**Scenario 5 – High School Basketball Engagement:**

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At my high school, attendance was particularly bad at the basketball games, unlike football games. The team was not bad, it just was not a thing that people would go to. I always wished we could turn this around. To first combat this problem people must know when and where the games are taking place. The basketball players and the administration know these times and locations, but the general student body does not. The solution is hyper marketing. Create 3 different accounts of Instagram and Twitter. They could be named BVN Boys Basketball, BVN Spirit Club, and BVN Athletics. Have them all post the same thing: GAME ALERT! Game tomorrow at Blue Valley North at 7:30 P.M. vs Blue Valley Northwest. Have the basketball team print out 20 flyers with that same message and post them around the school after practice the day before the game. Keep it simple, big black Arial text, no fluff – same goes for posts the Instagram and Twitter accounts.

Now that the student body is aware it is about getting those people to the games. Offer incentives like first 50 students in the door get free tickets – it is not like those $3 student tickets are making you that much money anyway. Create a spirt contest like IU has for First-Year Experiences: have someone in the spirit club scanning ids and awarding points for attending games. The top three people get cash! Giving away items like gift cards and Xboxs does not appeal to everybody – cash does. Have the Friday night games donate their entire admissions earnings to a selected charity for the night. We could have Stop Animal Abuse Night, Domestic Violence Prevention, End Hunger, Childhood Cancer Research… Each week a different student could organize the night and it would be a great resume builder for the students at the school. All of this could be coordinated through some sort of BVN Spirit website. There could a tracker to see who has the most spirits points, a schedule that shows upcoming games, and an alert system for each game. To get students to cheer and engage at the games, we could bring in a decibel meter that shows how loud the auditorium is getting. We could call ourselves the loudest high school stadium in Kansas because no one else has a decibel meter! If we hit a certain decibel level that could trigger a donation to charity from some sort of raffle or charity donation pot. We could pair with Blue Valley Northwest to compete in attendance for the “Student Attendance Grail” that gets passed from school to school. All of these are plausible ideas and tech can easily be woven into them!