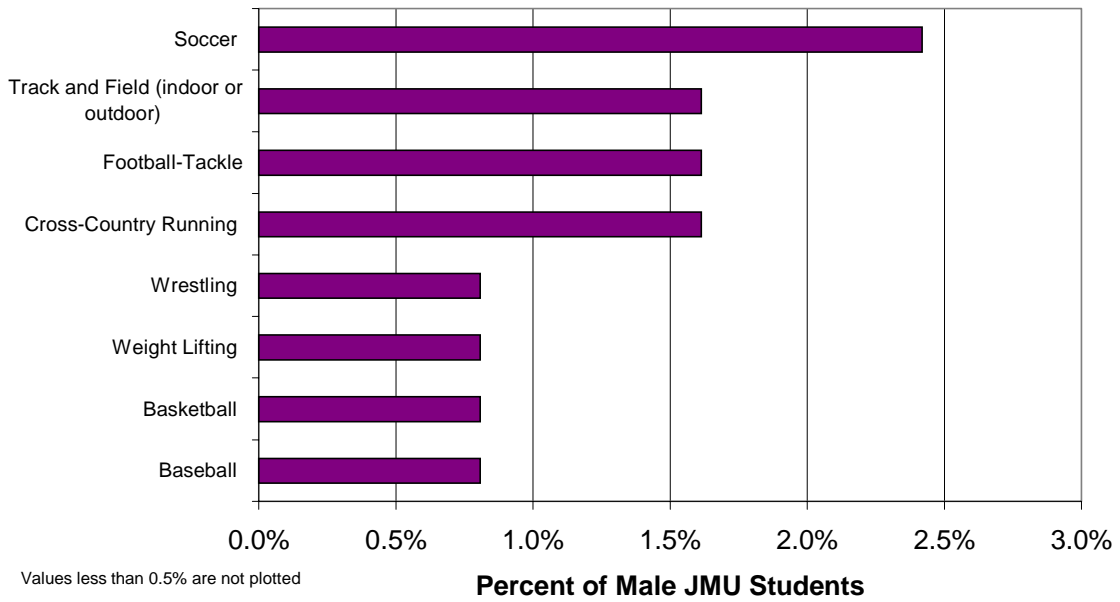
Graph 20
Non-Varsity Activities in High School Among Male Students at JMU



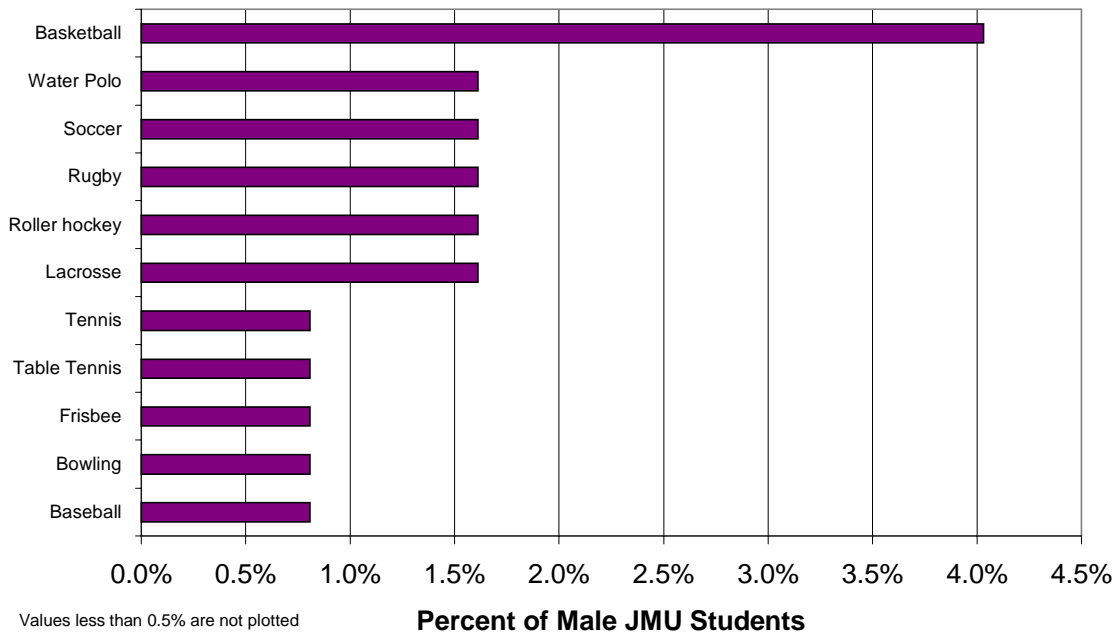
Graph 21
Activities Not Sponsored by High School Among Male Students at JMU



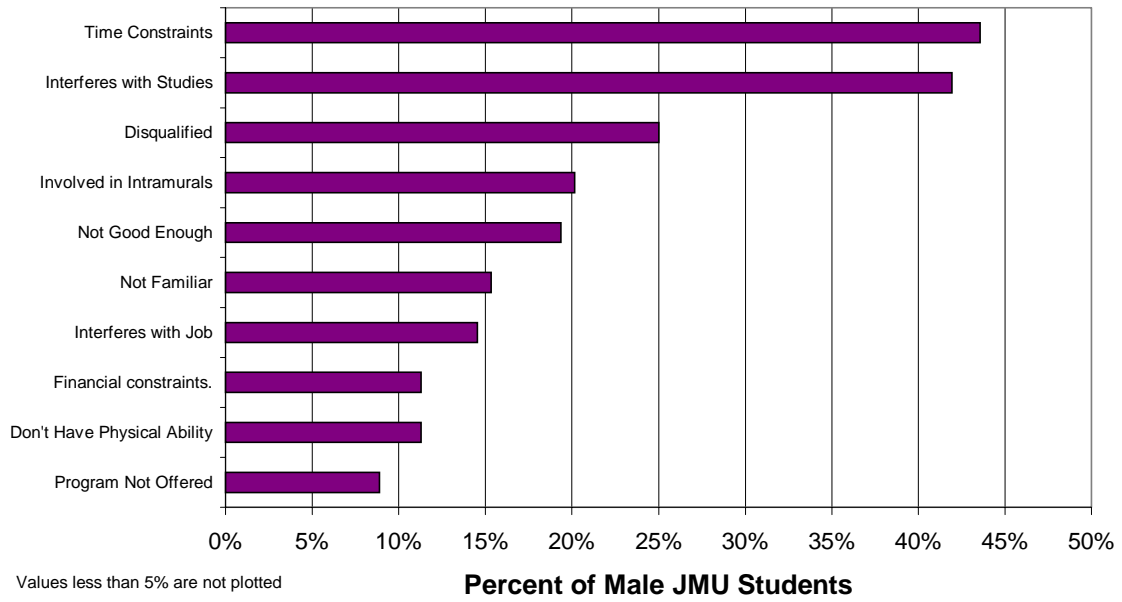
Graph 22
Participation in Intercollegiate Programs Among Male Students at JMU



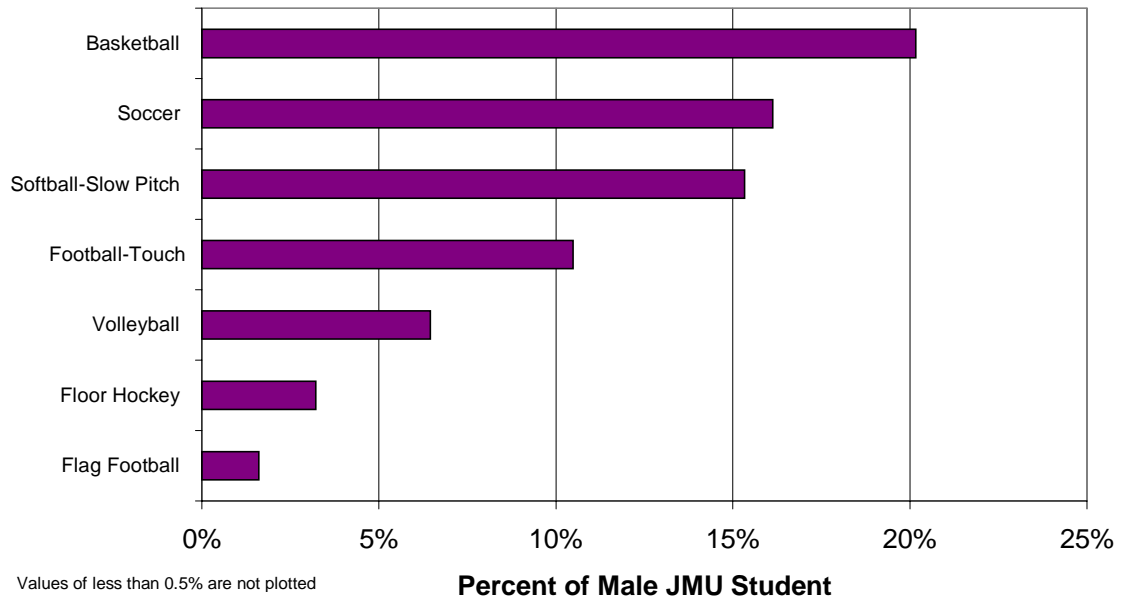
Graph 23
Participation in Club Programs Among Male Students at JMU



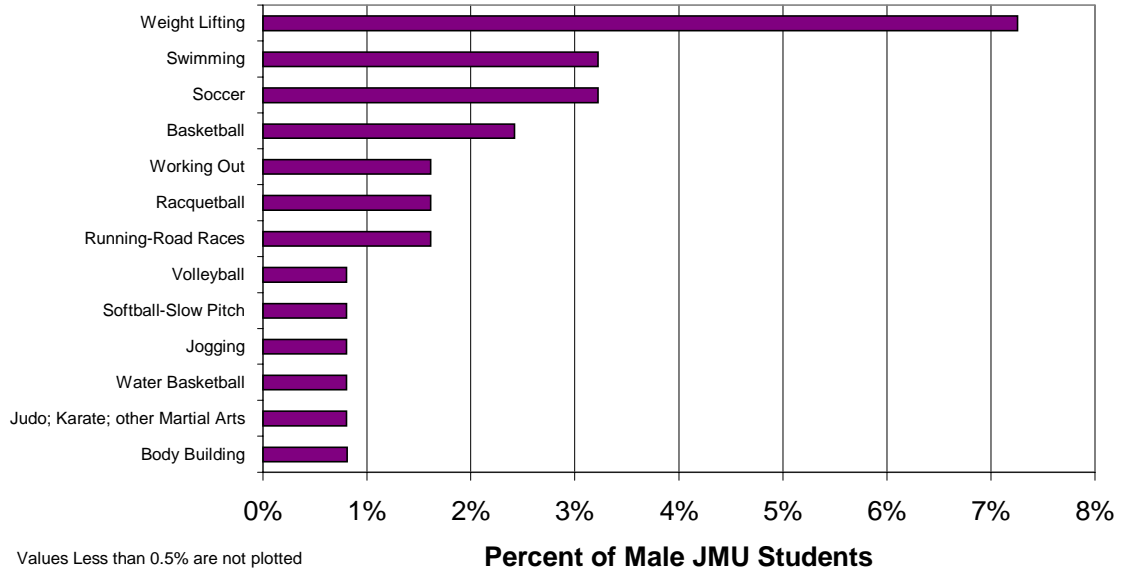
Graph 24
Obstacles to Intercollegiate or Club Participation Among Male Students at JMU



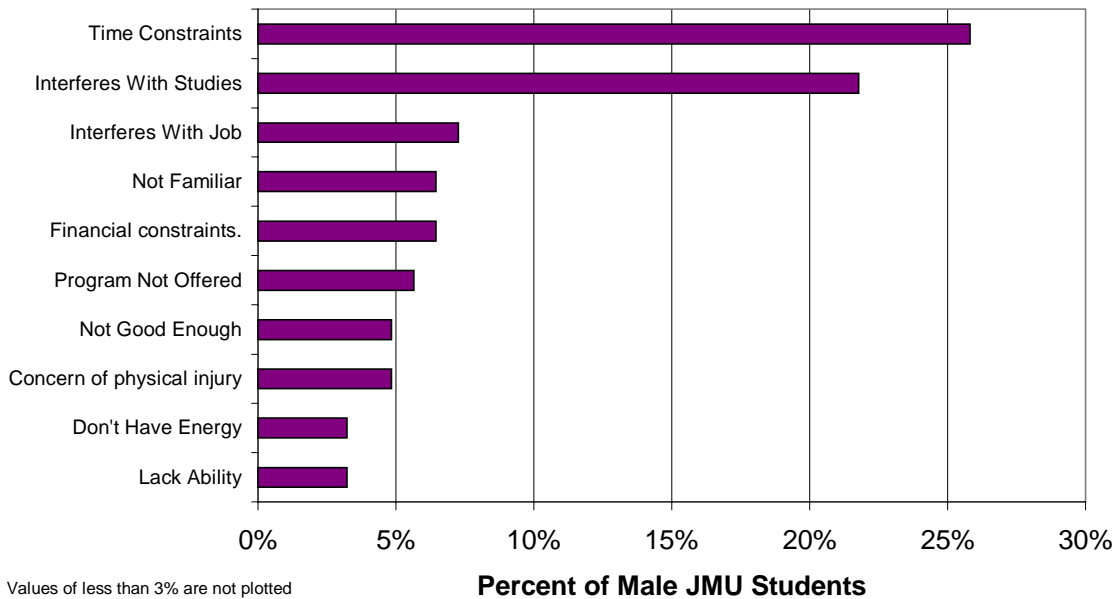
Graph 25
Participation in Competitive Intramural Programs Among Male Students at JMU



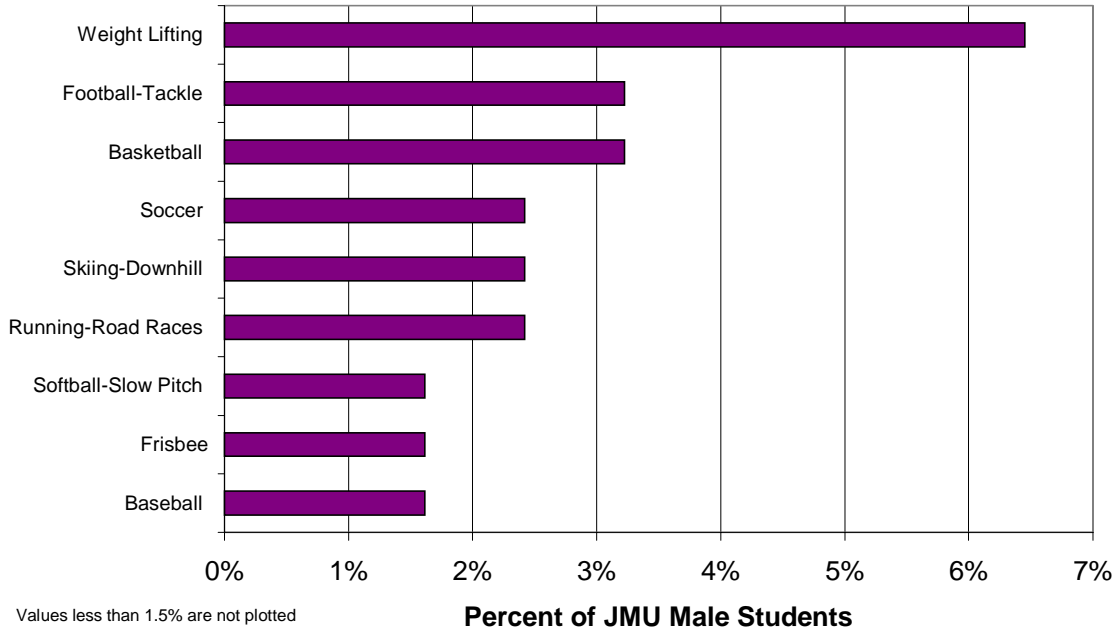
Graph 26
Participation in Noncompetitive Intramural Programs
Among Male Students at JMU



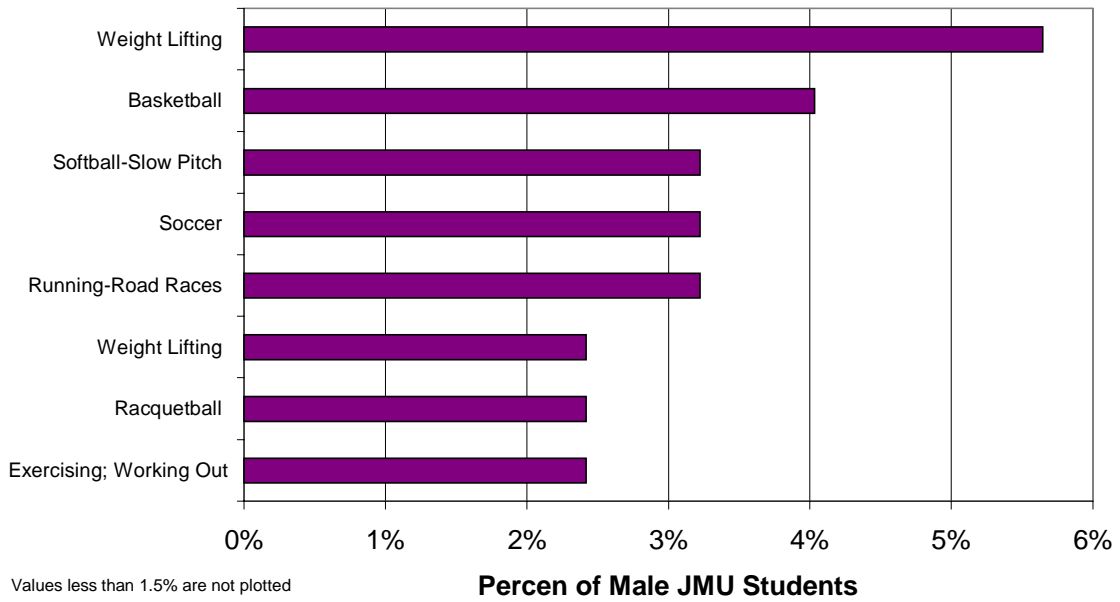
Graph 27
Obstacles to Intramural Participation Among Male Students
at JMU



Graph 28
Athletic/Fitness Activities Sponsored by JMU Among Male Students



Graph 29
Athletic/Fitness Activities Not Sponsored by JMU Among Male Students at JMU



IV. INTEREST IN PARTICIPATING

Most JMU males report interest in participating in at least one existing or potential collegiate program. Significant percentages of males report interest in participating in a collegiate program that is not typical in the survey list. Entries such as snowboarding, sailing, rock climbing, windsurfing, pistol, and judo were among a few entries.

Intercollegiate Level

Popular intercollegiate interests among JMU male students include baseball (5.6 percent), lacrosse (4.8 percent), basketball (4.8 percent), ice hockey (4.0 percent), volleyball (3.2 percent), tennis (3.2 percent), soccer (3.2 percent), golf (3.2 percent), and crew/rowing (3.2 percent). Although the activities listed above are the most popular intercollegiate interests, a variety of activities is mentioned by JMU males (Page 27, Graph 30).

Club Level

Club athletic activities draw more interest among JMU males than do intercollegiate programs (Page 27, Graph 31). For example, while only the most popular intercollegiate activity draws a 5.6 percent response rate, five club activities draw that rate as a minimum. They are soccer (8.9 percent), baseball (8.1 percent), basketball (6.5 percent), volleyball (5.6 percent) and lacrosse (5.6 percent).

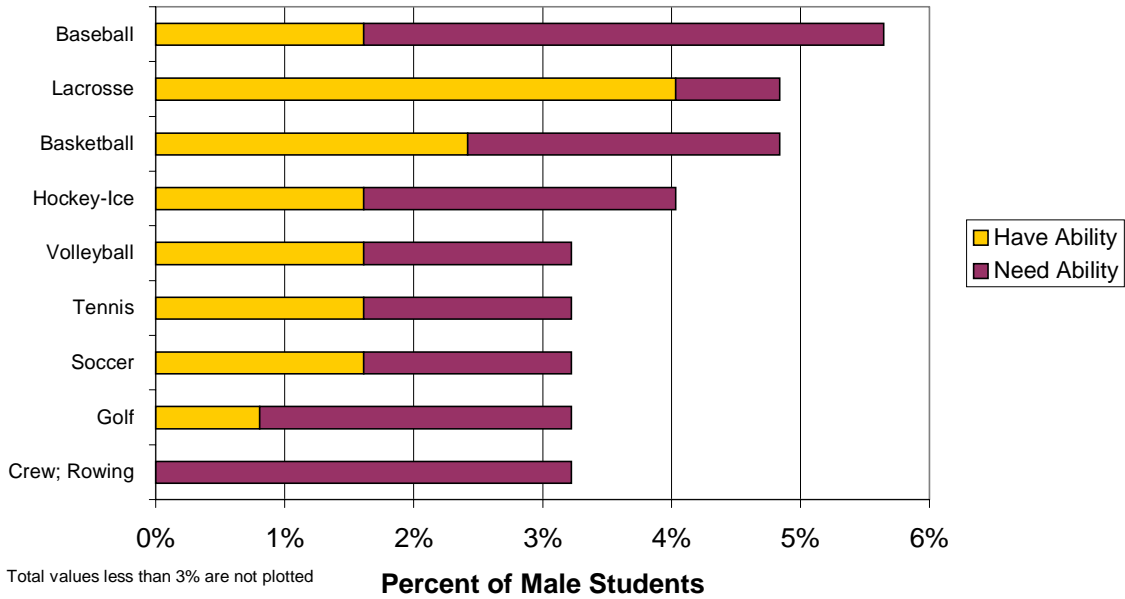
Competitive Intramural Level

Competitive intramural activities are similar in popularity to club level activities among JMU males. As Graph 32 (Page 28) indicates, soccer is clearly the most popular, with more than one in ten (10.5 percent) male students expressing interest. Basketball (8.9 percent), baseball (8.1 percent), volleyball (7.3 percent), lacrosse (6.5 percent) and golf (6.5 percent) were also very common interests.

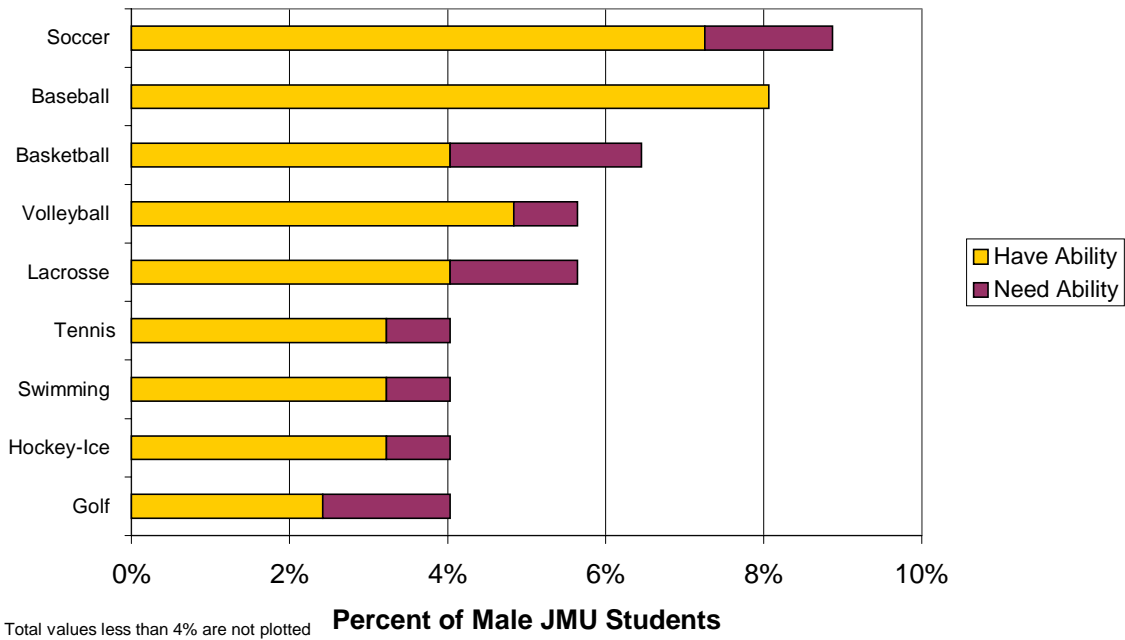
Noncompetitive Intramural Level

As shown in Graph 33 (Page 28), male interest in noncompetitive intramural activities reflects mixed interests in many sports activities that include swimming (4.8 percent), downhill skiing (4.8 percent), golf (4.0 percent), tennis (3.2 percent), crew/rowing (2.3 percent), wind surfing (2.3 percent), and pistol (2.3 percent).

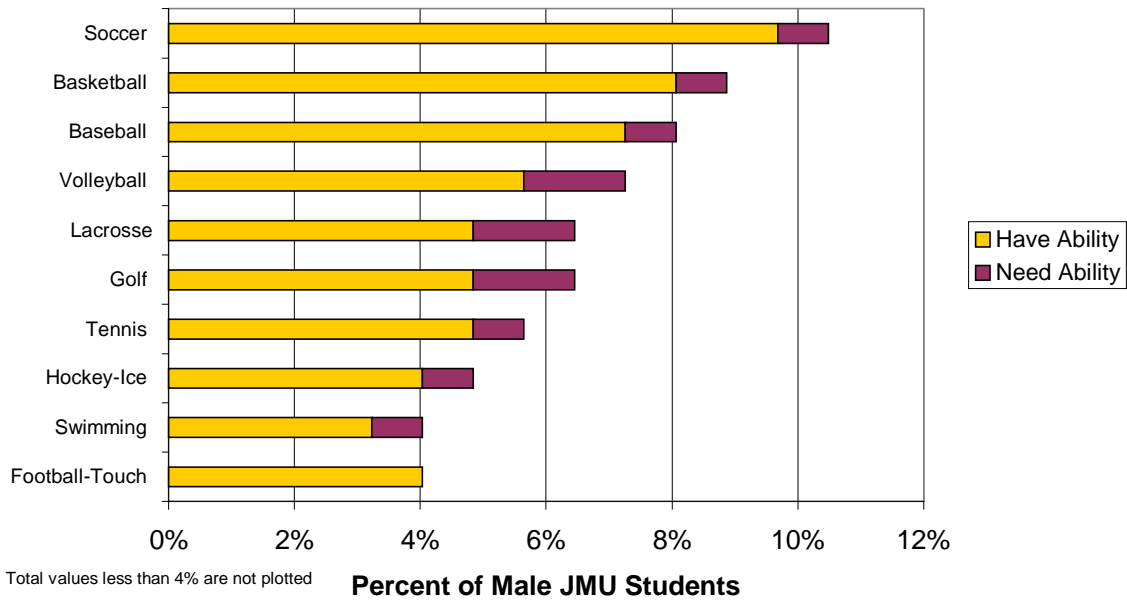
Graph 30
Interest in Competing at Intercollegiate Level Among Male Students at JMU



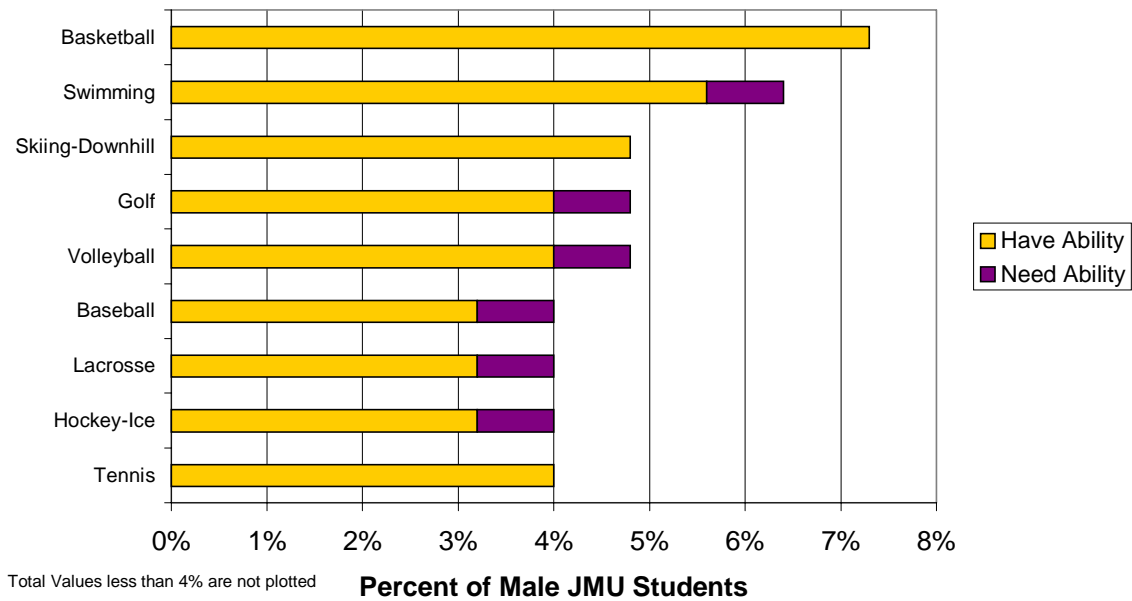
Graph 31
Interest in Participation at Club Level Among Male Students at JMU



Graph 32
Interest in Participating in Competitive Intramurals Among Male Students at JMU



Graph 33
Interest in Participating in Noncompetitive Intramurals Among Male Students at JMU



CONCLUSIONS

The present study was designed to assess student interests in athletics, fitness, and sports activities. It is the goal of James Madison University to ensure that the interests and abilities of its students are being effectively accommodated by the programs that are offered. The present study allows students to voice their opinions on matters related to athletic, fitness and sports activities. Information on how many students are currently involved in the various programs offered, how many students are interested in becoming involved, and what obstacles stand in the way of those students not involved was gathered. The major findings of the study are summarized below.

Overall, most JMU students are interested in athletics, fitness, or sports. Specifically, 35 percent of the students surveyed report being *extremely* interested in athletic, fitness, or sports events, 51 percent report being *somewhat interested*, and only 14 percent report *little or no interest* in athletic, fitness, or sports events. Interestingly, even more students report an interest in *participating* in athletic, fitness or sports activities. Forty-two percent report being *extremely interested*, 45 percent report being *somewhat interested*, and 14 percent report being *not very interested or not at all interested*. Male students report interest in athletics, fitness, and sports significantly more often than do female students. For example, while 93 percent of males report being either extremely interested or somewhat *interested* in athletic, fitness, or sports events, only 81 percent of females report such interest. Likewise, 94 percent of males report being extremely or somewhat interested in *participating* in athletic, fitness, or sports activities, compared to 83 percent of the females.

The majority of students (60 percent) feel that JMU places the right amount of emphasis on intercollegiate activities. Only 4 percent believe JMU places too much emphasis on intercollegiate athletics, and 30 percent perceive too little emphasis. Seven percent of the respondents do not know whether they believe JMU places too much, too little, or the right amount of emphasis on intercollegiate athletics. Given the greater interest among male students in athletics, fitness, and sports, it is not surprising that they are more likely to perceive JMU as placing too little emphasis on intercollegiate athletics than are female students (37 percent and 25 percent response rates, respectively).

The vast majority of both male and female students have been involved in some type of high school athletics program. More than two-thirds of females have participated in a high school varsity program, with soccer, track and field, cheerleading, field hockey and basketball being the most popular. More than three-fourths of males have participated in a high school varsity program, with soccer, tackle football, track and field, basketball, and baseball heading the list.

Significantly fewer students report participation in collegiate athletic programs. Nineteen percent of females report participating in an intercollegiate or club athletic activity during the past year. The most popular intercollegiate programs are swimming, soccer, lacrosse, cheerleading, field hockey, fencing, and basketball; the most popular club programs are field hockey, soccer, volleyball and swimming. Males more often report participating in intercollegiate or club athletic programs (23 percent). The most popular intercollegiate activities include soccer, track and field, football, and cross country; the most popular club activities include basketball, water polo, soccer, rugby, roller hockey and lacrosse.

Intramural athletic activities boast higher participation rates than do intercollegiate or club programs. For females, the most popular competitive intramural programs are soccer, slow-pitch

softball, volleyball and basketball; the most popular non-competitive programs are working out, aerobics, swimming and weight lifting. The most popular competitive intramural programs among males include basketball, soccer, softball, football and volleyball; the most popular non-competitive programs include weight lifting, swimming, soccer, basketball, working out, racquetball and running road races.

When asked why they are not involved in collegiate athletics programs, students cite a variety of reasons, with the most common being time constraints and interference with studies. Unfamiliarity with programs also gains a high response rate, especially among female JMU students. This obstacle suggests the need for increasing publicity of available athletic programs or activities.

At least 60 percent of all students mention at least one existing or potential intercollegiate program in which they are *interested* in participating. For females, the most popular are dancing, swimming, field hockey, crew/rowing, and soccer. For males, the most popular are baseball, lacrosse, basketball, and ice hockey. Club and intramural programs generate more interest than do intercollegiate programs. Although both male and female students are more likely to report interests in activities for which they already have the ability, many report interests in activities for which they would need to develop their abilities in order to effectively participate. The need to develop skills in club level activities amongst females was greatest in crew/rowing, dancing, soccer, volleyball, swimming, and field hockey and lacrosse. The need to develop skills in club level activities amongst males was greatest in basketball, golf, soccer, lacrosse, crew/rowing and touch football. Such interest suggests that programs designed to teach students basic skills may increase participation in athletic, fitness, and sports programs.

RECOMMENDATIONS TO IMPROVE THE SURVEY

James Madison University will continue to assess students' interests and desires associated with athletic activities and sports. Specifically, variations of the present study will be conducted every five years. In an effort to improve the survey and overall research process, a number of recommendations for future research are made:

- The number of students responding to the survey was not as large as anticipated with the reward of a T-shirt for participation. It is difficult to determine the right approach to maximize student participation, particularly when making the survey as convenient as an electronic response. Many students completed the survey, but did not pick up a T-shirt. Students were told that 500 T-shirts were available and that only 500 students had been sampled. Given the response rate after three emails were sent, the next administration of the survey should sample 1,000 students and state that the first 500 respondents will receive a free T-shirt.
- Many students responded to questions about non-competitive programs with choices that indicate competitive sports. This choice was left on the survey and may have served to confuse the students.
- Finally, a certain percentage of students (1.5%) did not indicate their race on the survey. It seems students are extremely sensitive to any decisions they feel might be made based on ethnicity. Perhaps it could be emphasized that the primary purposes of the demographics page are to determine the representative value of the sample to the total population of JMU students and to ensure that all types of students are having their needs and interests met.

APPENDIX A: Survey



SURVEY OF STUDENT INTERESTS IN ATHLETICS, FITNESS, AND SPORTS

COMPLETE THIS SURVEY AND RECEIVE A FREE JMU T-SHIRT
(See below for more details)

Letter from Jeffrey Bourne, Director of Athletics

About the Survey: This questionnaire deals with your interest and involvement in athletic, fitness, and sports activities. This means activities that require some significant level of physical effort on your part. In this survey we are interested in all kinds of physical activity that you regularly do, whether in school or outside of school. Whether it's an established team sport, an emerging type of athletics that isn't well known, or a kind of exercise that you do on your own, with friends, or in a class--we are interested in knowing about it. If it seems like we have a lot of questions, it's because students have many different ways of being involved in athletics, fitness, and sports, and we don't want to miss anything that you're involved in or interested in.

Confidentiality: Your name is requested so that we will not send you another email about this survey. Also, your name will be given to Intercollegiate Athletics so that you may pick up your **FREE T-SHIRT (\$10.00 value)**.

Directions for obtaining your t-shirt: T-shirts can be picked up on either April 13 (1:00 to 4:30) or April 14 (8:30 to 2:30) in the All American Room in Godwin Hall. Just come by with your JAC card and we will give you a free t-shirt simply for completing this survey. Your responses will be kept strictly confidential. Only summaries of the data will be reported.

Important Notice: In order to receive your free t-shirt, you must have been notified by email to complete this survey. Athletics will be supplied with the names of students selected to participate and those who completed the survey.

NAME. Please enter your name below:

Last Name

First Name

SECTION 1: Your Interest in Athletic, Fitness, and Sports Activities

Students differ in how much they **follow**, and in how much they actually **participate** in athletic, fitness and sports activities. The following questions are designed to address your interests.

1. How interested are you in watching athletic, fitness and sports events on TV or hearing them on radio; going out to attend events as a spectator; and keeping up with events by following news about athletic, fitness, and sports actions? Are you . . .

2. How interested are you in **participating** in athletic, fitness, or sports activities? Are you . . .

3. Do you believe that your college or university places too much, too little, or the right amount of emphasis on intercollegiate athletics?

SECTION II: Your Participation in HIGH SCHOOL Athletic, Fitness, and Sports Activities

The next few questions deal with your **participation** in high school athletic, fitness, and sports activities. You participate when you **do** the activity. Coaches, managers, trainers, referees, etc. are not considered to be participants.

4. Did you participate in any **varsity** sport(s) in high school?

4a. Activity 1

4a1. Did you earn a varsity letter?

4b. Activity 2

4b1. Did you earn a varsity letter?

4c. Other varsity sport

Sport name:

4c1. Did you earn a varsity letter?

5. Did you participate in any **other** athletic, fitness, or sports activities offered by your high school--other than required physical education classes?

5a. Other Activity 1

5b. Other Activity 2

5c. Other sport 1

Sport name:

6. While in high school, did you **participate** in any athletic, fitness, or sports activities that were not sponsored by your high school? Sometimes such activities are organized by a league, local government, parks department, religious group, or club. Sometimes they are informal--things you did on your own, with friends or informally with other students.

6a. Other Activity 1

6b. Other Activity 2

6c. Other sport 1

Sport name:

SECTION III: Your Participation in COLLEGE Athletic, Fitness, and Sports Activities at JMU

The following questions refer to your activities at JMU over the past 12 months. If you are a freshman or a transfer student who has been enrolled here less than 12 months, please report only on activities since you enrolled here. Please answer with the following definitions in mind:

There are three levels of college athletics, fitness, and sports programs:

First, there are INTRAMURAL programs that are informal and open to all students. Some intramural activities involve competition and some do not. In COMPETITIVE INTRAMURAL programs, events take place **within** the college or university among student teams or individual students. Competitive activities are those which end with a person or team "winning" or getting "first place." Teams that compete at the intramural level do not usually have a regular practice schedule. NON-COMPETITIVE INTRAMURAL programs do not involve competition and are offered to provide opportunities for physical fitness and recreation. These programs include both scheduled and non-credit classes and "open hours" at gyms, pools, and other athletic, fitness, and sports facilities.

CLUB programs are student-run and are often supervised by faculty advisors. These programs have an established practice schedule and a schedule of contests against **other** college or universities. There are usually no scholarships in club programs.

INTERCOLLEGIATE teams have a head coach, staff, and competitive schedule against other colleges and universities. Students practice on a daily or weekly basis, may follow an individual program of off-season training, travel and occasionally miss classes. They frequently have access to academic support services including tutors and counselors. Some receive scholarships that cover all or a portion of the cost of their education.

7. Since this time last year, have you **participated** in any **Club** or **Intercollegiate** athletic, fitness or sports activities sponsored by this college or university?

7a. Club Activity 1

7b. Club Activity 2

7c. Other Club Sport 1

Sport name:

7d. Intercollegiate Activity 1

7e. Intercollegiate Activity 2

7f. Intercollegiate Activity 3

7g. Other Intercollegiate Sport 1

Sport name:

(If you answered NO to question 7, please answer the following question. Otherwise, please to to question 9.)

8. There are many reasons students do **not participate** in club or intercollegiate activities in college. Please check all the reasons that apply to you in the last year.

- It takes too much time.
- The program(s) I am interested in is/are not offered.
- I do not have the physical ability.
- Participating would interfere with my studies.
- Participating would interfere with my job.
- The program(s) I am interested in is/are not very good at this school.
- I am concerned about physical injuries.
- Financial constraints.
- I am not good enough to make the team.

- I have a disability or medical condition that would limit my participation.
- I am too old to participate.
- I have been disqualified from participating.
- I am not interested in athletics and/or sports.
- I am not familiar with club or intercollegiate programs here.
- I do not have the energy for athletics or fitness activities.
- I am involved in intramurals instead of club or intercollegiate sports.
- Participating would interfere with my family.
- I am not eligible to participate.
- Other

9. Since this time last year, have you **participated** in any **Competitive** or **Non-competitive Intramural** athletic, fitness or sports activities sponsored by JMU?

*** **COMPETITIVE** ***

9a. Competitive Intramural Activity 1

9b. Competitive Intramural Activity 2

9c. Other Competitive Intramural Sport 1

Sport name:

*** **NON-COMPETITIVE** ***

9d. Non-competitive Intramural Activity 1

9e. Non-competitive Intramural Activity 2

9f. Other Non-competitive Intramural Sport 1

Sport name:

(If you answered NO to question 9, please answer the following question. Otherwise, please to to question 11.)

10. There are many reasons students do **not participate** in Intramural activities in college. Please check all the reasons that

apply to you in the last year.

- It takes too much time.
- The program(s) I am interested in is/are not offered.
- I do not have the physical ability.
- Participating would interfere with my studies.
- Participating would interfere with my job.
- The program(s) I am interested in is/are not very good at this school.
- I am concerned about physical injuries.
- Financial constraints.
- I am not good enough to make the team.
- I have a disability or medical condition that would limit my participation.
- I am too old to participate.
- I have been disqualified from participating.
- I am not interested in athletics and/or sports.
- I am not familiar with club or intercollegiate programs here.
- I do not have the energy for athletics or fitness activities.
- I am involved in intramurals instead of club or intercollegiate sports.
- Participating would interfere with my family.
- I am not eligible to participate.
- Other

11. Since this time last year, have you participated in any organized athletic, sport, or fitness activity that included any one (or more) of the four elements mentioned above and was not sponsored by JMU (FRESHMEN/TRANSFERS: since you enrolled here.)?

11a. Activity 1

11b. Activity 2

Now that we have asked about your participation in activities sponsored by JMU, we would like to ask similar questions about your participation in **organized** activities that are **NOT SPONSORED** by JMU. They can be sponsored by a league, local government, parks department, religious group, club, fraternity or sorority, etc..

Organized activities are athletic, fitness, and sports activities that involve **at least one of the following**:

- there are coaches or managers who are not participants
- there are officials, judges, umpires, or referees at each event
- records are kept on each event
- prizes or trophies are awarded

12. Since this time last year, have you **participated** in any athletic, sport, or fitness activities outside of school that you have not listed above? For example, any informal activities not arranged JMU.

(FRESHMEN/TRANSFERS: since you enrolled at JMU.)

12a. Activity 1

12b. Activity 2

SECTION IV: Your Interest in Participating

We only have a few more questions. This section deals with your interest in participating in existing or new programs.

13. Would you be **interested** in participating in any types of athletic, fitness, or sports activities in college that you are not now participating in? In answering this question, consider programs that **could** be formed as well as those that may currently exist. Also, consider activities for which you may not presently have the **ability** but think you could develop the necessary ability if you were given the time and/or help.

13a. What is the **first** athletic/fitness activity or sport in which you would be interested in participating?

13a1. **OR** Other Activity 1

Sport name:

Please check off the level or levels at which you would be interested in participating in this activity/sport. Also please indicate whether you believe you have the athletic ability needed to participate at the level(s) you have checked, or would need to develop the necessary ability.

13a2. Interest level and ability

	Not Interested	Interested and have the ability	Interested, but would need to develop ability
Intercollegiate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Non-Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13b. What (if any) is the **second** athletic/fitness activity or sport in which you would be interested in participating?

13b1. OR Other Activity 2

Sport name:

Please check off the level or levels at which you would be interested in participating in this activity/sport. Also please indicate whether you believe you have the athletic ability needed to participate at the level(s) you have checked, or would need to develop the necessary ability.

13b2. Interest level and ability

	Not Interested	Interested and have the ability	Interested, but would need to develop ability
Intercollegiate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Non-Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

13c. What (if any) is the **third athletic/fitness activity or sport in which you would be interested in participating?**

13c1. OR Other Activity 3

Sport name:

Please check off the level or levels at which you would be interested in participating in this activity/sport. Also please indicate whether you believe you have the athletic ability needed to participate at the level(s) you have checked, or would need to develop the necessary ability.

13c2. Interest level and ability

	Not Interested	Interested and have the ability	Interested, but would need to develop ability
Intercollegiate	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Club	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Intramural Non-Competitive	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

SECTION V: More About You

Finally, we'd like to know a few more things about you for statistical purposes. All your answers on this questionnaire are confidential.

14. In what year did you first enter JMU?

15. Are you currently enrolled:

16. Approximately how many hours of credit have you earned toward graduation not counting the courses you are currently taking?

17. Your gender:

18. In what year were you born?

19. Do you have any physical or mental condition that limits your daily activities in any way?

20. What race do you consider yourself?

21. In what state or foreign country was the high school you graduated from located?

State or foreign country

Thank you for taking the time to complete this survey. Select Submit Survey now to send your responses to us.

Submit Survey

Clear All Answers

[This questionnaire was created by Perseus SurveySolutions for the Web.](#)

APPENDIX B: Letter From Jeff Bourne

March 2000

Dear JMU Student:

In keeping with JMU's philosophy of quality service to students and as part of the Intercollegiate Athletics strategic plan, it is our desire to stay current with respect to students' interests and desires associated with athletic activities and sports. We are conducting a study (something we will do every five years) to insure that James Madison University students have their opinions heard on matters related to athletic activities and sports.

You are one of a carefully selected group of students being asked to give your opinion on these matters. Your name was drawn in a random sample of all students. In order that the results will truly represent the thinking of the students at JMU, it is important that each questionnaire be completed. Your thoughts and opinions on these issues represent those of many other students who have not been selected in the sample. Therefore, your answers are very important.

You may be assured of complete confidentiality. However, we request that you provide your name on the survey so that you will not be sent another email request.

Your name will be provided to our office so that you can receive a **FREE T-SHIRT to thank you for participating.**

Directions for obtaining your T-shirt: T-shirts can be picked up on either April 13 (1:00 to 4:30) or April 14 (8:30 to 2:30) in the All American Room in Godwin Hall. Just come by with your JAC card and we will give you a free T-shirt simply for completing this survey. Your responses will be kept strictly confidential. Only summaries of the data will be reported.

Important Notice: In order to receive your free T-shirt, you must have been notified by email to complete this survey. Athletics will be supplied with the names of students selected to participate and those who completed the survey.

The results of this research will be used by officials here at JMU to help design programs to meet the interests and needs of students. A copy of the final report will be placed on our Web page this summer at <http://www.jmu.edu/athletics/>.

I would be most happy to answer any questions you might have. Please write, call, or email (bournejt@jmu.edu) if you have any questions. The telephone number is 540-568-6164.

Thank you for your assistance.

Sincerely,

Jeffrey Bourne
Director of Athletics