Creating a Culture of Fun in Your Campus Recreation Department

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Learning Outcomes

By the conclusion of the session, participants will be able to:

Articulate the importance of creating a culture of fun in your campus recreation department

Discuss effective ways to improve morale and communications through the use of humor

Develop a personal/departmental plan to improve the culture of fun in your department
"You’re not informing or persuading; you’re entertaining. But in this day and age, if you’re entertaining, you’re also persuading."

Bob Lachky
V.P. Brand Management Anheuser-Busch
Humor Breaks Down Workplace Barriers

When learning is a social task, humor can enhance positive relationships with others.
Why Use Humor in Management?

- Enhances communication
- Decreases anxiety, tension, stress and boredom
- Improves attitudes toward the subject
- Increases attention span.
- Intensifies motivation
- Elevates levels of satisfaction with learning.
- Improves comprehension, cognitive retention, interest and task performance.
Humor promotes creativity and divergent thinking
Personal Importance

Evaluations of management performance was higher in faculty that use humor.

There is a positive correlation with overall quality of life among managers that use humor.
Strategies

- Humorous examples
- Humorous questions
- Humorous problem sets
- Humorous material on exams
- Games
Implications

• Consideration of Target Audience
• Complexity of Material
• Method of Delivery
• Type of Humor Used
Audience Differences

Humorous effects vary by target audience gender, age, ethnicity & culture (Madden & Weinberger, 1982; Unger, 1996)

Males have been shown to appreciate/use most types of humor more than females.

Audiences that are younger, well educated, professional males are best suited to Humor Appeals.

What adults see as funny, teens often don’t.

Research suggests that this type of humor is enjoyed more by persons who are not part of the target group.
Types of Humor

- **Parody** (Absurdity/Satire)
- **Slapstick** (Physical)
- **Sarcasm** (Sneering Remark)
- **Sophisticated** (Incongruence)*
- **Resonance** (Play on Words)*
- **Animation**
- **Professional Comedian**

* not included in original instrument
What’s Funny & What's Not

- Use of Sarcasm
- Embarrass Others
- Use Stereotypes or Prejudicial statements
- Negative Humor
- Obscene Language
- Over Use
Stuart Brown’s
Characteristics of PLAY

No Apparent Purpose
Voluntary
Inherent Attraction
Free of Time Constraints
Diminished Consciousness of Self
Potential to Improvise
Desire to Continue
Culture Changing Practices
Communication Enhancements
Teaching Flexibility
Steve Bobbitt has been reported missing while on a 4-month trip to the Amazon.
NIRSA.org reports Rhonda Dubord skips another group during a NRSM group discussion.
Willie Ehling takes another Director position in a state he claims he never would live.
Personal/Departmental “Fun” Plan
Conclusion
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Leaders in Collegiate Recreation