

Why is Student Organization Attendance Down at Non-Football Sporting Events At Stephen F. Austin

Researcher: Grant Lebkowsky
Faculty Sponsor: Wenjing L, Ph. D.



Introduction:

❖ Have you ever attended a sporting event like a women's or men's basketball game at Stephen F. Austin and notice that the coliseum is maybe ¼ of the way filled. I was appalled by this revelation and wanted to figure out why this was happening and how it can be fixed.



<https://www.ketk.com/sports/local-sports/sfa-wins-southland-conference-commissioners-cup-in-final-year-before-heading-to-the-wac/>

Objective

- ❖ How can I utilize organizations at SFA to increase overall attendance at sporting events?
- ❖ Find out which of the three research objectives based on three programs a promotion, incentive, and activity would be most effective according to students.



<https://sfajacks.com/sports/womens-volleyball>

Methodology:

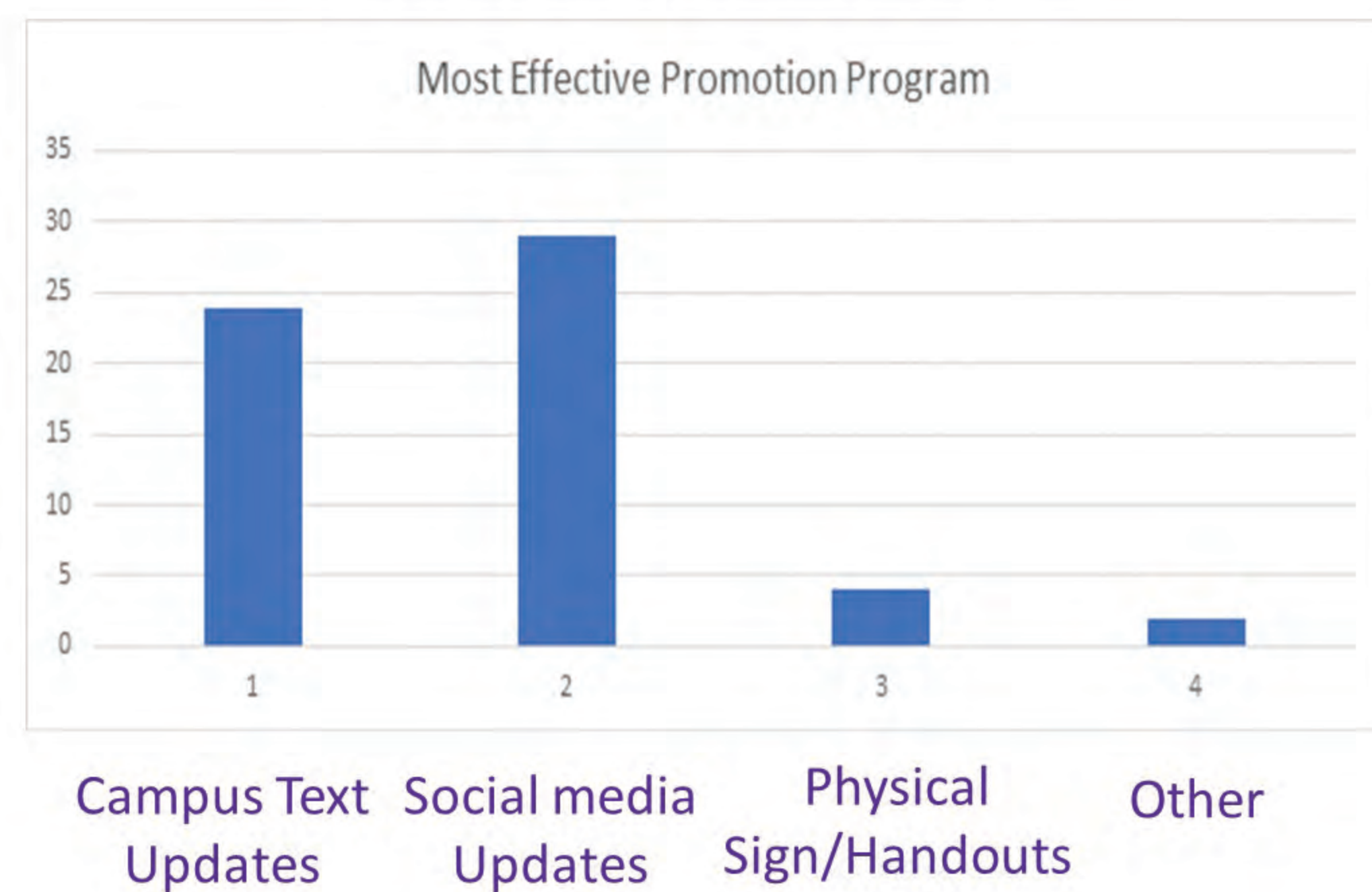
- ❖ To achieve the objective, I created a survey with the three main programs in mind.
- ❖ I invited various organizations like Fraternities, Sororities and different clubs to participate in our survey. I was able to obtain 68 respondents by the end of the week window of conducting the survey.

Conclusion:

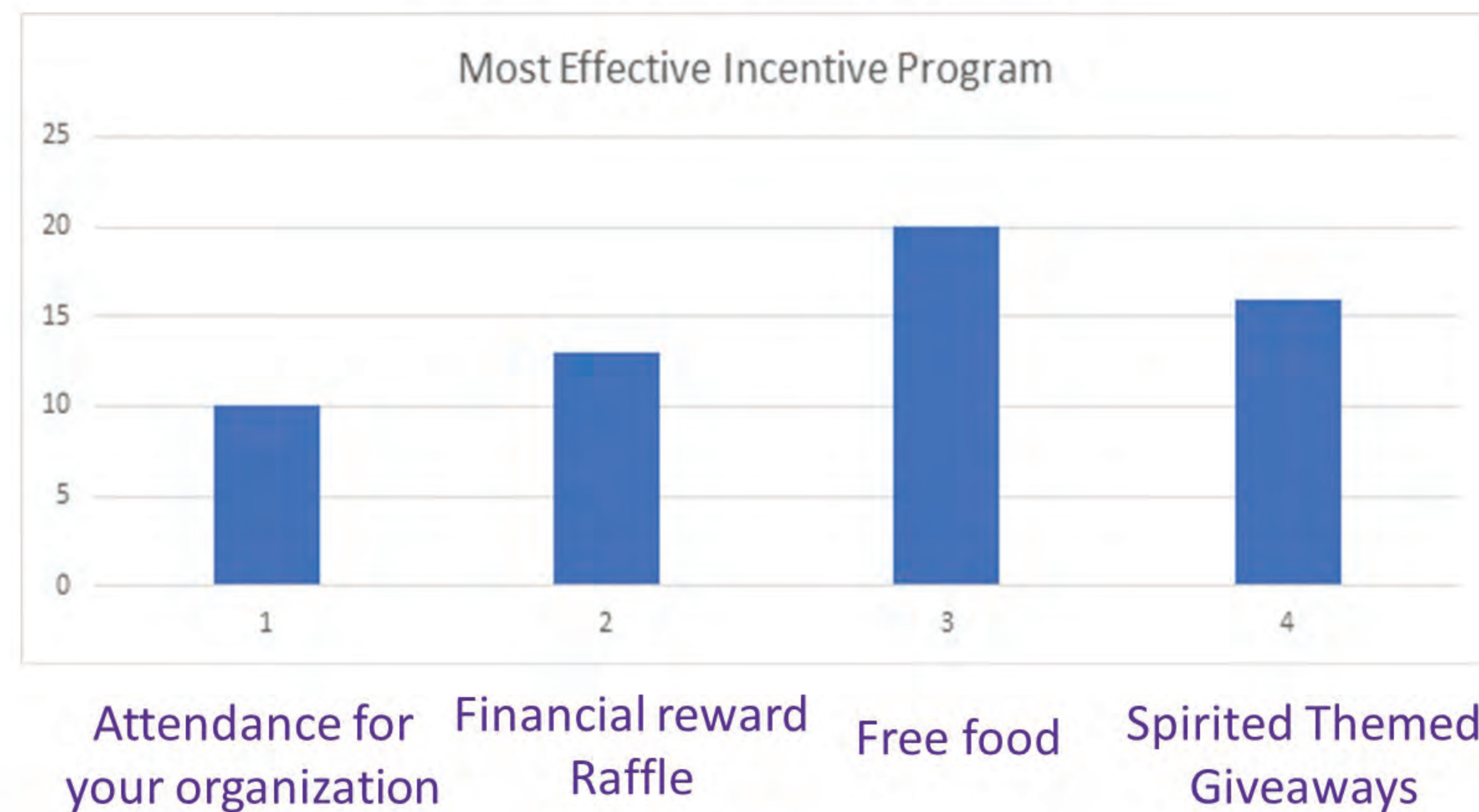
- ❖ The key findings concluded that Stephen F. Austin needs to put emphasis on employing strategies that are either incentive or activity based.
- ❖ **Top Incentives:** free food and free spirit themed giveaways.
- ❖ **Top Activities:** tailgating and Greek Life/Student Organization recognition night

Results:

P-Value: .000000023



P-Value: .29430556



P-Value: .000000296



P-Value: .04406672

