

Running Head: Recruitment Strategies To Be Recruited To The Next Level

Recruitment Strategies To Be Recruited To The Next Level

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Athletes have hard problem with being recruited especially when its to the next level. It is very important for athletes to know how to get to the next level so they can balance their life, school, or whatever the case may be. I have been doing research based upon the recruitment strategies to be recruited to the next level. This study will be researched with multiple articles and a simple survey based on the Benedict College athletes. This study is unique because it will give more athletes more knowledge based upon the recruitment strategies from college athletes.

Many college athletes have dreamed to play basketball on a collegiate level. Jennifer Y. Mak, Anita N. Lee, and Juliet Donahue (2003). The purpose of this study was to examine the relationships between the Desire to attend collegiate women's basketball (DES) and three aspects of attending collegiate women's basketball games. The Modified Sports Consumers Questionnaire (Milne & McDonald) was administered during a basketball game. After exploratory factor analysis (EFA) and confirmatory factor analyze (CFA), three factors (Habit, Attitude, and Satisfaction) with 19 items were retained for sports spectator behavior. Structural equation modeling was used to analyze the relationships among DES and three SSB factors. The participants were spectators of a National Collegiate Athletic Association (NCAA) Division I women's basketball game ranging in age from 18 to 70 (n=312). The findings revealed that the DES was positively related to the Habit of affiliating themselves with sports (HAB) and the Attitude towards sports (ATT), but negatively related to the satisfaction of watching sports (SAT). The three main predictors of SSB account for 85% of the variance of DES.

As stated in the article above, the main three things they look for in athletes are attitude, behavior, and satisfaction. Neil Terry, Rex Pjesky, and Robin Patterson (2008). The purpose of this study was to present empirical results investigating the determinants of women's college basketball profit. The research sample is 217 college basketball programs. The independent variables STUDENT, PUBLIC, and FATHLETES are institutional control variable. The next three independent variable in the model are resource control variables. (recruit, the coach, and Texas A&M). The final variable is RPI, which ranks team based on a combination of a team's wins and losses. The final findings was that athletic programs are an important financial and marketing instrument for many colleges.

The athletic programs are based upon the wins and losses, as well as financial marketing. Which determines the money giving for being recruited. Eugene Judson (2011) recruiting and retaining girls and women to pursue stem careers and play sports. The purpose of this study is recruiting and retaining girls and women is a concern in the untied states across physical education, physical activity, and sports (pe, pa/sport); as well as science, technology, engineering, and mathematics (stem). A sample survey was used for this research method. The participants in this research method were the u.s bachelor's degrees and workforce of selected stem fields (biological science, chemical engineering, civil engineering, electrical engineering, and mechanical engineering). In conclusion, we discovered common intersections occurring as three; (a) exposure and image, (b) instruction/coaching, and , and (c) socio-cultural. However, we argue that by widening our understanding o the mutual reasons that girls and women choose not to participate in stem and pe/pa/sport we then improve our likelihood of addressing the issue and are more keenly aware of it. Each discipline therefore provides the other with a new

reference frame. The hope is then to continue to learn, from a now wider field of study, how best to promote female involvement in what have been male dominated settings.

Some athletes don't want to be professional athletes when graduating. Lombardi, Robyn Conley Downs, Andrew Downs, and David Conley (2012) development of a college readiness screening measure for student athlete recruits. The purpose of this study is the student athlete pre-screening questionnaire (sa-psq) was developed based on a pre-existing measure of college readiness designed for high school students. The survey used in this research method is the grade point average from demographic and academic precollege factors and college readiness. These findings suggest the sa-psq provides unique information that may not be captured by the typical measures of academic preparation used by the ncaa (e.g., high school gpa and college admission exam scores). Even in there findings it shows you based on the athlete that determines the money they give you as well as much as how much they would make. Which brings me to the study of athletes and the recruitment to the next level.

The purpose of my study is to help athletes on there recruitment strategies to be recruited to the next level.. The articles that have been identified, most discussed collegiate athletes choosing the same majors and having easier classes in order to stay eligible for competitions. This study will be unique because, it will help athletes who are trying to go to the next level in life, weather its college basketball, professional league, or even just trying to do better in life. This study is mainly to open up the minds of athletes to help them see what, where they want to due future wise.

Methods

Participant

The participants for this study will be the girls and boys athletes of Benedict College. A simple survey will be used for this study. The participants will be 10 softball, 5 both men and women basketball, and 10 baseball, between the ages of 18-30.

Materials

The data collection instrument used for this study will be questionnaire survey that will consist of demographic questions. This survey was created to help athletes prepare them selves to get to the next level and maintain that level. Questions 1-3 will be the demographic part of the survey that will ask questions, such as gender, classification, and major. Questions 4-15 will consist of questions that help athletes determine what they need and want to do future wise.

Procedure

The questionnaire survey will be administrated to the population being studied at a team meeting or practice. Each participant will receive a consent form to participate in this anonymous study. Then the data will be collected and analyzed.

Results: Due Next Semester

Discussion: Due Next Semester

Appendix

Questionnaire

My name is Tiara D. Pugh and I am a student at Benedict College. This brief questionnaire is for my senior paper. I am doing an attitudinal study on athletes on recruitment strategies to the next level. The study has been approved by the Benedict College Institutional Board and your participants is voluntary. All responses are anonymous, therefore, you do not need to write your name on the questionnaire. By completing this questionnaire, you have provided me with, your informed consent to the best of your ability. If at any time you may feel uncomfortable and would like to stop participating, please feel free to do so and return the questionnaire to me. Thank you for your time and participation.

Demographic instructions: Please place a check on the line that corresponds to you. Please write your major.

Age	Major	Gender	classification
<input type="checkbox"/> 18-20		<input type="checkbox"/> Female	<input type="checkbox"/> Freshman
<input type="checkbox"/> 21-23		<input type="checkbox"/> Male	<input type="checkbox"/> Sophomore
<input type="checkbox"/> 24-30			<input type="checkbox"/> Junior
			<input type="checkbox"/> senior

Questionnaire instructions: In the questionnaire below please check the box for yes or no.

Was you Recruited?

Do you plan on playing in the professional league?

Did you get everything promised to you from your recruiter?

Are you true team player?

Do you work out at least 4times a week?

Do you eat healthy on the regular?

Do you put in that extra work outside of practice?

Do you plan on continuing your education after bachelors?

Do you believe in excuses?

What are your next step? (for seniors)

References

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