

STUDENTS' PERCEPTIONS OF EXPERIENTIAL LEARNING AT THE 2016 RYDER CUP

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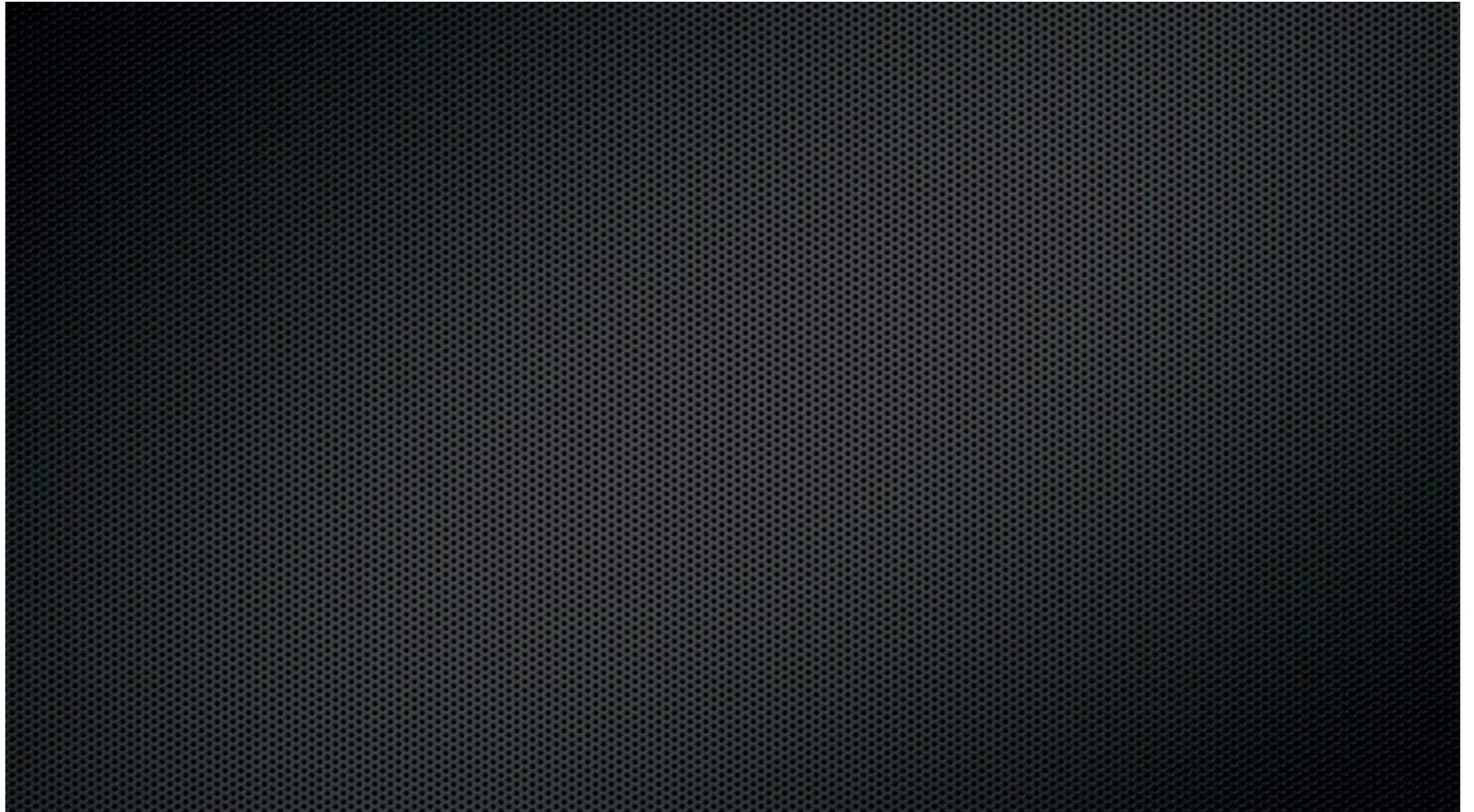
 MINNESOTA STATE UNIVERSITY MANKATO

SPORT MANAGEMENT AT MSU

- **Our students**
 - 225 undergraduate students
 - 31 graduate students
- **Experiential education within our program**
 - Internships
 - Viking Training Camp
 - Event Management
 - Service Learning Project
 - Marketing Plan/Market Research
- **Location**
 - easy access to Minneapolis-St Paul



RYDER CUP 2016: HAZELTINE NATIONAL GOLF CLUB



RYDER CUP 2016: THE NUMBERS

- 3 days of competition/3 days of practice rounds
- 50-60,000 spectators per day
- Over 260,000 total spectators
- 3,800 volunteers
- 10 villages for corporate hospitality
- 15 weeks to build, 5 weeks to take down
- Improvements made to the course by members over 5-7 years prior to the event

STUDY BACKGROUND

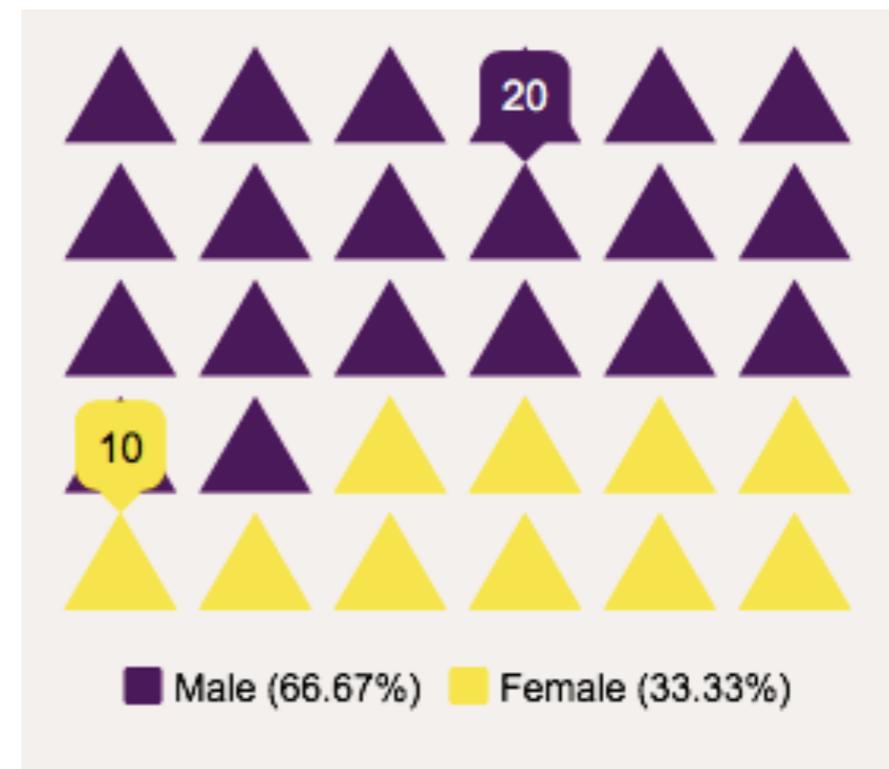
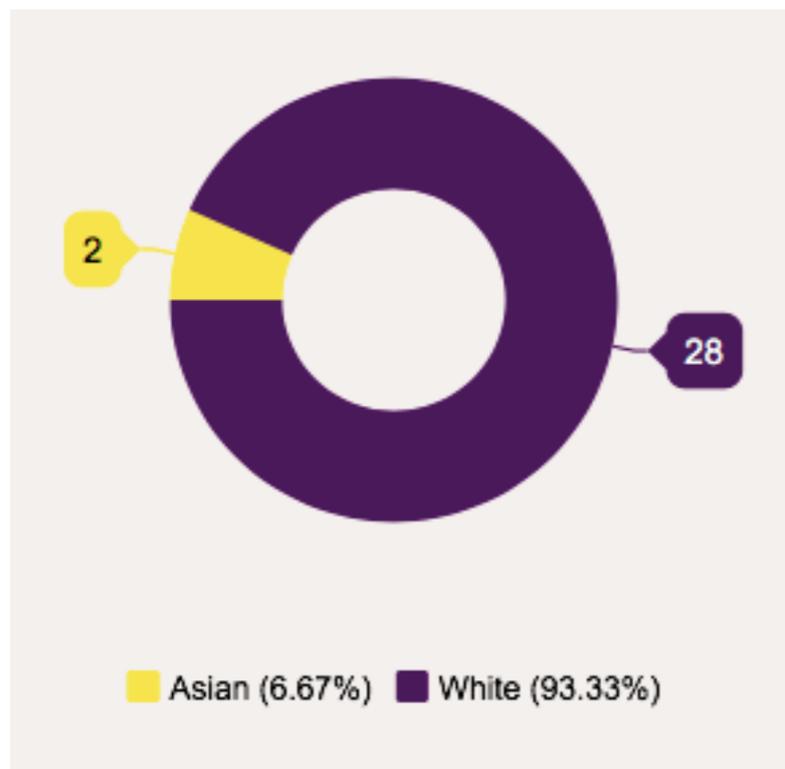
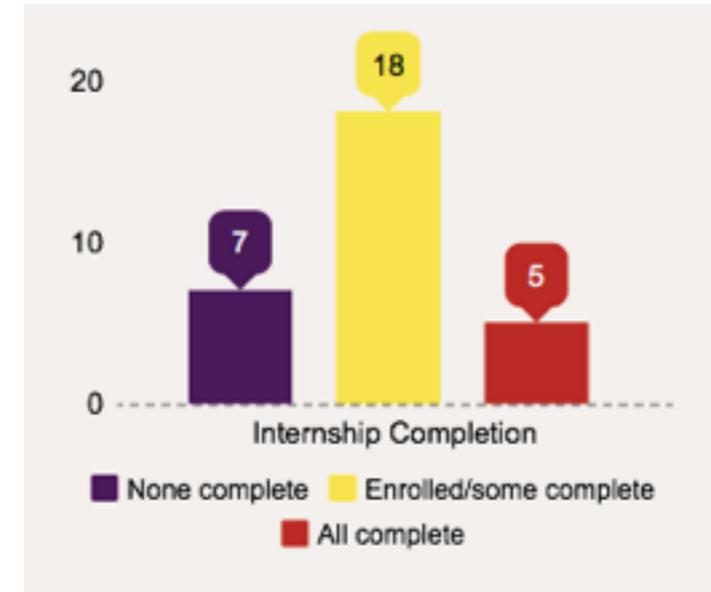
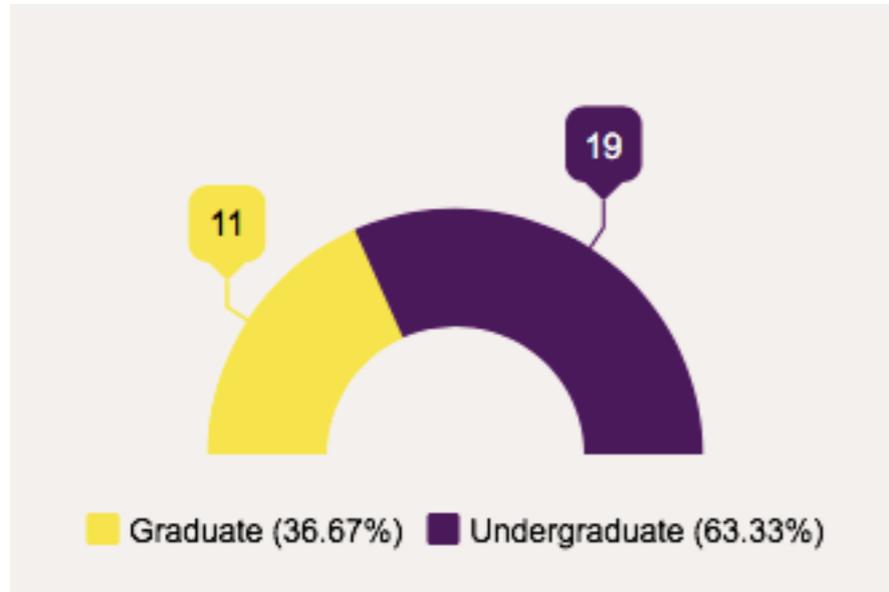
- In order to provide opportunities like this in the future, we needed some data from students
- What were students' perceptions of an experiential learning opportunity as part of sport management undergraduate & graduate programs?
 - How satisfied were students?
 - How likely are they to participate in similar future events?
 - What value do they think this experience has?

METHODS

- **Job Satisfaction Survey (Spector, 1985; Wozencroft & Hardin, 2014) modified for Ryder Cup event**
 - **Examples:**
 - I felt I received a fair amount of recognition for the work I did
 - My Ryder Cup supervisor was quite competent in doing his/her job
 - I liked the people I worked with
 - I often felt that I did not know what was going on at the Ryder Cup
- **Open-ended questions about reasons for signing up, most/least satisfying parts of the class, interest in future classes**
 - Reasons for signing up
 - Most/least satisfying parts of the class
 - Interest in future classes/experiences
- **Data analysis**

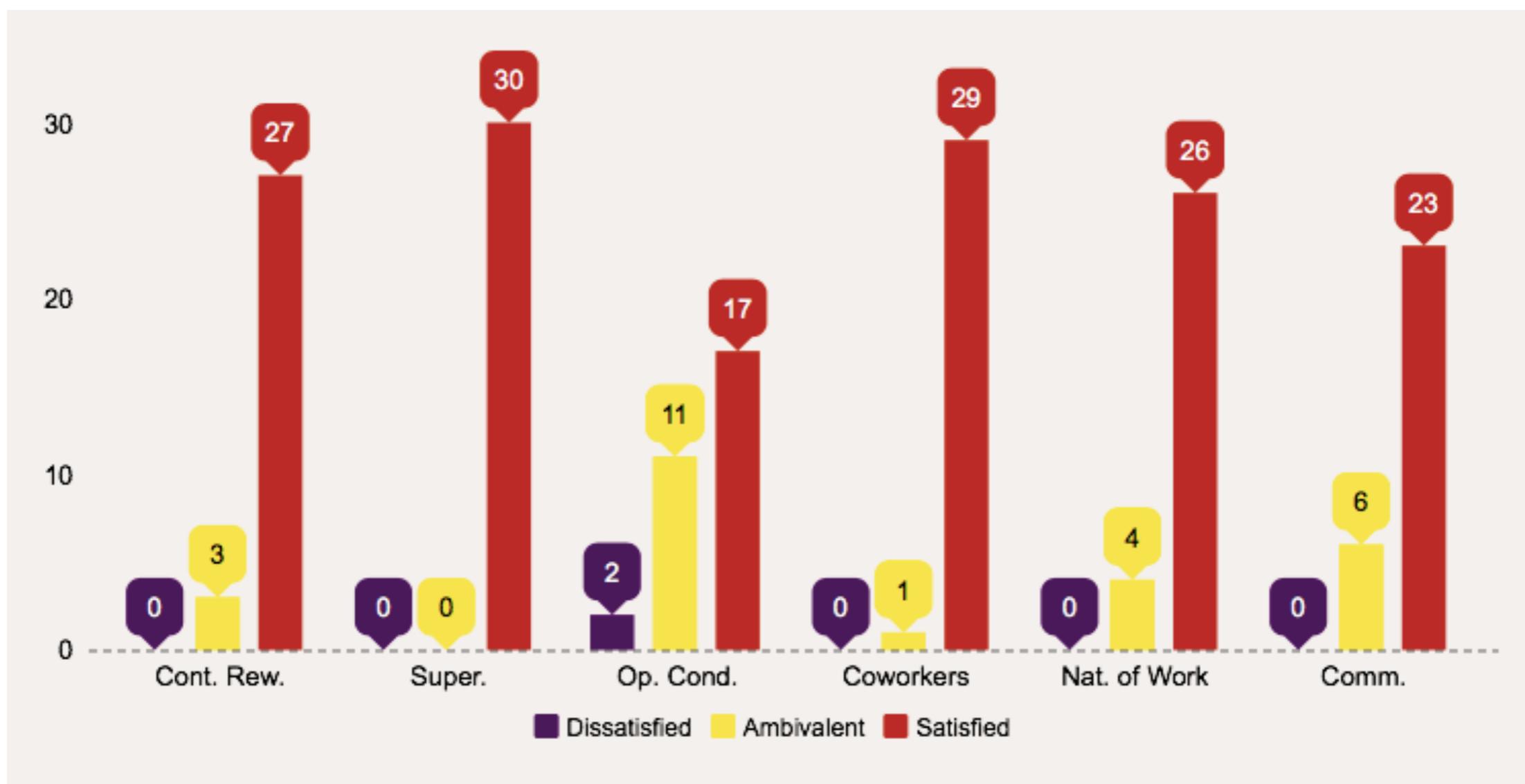
DEMOGRAPHICS

➤ Mean age = 22.6 (2.28)



RESULTS: SATISFACTION

- 6 sub scales
- Contingent rewards, Supervision, Operating conditions, Coworkers, Nature of work, Communication



RESULTS: OVERALL SATISFACTION

- Dissatisfied = 23-69; Ambivalent = 69-92; Satisfied = 91-138
- $m = 117.75(10.01)$
- No differences between:
 - Graduate/Undergraduate
 - Male/Female
 - Internship Completion

BEHAVIORAL INTENTIONS

- Only supervision from Ryder Cup staff had effect on intentions
 - To take class again
 - To volunteer at similar event in the future



QUALITATIVE RESULTS: STUDENTS' PERCEPTIONS



Motivation

Rewards

Intrinsic

Unique Opportunity

Unique Experience

Spectator Praise

Extrinsic

Instrumental to Degree
Instrumental to Career
(Networking)
(Mega Events)
(Golf Industry)

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UNIQUE OPPORTUNITY/EXPERIENCE

“ I knew the Ryder Cup was a unique, world class event, and I thought it would be an amazing opportunity to participate in and contribute towards.

It's a once in a lifetime opportunity to work one of the biggest sporting events in the world. To be a part of that is awesome.

To experience what it took to host such a large event and to be a part of something this massive and worldly.

Just being a part of such a huge and notorious event. Even playing a small role in making it successful was great.

SPECTATOR PRAISE

“ The most rewarding part was having spectators come up and say what a great job we were doing ... it was nice to see how much they enjoyed the event.

Seeing all the people thanking me for all my hard work as they were leaving the Tom Lehman Village.

INSTRUMENTAL TO DEGREE

“ It sounded like a really great opportunity to gain class credit as well as a once in a lifetime experience.

Great way to fulfill credits.

[Fulfilled] elective credits.

INSTRUMENTAL TO CAREER: NETWORKING



Experience in sport is really essential to finding work. [The Ryder Cup class] was an opportunity to get that experience ... especially given that we could network, too.

I met so many different people from all around the world. I was able to create future contacts to help me grow professionally.

I would have to say [the most rewarding aspect] was getting contacts with the community and the PGA. Having those people you worked with or know will only help me in the future.

INSTRUMENTAL TO CAREER: MEGA EVENTS OPERATIONS

“ Overall, it was great to see how these huge sporting events work. You usually only see the actual event, but to see some of the background and behind the scenes [operations] was great.

Seeing the operations and visualizing the detailed planning was really good for me.

Just being able to see how things work and to get to know the in-depth [operations] of a mega event was very beneficial.

INSTRUMENTAL TO CAREER: GOLF INDUSTRY

“ It has made me interested in possibly working in the golf industry. I never realized how big it was.

It has opened up more opportunities through golf and other events.

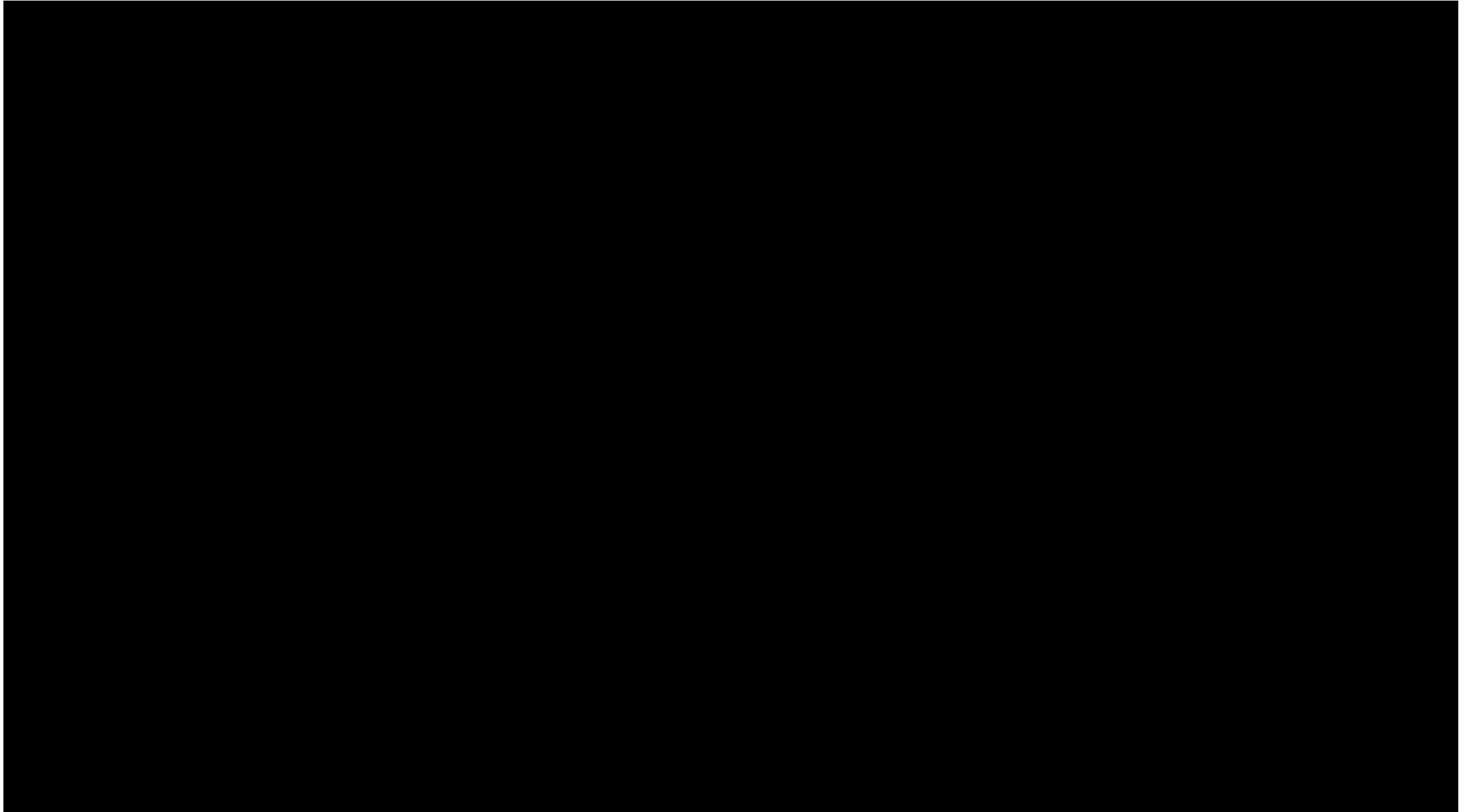
It has furthered my interest in sporting events and the golf industry.

It made me realize how much fun working in golf can be.

DISCUSSION

- Strong support from students and the university for continuing sport tourism opportunities for students in the future
- Importance of quality on-site supervisors
 - In overall student satisfaction
 - In intentions to volunteer again
- Exposure to mega-events not normally part of education
- Many students are also sport fans

FUTURE DIRECTIONS



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