The Value of PLAY and the Needs of Your Campus

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TAKEING CARE OF BUSINESS
Introduction – Todd & PSU

Todd

PSU
Introduction – Steve & JMU

Steve

JMU

NIRSA 2014
Leaders in Collegiate Recreation
Why Are We Talking About PLAY?

• Little to no research on Adults at PLAY
• It has a cost and value
• It is *not* the opposite of work
• We spend a lot of time around PLAY, we should have a vocabulary
• *Play: How It Shapes the Brain, Opens the Imagination and Invigorates the Souls* by Stuart Brown
Learning Outcomes

• Participants can identify the components and benefits of PLAY
• Participants can recall Brown’s 8 PLAY Personalities and identify ways to incorporate them into programs and services they provide.
• Participants can identify ways to bring the PLAY to their campus by doing assessments and interventions.
ENOUGH OF THAT...
...THUMB FIGHT!
WHAT WE SHOULD ALREADY KNOW...
Characteristics of PLAY - Brown

- No Apparent Purpose
- Voluntary
- Inherent Attraction
- Free of Time Constraints
- Diminished Consciousness of Self
- Potential to Improvise
- Desire to Continue
Play Progression - Eberle

- Anticipation – curiosity and nervousness
- Surprise by the unexpected
- Pleasure
- New understanding
- Mastery or strength
- Poise and Sense of balance
An Example

**Video #1**
- Anticipation
- Surprise
- Pleasure

**Video #2**
- A new understanding

**Video #3**
- Mastery and Strength
- Poise and a Sense of Balance

**How Could It Have Different?**
- It wasn’t voluntary
- He would still rather go to the pool
- There was a time constraint

If it was “Forced Family Fun?”
Benefits of ~PLAY~

• Self Expression
• Enrichment
• Adaptability & Problem Solving
• Emotional Distance
• Improves Learning
• Keeps things interesting
BROWN’S PLAY PERSONALITIES
The JOKER
Nonsensical. Social strategies of making people laugh.
The KINESTHETE
People who like to move or push their bodies to feel a result. Competition is not the point.
The EXPLORER
Physically, emotionally or mentally looking for something new – place, feeling, idea.
The COMPETITOR
Enjoys a competitive game with specific rules. Plays to win, actively or as an observer.
The DIRECTOR
Enjoys planning and executing scenes or events. Loves being in charge of the players and stage.
The COLLECTOR
Hold the most, the best or the most interesting collection of objects or experiences.
The ARTIST/CREATOR

Joy is found in making things – beautiful, functional or goofy.
The STORY TELLER
Enjoy creating and telling stories or experiencing thoughts and emotions through those of others.
PLAY Personalities by Type

JMU
- 4.8% Joker
- 1.6% Kinesthete
- 14.8% Explorer
- 32.3% Competitor
- 21% Director

PSU
- 28% Joker
- 19% Kinesthetic
- 11% Explorer
- 17% Competitor
- 10% Director
- 8% Artist/Creator
- 3% Collector
- 4% Story Teller
Overall, What Did People Think of PLAY?

• Provides benefits that we are not aware of.
• Helps us learn about, and adapt to, our world.
• More productive when a sense of PLAY prevails.
• Spontaneous PLAY contributes to our enrichment.
• PLAY contributes to success and lifelong wellness.
How Do You Participate in Physical Play

• **Exerciser:** Lose weight, improve cardio fitness, and/or stay in shape

• **Competitor:** Improve your time or beat others

• **Enthusiast:** Experience the joy of the day and feel your body working

• **Socializer:** See the activity as a way to bring people together to visit
Taking Breaks from Responsibility

In the last week, how many times have you participated in a playful activity that you deliberately planned as a break from typical responsibilities?
Push Away From PLAY...

There are times when I feel that I should “push away from” opportunities to play because I’m an adult and should be beyond the need for that.
There are times when I feel like the responsibilities in my life are pulling me away from opportunities to play or pursuing my interest or play.
Breaks From Responsibility by Gender

**JMU**

- **Women**
- **Men**

**PSU**

- **Women**
- **Men**
“Pulled Away” From Opportunities to PLAY by Gender

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NIRSA Leaders in Collegiate Recreation
Group Exercise

PICK YOUR PRIMARY PLAY PERSONALITY

Joker    Kinesthete
Competitor    Collector
Explorer    Artist
Director    Storyteller
Now...

- List of things that would interest you?
- What other personalities might be interested?
- How could you adapt it to interest one or two more personalities?
Ideas That We Tried

• Facebook Campaigns for each PLAY Personality
• Finals week videos for Student Staff
• Beach Ball Campaign
• Learn at Lunch
• Tweet-up
• “You Can PLAY” video
• Adding the word PLAY to marketing material
• Campus visits polling
PSU PLAY Tweet-UP
"Time management is a joke...all of those strategies out there to cram more stuff into our calendar is not the answer. Figure out what is important to you and do the most important first."

~Brigid Schulte
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