

Organization Observation



Men's Basketball

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Sports Organization Evaluation Checklist: Post-Game Review

- **Ticketing and Entry Process:**
 - Was the ticket purchasing process easy and accessible (online, at the venue)?
 - Were ticket prices reasonable for the game's level and experience?
 - How efficient was the entry process? Were there long lines or delays?
 - Were staff members at entry points friendly and helpful?
- **Venue Accessibility:**
 - Was the venue easy to find and accessible by public transport or parking?
 - Were there clear signs directing fans to their seats, amenities, or exits?
 - Was the venue accessible for people with disabilities (e.g., ramps, seating, restrooms)?
- **Crowd Management:**
 - Was the crowd size appropriate for the venue, or did it feel overcrowded?
 - Was crowd flow managed well, especially at key areas like entrances, restrooms, and concessions?
- **Fan Experience:**
 - How engaged were fans during the game? Did they show enthusiasm and support?
 - Did the organization create a lively, exciting atmosphere (music, chants, cheerleaders)?
 - Were there fan interaction opportunities such as contests, giveaways, or activities during breaks?
- **In-Stadium Entertainment:**
 - Were the in-game entertainment elements (e.g., music, video boards, halftime shows) engaging and well-coordinated?
 - Did the organization use digital displays effectively to keep fans informed and entertained?
- **Merchandising:**
 - Were team merchandise options visible and easily accessible throughout the venue?
 - Were prices for merchandise reasonable, and was the quality satisfactory?
- **Seating:**
 - Was the seating comfortable, with adequate legroom and visibility of the game?
 - Did the seats provide a good view of the action for all fans?
- **Concessions:**
 - Were food and drink options varied and reasonably priced?
 - Was there enough variety in food and beverage choices (e.g., healthy options, kid-friendly)?
 - Were there enough lines open to minimize wait time?
 - Was the quality of food and beverages good?
- **Cleanliness:**
 - Was the venue clean, including restrooms, seating areas, and common spaces?
 - Were staff regularly cleaning high-traffic areas, and were trash bins easily accessible?
- **Safety and Security:**
 - Was the security check process efficient and professional?
 - Did security staff seem attentive to potential safety concerns while maintaining a positive environment?
 - Were emergency procedures and exits clearly marked?
- **Game Organization:**
 - Was the game well-organized, with clear schedules, announcements, and transitions between activities?
 - Was the game played fairly, with visible and consistent officiating?
 - Were game delays (if any) managed appropriately, and were fans kept informed?
- **Announcements and Public Address:**
 - Were public announcements clear and audible?
 - Were announcements helpful in directing fans to key areas (e.g., restrooms, merchandise stands)?
- **Family-Friendliness:**
 - Was the event family-friendly, with activities for children or family seating options?
 - Were there dedicated spaces for parents (e.g., family restrooms, nursing areas)?
- **Customer Service at the Venue:**
 - Was staff easily accessible for questions, support, or assistance?
 - Were there enough customer service representatives at key points in the venue (entrances, customer service booths)?
 - Was there a clear process for handling complaints or issues during the event?
 - Were staff solutions-oriented and responsive to fan inquiries or needs?
- **Likelihood to Attend Again:**
 - Based on this experience, would you attend another game hosted by this organization?
 - Would you recommend this event to others (e.g., friends, family, colleagues)?

I chose to observe a High Point Men's Basketball game. I have attended many games in the past, but have never thought about the strategies and effectiveness of their games. I have always just attended the game to watch, but there were a few things I was able to realize from looking at some of the smaller details. The men's basketball team at HPU plays their games at the Nido and Mariana Qubein Arena, right on campus. The team is a part of the Big South Conference, part of the NCAA Division 1. High Point clientele consists mostly of students, but also the local High Point community. The industry competition is a little complex. North Carolina has a lot of colleges, with most having higher quality basketball. HPU will most likely never be able to compete with schools like Duke, UNC, and NC State. These are schools that have large fan bases outside of their student body. North Carolina also hosts an NBA team, the Charlotte Hornets. Again, HPU is not large enough to come close to competing with them, but are there ways HPU can grow their clientele? After attending the game I looked at a checklist to see where they succeed and where they can improve.

Tickets, Entry Process, and accessibility.

The first thing you experience is the ticket and entry process. As a student the ticket process is very easy. All students get free tickets upon showing up to the arena. You do not need to show up at a specific time, all you have to do is walk up to the table outside the arena and show them your student passport. They then hand you a ticket, and you are good to go. As a non student, the process is not very complicated either. On their website you can buy individual, group, or season tickets. You can also buy tickets at the window after arriving at the arena. The entry process is also always smooth. The lines are not long and there are always multiple. The arena is easy to access as well. For students it is easy, as it is on campus and walking distance

from almost everyone. For others, there are buses that bring them from the parking lot to right in front of the arena. One thing I did not realize about the arena is its accessibility in terms of people with disabilities. After walking in there are stairs and escalators straight ahead. There are probably elevators somewhere, but it was not obvious to someone who was not looking for them.

Crowd, Fan Experience, and Merchandising

The crowd is managed well because there are usually not that many people attending. The game I attended was on a monday so there were even less people there than usual. The crowd easily fits in the arena and there is usually not an issue with crowd flow. For other games I have attended there, especially big games, there is sometimes an issue with leaving the game. With only one exit, everyone runs towards one place, which leads to the concourse being overcrowded. It sometimes takes a while to exit, which could be prevented with another exit. They do a good job providing a strong fan experience. Sitting in the student section is a fun time. It is an enthusiastic crowd with a lot of energy. There are a lot of engaging chants that keep everyone entertained. The team also does a lot of giveaways. This game specifically, they handed out tie-dye shirts to all students, but there is something else almost every game. Other in game entertainment elements include, T-shirt toss, mini basketball toss, light show, and halftime show. While having all of this is good, it gets a little repetitive. This is an opportunity for them to improve. Most of the people attending are going to go to a lot of games, so it would be nice to see something different from time to time. Another area they can improve is their merchandising. They only have one team store in the arena, and it is rather small. The items in there are not only limited but also expensive. The merch they sell in the store is only available there and cannot be purchased on their website, I think they are losing out on more customers by doing this. Think

adding another store on the other side of the area, adding more options, lowering prices, and selling the same items online would improve this category greatly.

Seating, Concessions, and Cleanliness.

There is nothing wrong with the seats from what I noticed. They were not comfortable or uncomfortable. From what I saw, the view points from every seat are good. The student section where I sat is right behind the basket, which provides a great view of the action. There are a lot of different concession stands, including one in the student section, but options are limited. One positive however, is the fact that as a student you can use a meal swipe at the arena. The quality of food is decent, and is what you would expect at any other arena or stadium. The arena seemed clean and there were no areas of concern in that aspect.

Safety and Security

Maintaining safety is one of their priorities. On a campus that is already gated, there is never a time where students should feel unsafe on this campus. The arena does a good job of holding to that standard. Security does a careful check upon entry and makes everyone walk through metal detectors. I also noticed security inside making sure there was nothing concerning going on in the stands. At this game specifically i noticed security kicked out a fan who threw something on the court. Security does a good job of looking out for the safety for both fans and the players. I have also attended other games at the arena where fights would break out, and security was there within seconds.

Summary

Overall, for the size of the school they do a good job of entertaining their clientele. There are some things they do not have much control over. The quality of basketball is not at a high enough level to reach a larger audience. HPU has one of if not the best teams in the conference, but the Big South does not gain enough attention for basketball fans to really see it. Since I've been at High Point we have been lucky enough to have the new arena. In the last few years we have already started to see growth from the program and that starts with the venue. I was not here when they used to play in the Millis Center, but I can only imagine the increase in money and staff they needed when switching. High Point does a good job of knowing their audience, and tries to appeal to them. The local community and student body are what they focus on. With a strategic plan, such as adding and improving team stores, having new and different promotions and activities, and adding more exits, they will be able to improve the fan experience of fans. As the program continues to grow on the court, the organization as whole also needs to improve.