

## Where Are All the Fans To-Knight?

Research on What Affects Attendance Levels at Clarkson University  
Men's Hockey Games



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### Abstract

How can student and community support of the Clarkson University Men's Hockey games be improved? With the impending renovation of Cheel to become a state of the art hockey arena within the next few years, it is important to regain student and community support at the Men's Hockey games which have proven to be the breadwinner for the Clarkson athletics department. This research explores the rationale behind the lack of attendance with the goal of improving circumstances based on the yielded results. Participants were encouraged to complete an online survey that elicited honest emotional responses regarding their experiences with Clarkson Hockey, interactions with the hockey players, and satisfaction with the hockey program overall. It was hypothesized that low attendance was due to lack of knowledge, interest, and disappointment in teams overall record. However, after surveying 563 individuals, we found that over 75% of participants that regularly attend games are satisfied. Based on the satisfaction scaled questions in the survey, the dissatisfaction amongst participants in the overall men's hockey game experience was less than 10%. The only area in which over 50% of survey participants were dissatisfied was parking availability. These results suggested that performance is not a main factor in the lack of attendance and further data analysis was required. According to the yes/no response questions there is a lack of advertisement, communication, and advocacy for relationships between the hockey players and the students/community members. The results of this research are intended to be used to improve overall attendance at the Clarkson Men's Hockey games.

*Keywords:* advertisement, attendance, Clarkson, entertainment, hockey

## Research on What Affects Attendance Levels at Clarkson University Men's Hockey Game

Clarkson University is a small private school that is located in the town of Potsdam, found in northern New York State, about 30 minutes south of the Canadian border. The current enrollment is 3,247 undergraduate students and 626 graduate students with a 13:1 student-faculty ratio for undergraduate studies. Potsdam, NY has a population of approximately 9,500 people. There are 18 Division III athletic teams at Clarkson University and the only Division I sports teams are men's and women's ice hockey (Clarkson University). The Clarkson men's hockey team was established as a hockey club in 1921. Since then, the team has been a prominent team in the ECAC (Eastern Collegiate Athletic Conference) by winning 10 regular season titles, 5 ECAC Championship Tournament Titles, and appearing in 20 NCAA tournaments. Since 1991, Cheel Arena has served as the home of the Clarkson Golden Knights. The arena seats 3,000 fans, but there is also standing room available for general admission tickets (Clarkson University Athletics Department, 2015). From the beginning of the program when games were played on a rink behind Old Main, to now, where Cheel Arena raises funds as they prepare for renovations to make it a scaled-down pro arena and events center, Clarkson Hockey remains a legacy in the Potsdam community.

However, as time continues on, more and more alternative entertainment options arise that take students, community members, alumni, etc. out of the stands and into other activities around town. There has been a significant decrease in game attendance that is not only visible by the common observer, but players both past and present have noticed the decrease in fan attendance as well. With the funding of a huge renovation project on the horizon, what is keeping fans from filling the seats on a regular basis, and what needs to be incorporated into the plans for this new arena to raise attendance?

## Literature Review

### Prior Investigations

**Professional Sports.** At the highest level of athletic play, the professional field, the National Hockey League (NHL) has been implementing efforts to boost game attendance. In

2003, policies were put in place to decrease the violence, increase scoring, and move to a schedule that focused more on regional rivalries. Rodney Paul, author of *Variations in NHL Attendance* (2003), did a study to assess the success of these changes, and found that teams that fight more (aka have more violence) often tend to draw in more fans. Additionally, his studies found that US hockey fans, “prefer teams that win and have tendencies toward fighting and violence, as opposed to high-scoring, low-violence teams” (pg. 360).

Research conducted by Coates and Humphreys in 2013 describes that when fans expect their NHL team to win the attendance is much higher than for games that are expected to be a loss or are close. The relationship between attendance, outcome uncertainty, and team quality reveals that, “attendance increases when fans expect the home team to win, but holding this constant, attendance falls for games expected to be close” (pg. 364). In other words, fans (at least in the NHL) prefer to take the time and money to attend a game when they know that their team is going to win. Although the skill of the game may be better in a close match, other factors such as tradition and camaraderie (which will be reviewed in greater detail later on) typically facilitate a nature where the attendees want to know that their team has a strong chance at winning.

Mills and Fort in 2013 also peered into the relationship between annual league-level attendance and the impact of outcome uncertainty in the NHL. They also found that increased consecutive season uncertainty led to a decrease in attendance (2013).

**Amateur Sports.** Bridging the findings in the NHL research with the research of collegiate sports and attendance is a data study done by Matthew Bernthal and Peter Graham (2003). Their efforts took a deeper look at the crowd comparison of amateur baseball versus collegiate and found that minor league fans consider value and added entertainment more important than collegiate, while collegiate fans value factors related to the game itself more important. The typical fan who attends an amateur game attends based on what they consider to be value and added entertainment such as promotions, giveaways, etc. Collegiate fans, on the other hand, “considered items related to the play of the game itself and the communal aspect of attendance to be relatively more important” (pg. 223). This infers that the game itself and the

athletes are more important than the other entertainment outlets seen at collegiate sporting events.

**Collegiate Sports.** In 2004, James and Ross examined the motivational factors across three collegiate sports finding differences on seven of the nine motives they tested. Based on their findings, it was determined that men focus more on the athletic skill and the competitive nature of a sport while women are more interested by the social aspects of the event (James & Ross, 2004). Marketing, advertising, and promotions seem to help attendance at sporting events. “Many collegiate sport teams struggle to find ways to increase their fan base and game attendance, especially in non-revenue sports. One strategy being increasingly utilized in promotions, such as tournament contests (e.g., fantasy online play, three-point shoot-outs, and “best dressed fan” contest), discounted ticket sales to local organizations (e.g., Boys/Girls Scouts, church groups, etc.), scholarship drawings, product giveaways, and event tie-ins (e.g., Beach Day or Fan Appreciation Night)” (pg.23).

Further research into the decrease of collegiate sports attendance was completed by Brokaw, Stone, and Jones (2006). “They studied small-college football attendance using nine determinants from DeSchriver’s (1996) model as well as fourteen additional determinants from a literature review of fan attendance to develop their (own) model. The significant variables in their analysis were time and season of the game, winning percentage of the team, promotional efforts, prices, whether or not the school had a sport marketing position, student enrollment, and the existence of booster clubs” (Brokaw, Stone, & Jones, 2006). These determinants aided in the identification of motivators in which to survey on in our research.

Snipes and Ingram (2007) tested the motivators for collegiate sport fans to attend games. Factors such as demographics and individual interests were taken into account. Specifically, “demographic differences in the perceived importance of the admission price, food quality, food price, special prizes and giveaways, audience participation games, corporate sponsorships, school spirit activities, cheering squad's, halftime entertainment, winning record, and the game schedule” (pg. 70) were explored. By testing the preferences of students, community members and alumni of universities, it was determined that the marketing techniques for improving

attendance should contemplate potential target(s) before developing marketing strategies. There is also evidence to support the consideration of the gender motivational difference in sporting event attendance, educational backgrounds, and game level in relationship to attendance.

Further, Boyle and Magnusson (2007) conducted research in regards to social identity and brand equity formation amongst collegiate sport fans. They hypothesized that several factors (including: venue, team history, rituals, and social groups) enhanced one's social identity with a particular sports team, thus increasing the probability that an individual would consistently attend a sporting match. They found that, "regardless of the type of fan, a heightened social identity to the team enhanced the perceived equity of the athletic program (i.e., brand) overall" (pg. 497). How an individual felt this sense of social identity differed based on their current relationship with the university. Students appeared to have stronger social identity based on the team's interactions with the school and local community, whereas alumni were more socially identified with the team based on its history and rituals. Knowing your audience allows for marketing techniques to be targeted in the specific demographic in which we are hoping to raise interest. Whether the desire to increase attendance is with alumni, the community, students, or all of the above, targeted methods of communication should be construed and implemented in order to effectively fill more seats.

Lastly, in 2014, an article published about the Macalester Football team suggested measures to increase sporting event attendance. These innovative "ideas include sending more emails about athletic events, generating increased fan involvement at events through school cheers and free giveaways, featuring halftime entertainment, creating new school traditions associated with athletic events and collaborating with other student groups on campus to perform during breaks in game action" (Bartenstein & Gilfix, 2014).

A decrease in fan attendance is not only a problem for Clarkson University, but for many other college athletic programs. An issue that many of the schools are experiencing is that "athletic departments are pondering the steps necessary to keep their own student fan bases engaged amid a growing trend of apathy. More students are coming to games late or leaving early - if they're coming at all" (Steinbach, 2013). Additionally, Steinbach suggests that, "getting

students there is half the battle, but they have to enjoy their time...If you just get them in the door, odds are they're going to come back.” One thing that might help attendance among Clarkson students would be to do what is being done at Texas University where they are trying to “provide a student-tailgating area on campus” (Scarborough, 2015). “The revival of a pep band and cheer squad provides a number of benefits. Aside from the opportunities the group's offer to enhance game environments, they also allow for a stronger connection between athletic programs and other campus organizations in the music, theater and dance arenas. This could become a potential win-win for both groups, as music and dance performances at athletic events would increase exposure for students participating in those groups, while the addition of those performances would likely increase game attendance as well” (Bartenstein & Gilfix, 2014).

**Local Circumstances.** In recent news within the Potsdam community, Clarkson University continues to take measures to try and promote its hockey program. Dating back to the beginning of this year, Clarkson Hockey was used as an outlet to host a teddy bear toss for local hospitals. This was sponsored in collaboration with the university's Physician Assistant (PA) department and offered free admission to the men's game for donation of a new teddy bear (Griffin, 2015). Additionally, the university received press in January for the announcement of the renovation endeavor at Cheel Arena in efforts to make it more comparable to where professionals play and offer an event center for the rest of the student population and the Potsdam community. In regards to this effort, our client, Scott Smalling, stated, “This rink is going to be a scaled-down pro arena, an events center, not just for hockey, but used for events and normal student life” (Carey, 2015). Most recently, the Men's Hockey program reached back out to the community by assisting with the freshman move-in day at Clarkson and by participating in a “Meet the Knight's Play Day” earlier this month behind the Pine Street Arena (the village of Potsdam managed community rink) in efforts of getting face time with the community and local adolescent hockey players in the area ('Meet the Knight's Play Day' set for Sunday in Potsdam with relay races, games, face painting, 2015). These events are all in effort to strengthen the bond between the program and the community/students.

The Clarkson players enjoy playing in front of fans, especially a sold-out rink, and often feed off of the energy of the crowd. “Players feed off a crowd; it gives them energy. So just imagine what the players must be thinking as they come out to warm up in front of no one” (Woitte, 2011). Thus, it is important to fill the stands not only for the monetary benefits, but for the motivation it provides the team.

All in all, based on the literature review, there appears to be several factors that may contribute to the desire to watch collegiate hockey that are out of our client’s control (such as rules for the games, how it is played, etc.). However, there are still many motivating factors that were discovered that quite possibly could lead to an increase in attendance, especially depending on (1) which demographics we target and (2) if marketing strategies are created specifically for each demographic.

### **Purpose and Research Questions**

In the 2014-2015 Clarkson Men’s Hockey season, the team’s record was 12 wins, 20 losses, and 5 tied games. Based on attendance records from the past season, outside of the largely promoted rivalry games such as “Beat SLU” and the academic competitiveness with RPI, the regular season games are dry in comparison when it comes to attendance. The goal of the research is to determine why students and Clarkson community members are not attending the men’s hockey games when historically people could barely find a seat in the arena. With the impending renovation for a much larger state-of-the-art hockey facility, determining how to restore the fan base and even reach an all-time high is crucial to the program. While students receive free admission, are there are other opportunities to improve their attendance? How can community member attendance as Clarkson Men’s Hockey home games be improved?

Clarkson Men’s Hockey has continued to attempt to have outreach into the community and the university’s campus throughout the years which seems to be an effort to create rapport and a social identity with those fans who should be filling the stands. However, are the program’s current practices enough? What could they be doing to attract more fans? Now is the time to hear what the students and local hockey fans are saying. With new renovations being



planned and funding currently being sought, it is critical that our client understands what motivates varying demographics to spend their Friday and Saturday evenings in Cheel Arena.

In our research, we plan to survey a variety of groups to better understand the reasons an individual(s) may not be attending hockey games at Clarkson. The main groups of interest are students and community members which can include staff, faculty, and local residents. Most of the related research indicated that attendance can be increased by winning, incentives, better marketing techniques, catering to the individual need, etc. We are looking to survey a large percentage of the student body and as many community members as we can. The pool will consist of students and community members, who regularly attend hockey games on campus, rarely attend games, and have never attended a hockey game

The findings of this study will be applicable, because research has shown that attendance has a large impact on the program overall. Through the reviewed literature, it is proven that students are a large part of improving school spirit by attending sporting events. Overtime a crowd of 10 fans can become a crowd of 200+ fans. Working to improve the game in multiple aspects, rather than depending solely on team performance, will elicit a more desirable outcome for the future of this program. Thus, we intend to answer the following research questions:

1. How can student attendance at Clarkson Men's Hockey home games be improved?
2. How can community member attendance at Clarkson Men's Hockey home games be improved?

Further expansion on our research questions can be seen in Appendix A.

## **Methodology**

### **Client Interview**

To initiate the research process, Shawn Grant interviewed the possible clients at Clarkson University, Scott Smalling (Director of Cheel Arena and Associate Athletic Director) and Jamey Hoose (former Director of Cheel Arena). Appendix B includes the questions that were used to

guide the conversation. During the interview, Shawn explained the idea of the project to the client, which was to research fan attendance at sporting events across the nation and to survey students and the Potsdam community about their experiences at men's hockey games at Cheel Arena. In the interview, the client was asked questions about current marketing strategies, game promotions, etc. Shawn and the client discussed if this survey and project were something that they approved of and were interested in seeing the results of. During the initial interview, Scott Smalling and Jamey Hoose confirmed that they would be willing to work together with the group. The main condition of approval by the client was that the results of the survey could only be viewed by the students currently enrolled in the IT635 course and the client. This stipulation was included in the clients' signed approval letter.

After being granted approval to conduct research from the client, we worked on the literature review and found numerous articles related to attendance issues at sporting events and possible ways to increase attendance. We then developed possible topics of interest and research questions we thought were critical to include in our survey. Shawn then met with the client again to review the intended survey questions. During their discussion, some questions were omitted and other ones were added based on the concerns of the clients and the topics they were most interested in. A rough draft of questions for the survey was drafted after this interview with the client.

### **Survey Pretest**

It was decided that the survey would be created and distributed using the online tool Survey Monkey. On October 9th, the group purchased a one month membership which allowed up to 1,000 people to take the survey. The group asked fellow classmates to test the survey. In addition, other acquaintances of the team members were asked to take a mock version of the survey. The group used the feedback from everyone who took the draft version of the survey to make it easier to understand, add material that may have been left out initially, and update the survey to include a comment section for every question. The final version of the survey that was used for distribution can be seen in Appendix C.

## **Survey Distribution and Collection**

In order to solicit survey responses, the group planned to email Clarkson faculty, staff, and students. On November 4th, an announcement was sent out via e-mail to promote the survey to Clarkson University faculty, staff, undergraduate and graduate students. The announcement included a direct link for users to take the survey.

In addition, on November 3rd, flyers were posted to promote the survey at strategic locations in the Potsdam community. These locations included Cheel Arena at Clarkson University, Pine Street Arena, the University Bookstore, and McDuff's Pub. Flyers were hung in these locations in hopes that current and potential Clarkson hockey fans would see the advertisements. In addition to advertising, participation was also encouraged through the announcement of a raffle drawing for all those that participated. Clarkson students that took the survey would be entered to win a giftcard for a local Potsdam business (i.e. The University Bookstore and McDuff's Pub). Community members (including Clarkson faculty and staff) that participated were entered in a raffle to win free tickets to an upcoming Clarkson Men's hockey game.

Lastly, the group set up a table at two Clarkson men's hockey games to promote the survey and assist anyone who had issues with completing it. With approval from Scott Smalling, on November 6th, Courtney Johnson and Caitlyn Dean set up a table for the Clarkson men's hockey game vs Rensselaer Polytechnic Institute. On November 7th, Cleann Davis set up a table for the Clarkson men's hockey game vs Union College. Computers and tablets were set up for users to take the survey on the spot. Additionally, flyers were hung in the arena's bathrooms and post-it notes were handed out that included the web address for users to fill out the survey at their own leisure.

On the evening of November 6th, access to the online survey was discontinued and all of the data was collected and saved onto a secure .csv file. This was then transferred to Microsoft Excel where the data was analyzed and used to generate graphs to appropriately represent the information collected.

### Data Analysis

The data received from the 563 individuals surveyed was analyzed to assess the satisfaction of Clarkson Hockey fans. Because the survey was distributed to an infinite number of people through the use of advertisements at local venues it is impossible to know exactly how large our target population was because we do not know how many sets of eyes actually viewed the flyers. However, it is known that of the 3,427 Clarkson undergraduate students that were emailed about the survey, 355 completed it. This results in a Clarkson undergraduate student completion rate of 10%. It further provides insight on what can be done to improve attendance at men's home hockey games.

Of the population surveyed, 355 individuals are currently Clarkson students, while the other 208 are comprised of other students from local area colleges, Clarkson faculty, staff, alumni and those Potsdam locals that have an interest in Clarkson Hockey, as seen in Figure 1.

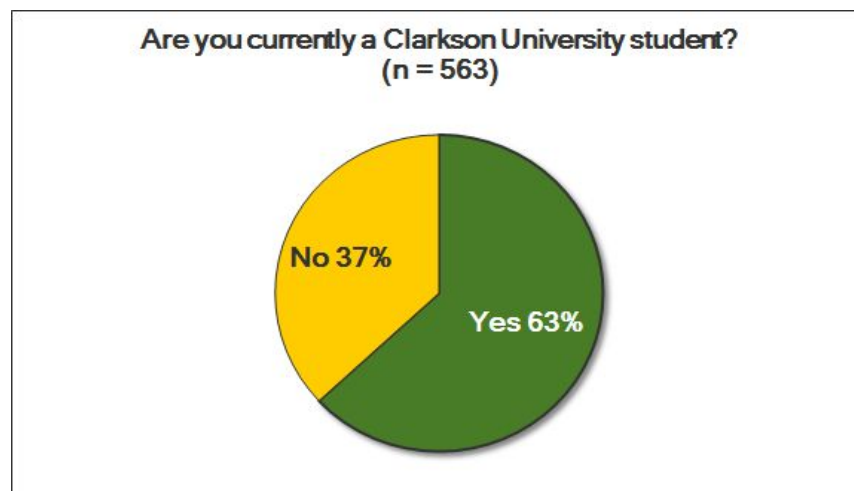


Figure 1.

Of the 563 individuals surveyed, 50 identified themselves as Clarkson Men's Hockey season ticket holders as seen in Figure 2.

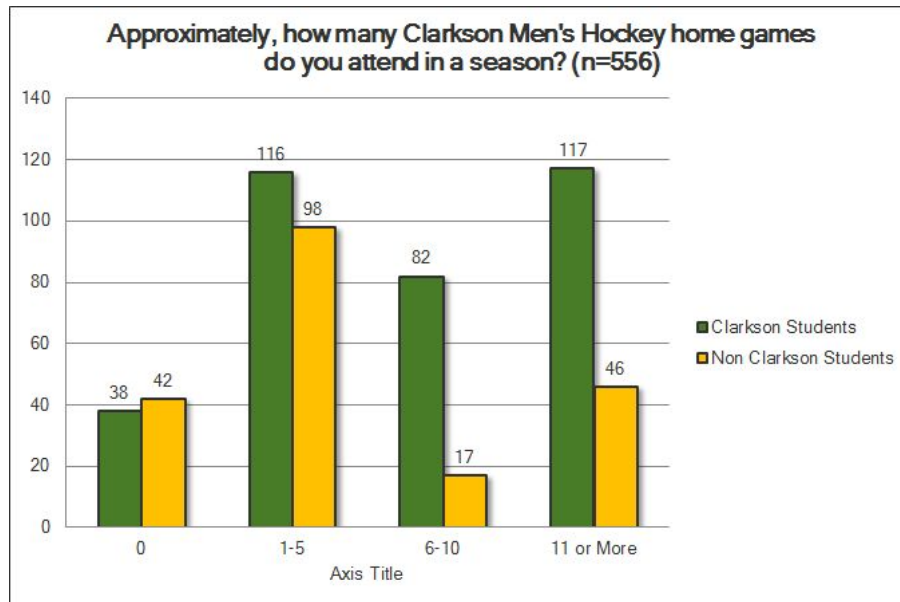


Figure 2.

In addition, it was found that 33% of Clarkson Students attend approximately 11 or more games per season and 33% attend approximately 1-5 men's hockey games per season. 48% of the non-Clarkson student population surveyed attend approximately 1-5 home hockey games per season as shown in Figure 3.

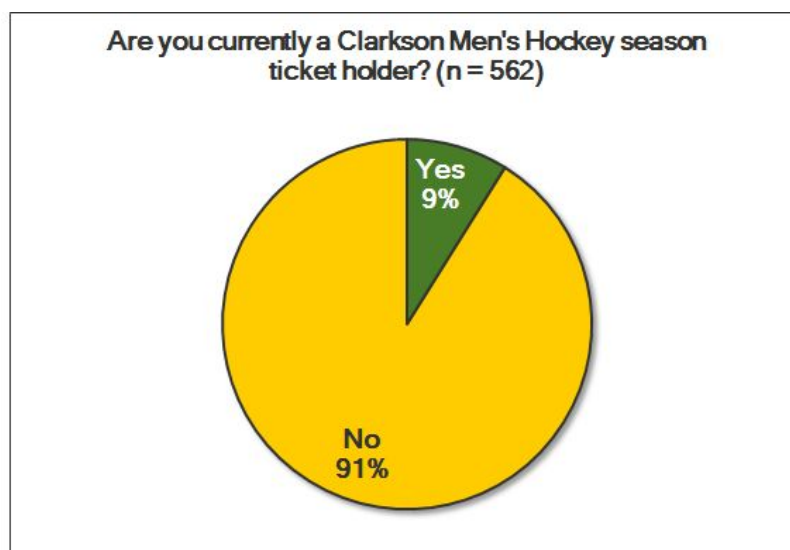


Figure 3.

In both the Clarkson student population and the non-student population, the overwhelming majority of survey participants choose to view their Clarkson hockey in person at Cheel Arena. As seen in Figure 4, video streaming, live statistics online, audio broadcasts, and other methods (such as social media updates or word of mouth) are also used to enjoy the hockey games respectively.

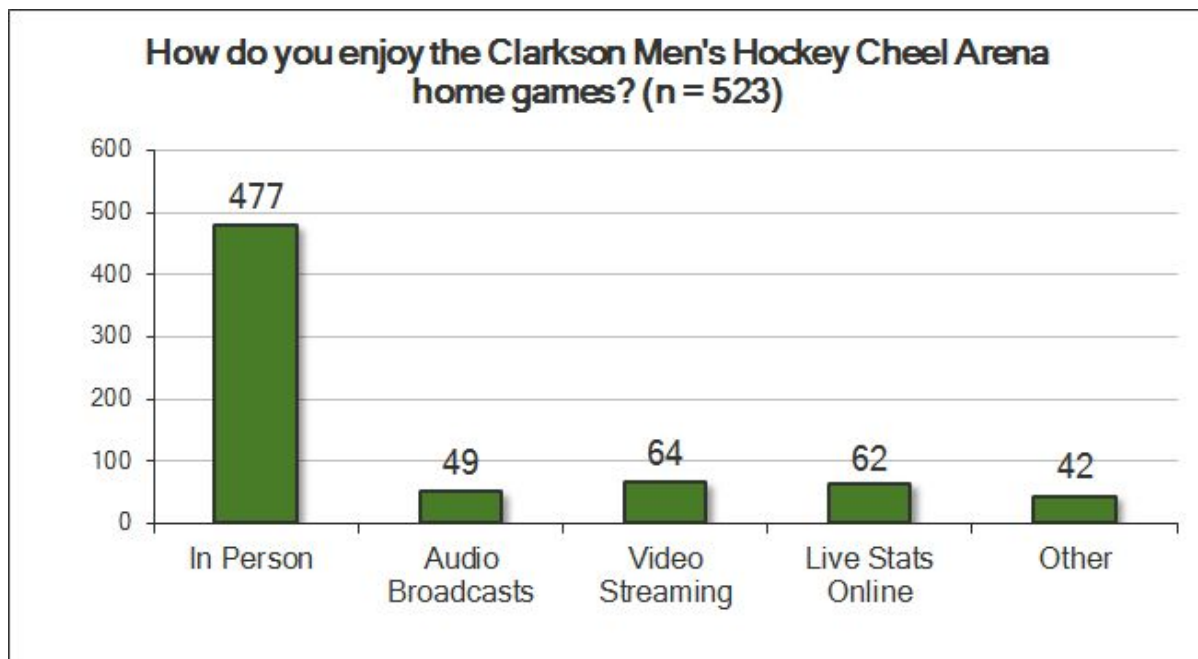


Figure 4.

As Steinbach explains on *Schools Strategize to Increase Student Football*, many individuals are seeing busier personal schedules and often find themselves deciding between attending local sporting events and other entertainment opportunities or social commitments. 51% of the Golden Knight hockey fans that participated in the survey say that they sometimes find themselves choosing between going to a home game and other weekend opportunities, as shown in Figure 5.

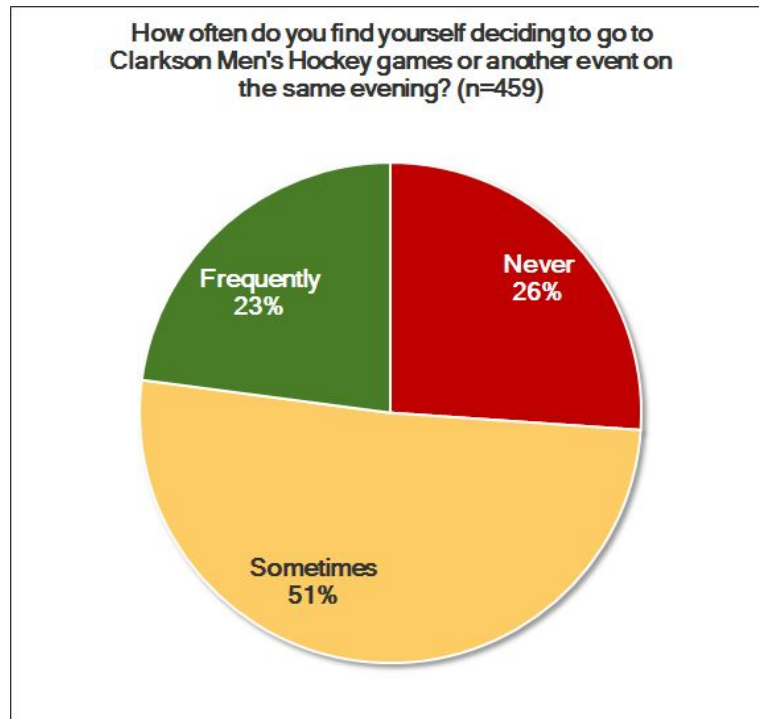


Figure 5.

A majority of the survey was focused on gauging consumer satisfaction while attending the Clarkson men's hockey home games. Overall satisfaction results can be seen in Appendix D. In regard to the game experience, the team record and the pep band have the most dissatisfaction as seen in Figure 6 and Figure 7.

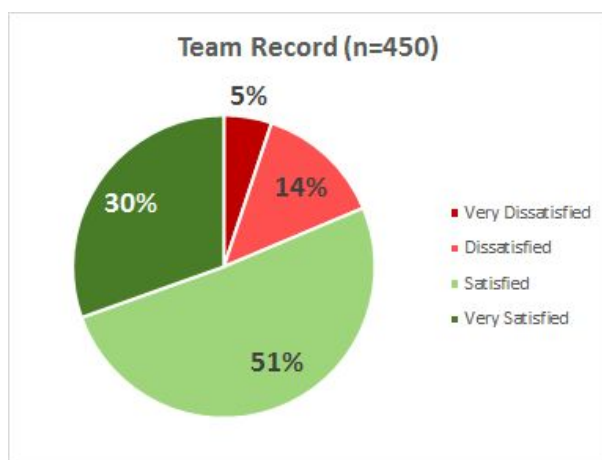


Figure 6.

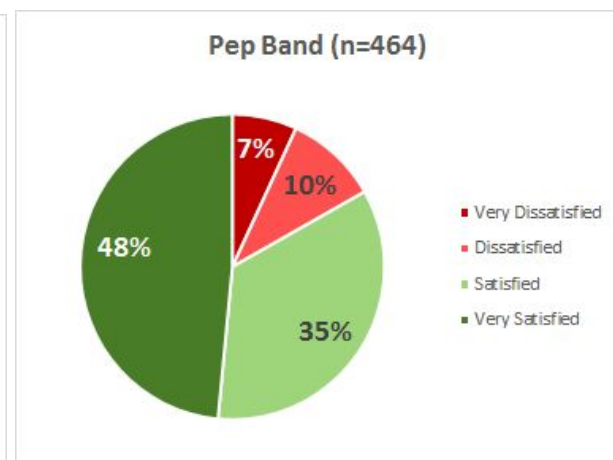


Figure 7.

On the other hand, based on the results, fans are most satisfied with the game tempo and the overall experience as seen in Figure 8 and Figure 9.

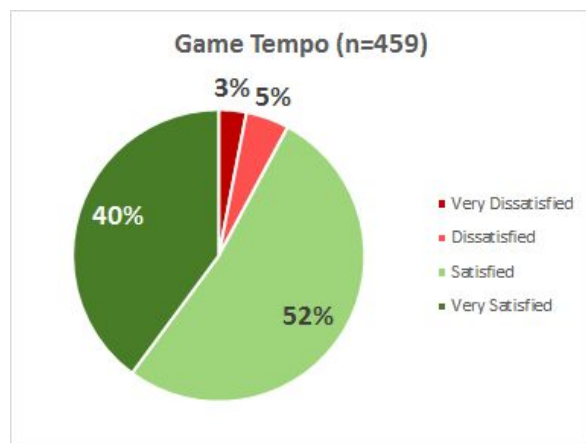


Figure 8.

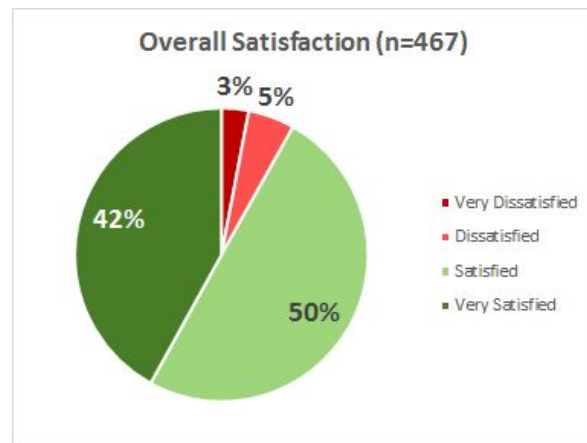


Figure 9.

In regard to the satisfaction with the hockey arena and other facilities, fans seem to be most dissatisfied with the parking availability as seen in Figure 10. On the other hand, fans are most satisfied with the rink's location, as seen in Figure 11. 96% of Clarkson students surveyed and 95% of others survey agree that they are satisfied with the location of Cheel Arena.

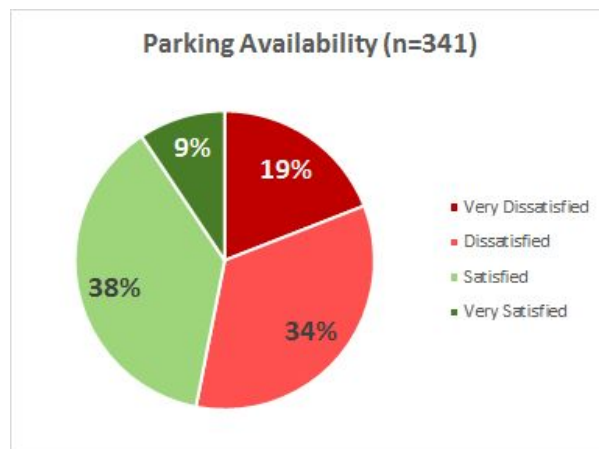


Figure 10.

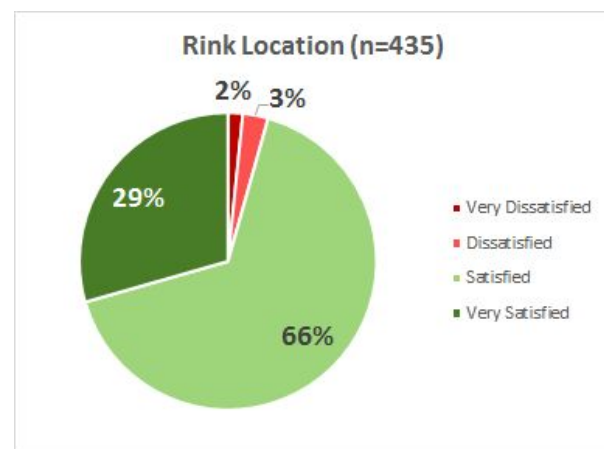


Figure 11.

Overall, fans seem to be generally satisfied with the Clarkson Men's Hockey team's external relations. The only area that scored lower than the rest in regards to satisfaction is the



men's hockey players' public relations with their fellow students. Feedback includes, "The hockey players think they're untouchable", "Hockey players are pricks", "I feel there is a division on campus between the hockey players and other students. I have heard students refer to hockey players as "Gods" and that is why they never get into trouble.", etc. However, despite the satisfaction, there were still 296 participants that said they believe more advertising could be done to make the community aware of upcoming games, as seen in Figure 12.

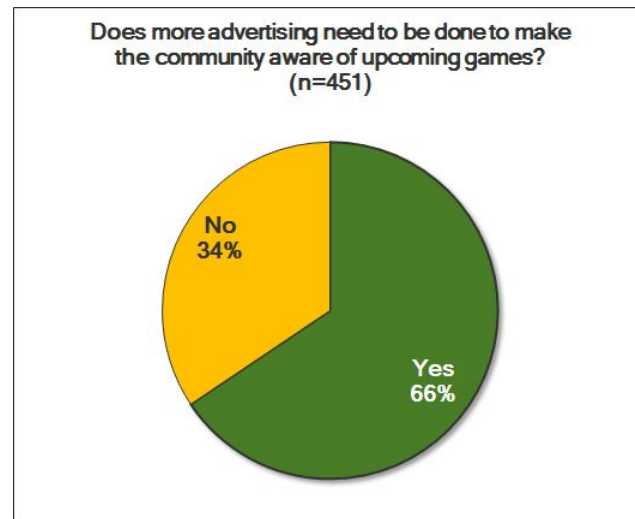


Figure 12.

Specific ideas that were surveyed to see if the community would be receptive include having hockey players show their support for other athletic teams by attending their games, having RAs remind their residents of games on game day, increasing awareness of the Clarkson Athletics app. The majority of responses indicate that these would be beneficial initiatives as seen in Figures 13-15.

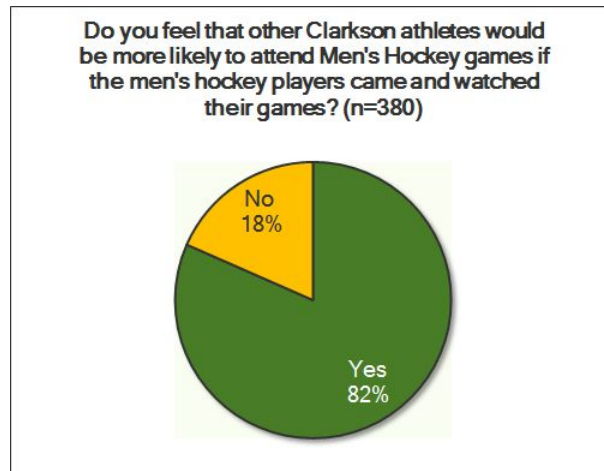


Figure 13.

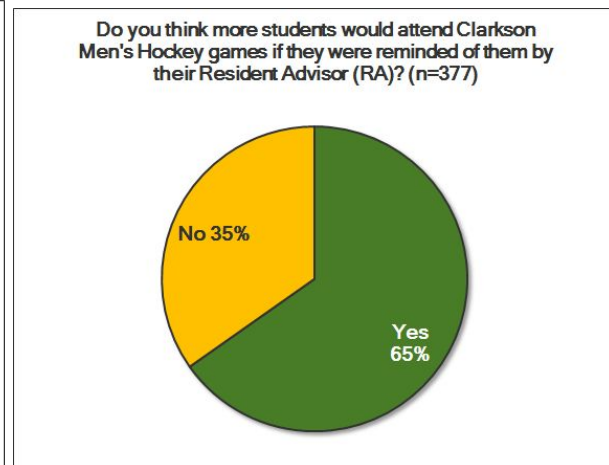


Figure 14.

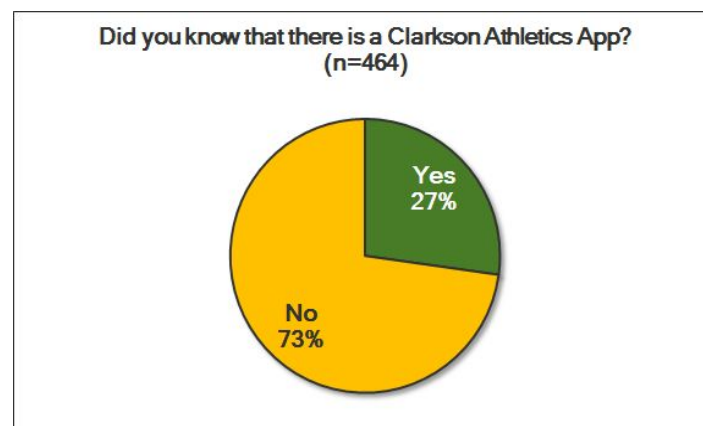


Figure 15.

In addition to specific increases in advertising efforts, there are also several ways to increase the fan's social identity with the team as explained by Boyle and Magnusson in *Social Identity and Brand Equity Formation: A Comparative Study of Collegiate Sports Fans* as an important aspect of the game for fans. The majority of survey participants do not know any of the men's hockey players personally, do not know that the players visit local schools in the area or that the players are involved with various community service efforts in St. Lawrence County as seen in Figures 16-18.

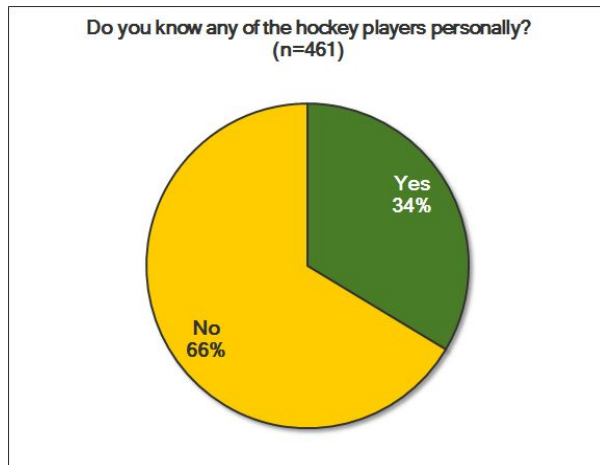


Figure 16.

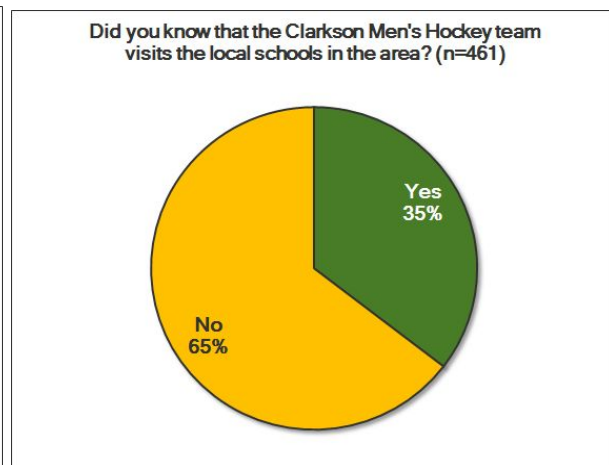


Figure 17.

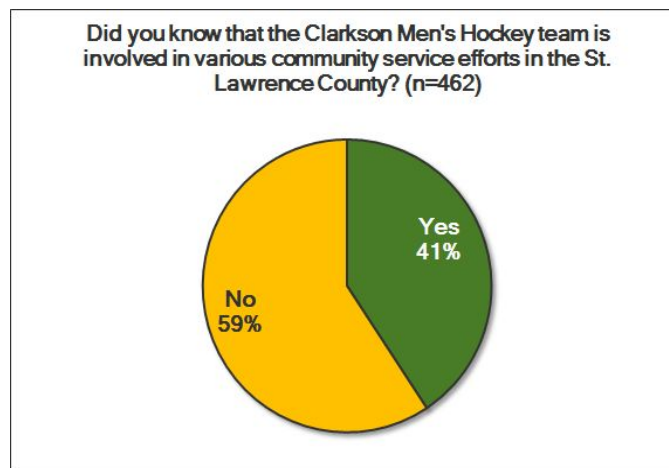


Figure 18.

Lastly, the data collected shows that both the majority of Clarkson students AND the majority of community members that cheer on the team are proud to call themselves a Golden Knight, as seen in Figure 19 and 20. "Others" in Figure 20 refers to those that completed the survey that are not Clarkson students. This may include Clarkson faculty, staff, alumni, and other members of the Potsdam community.

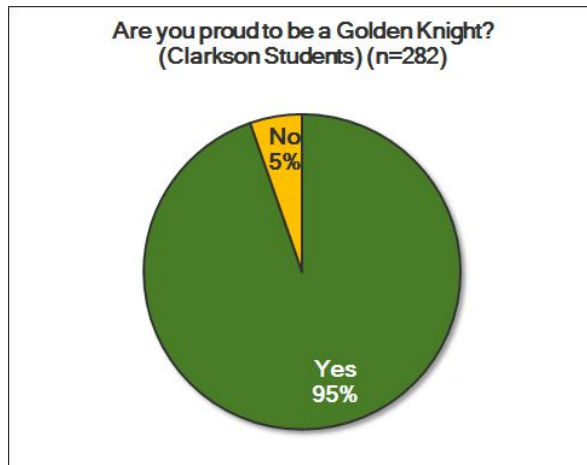


Figure 19.

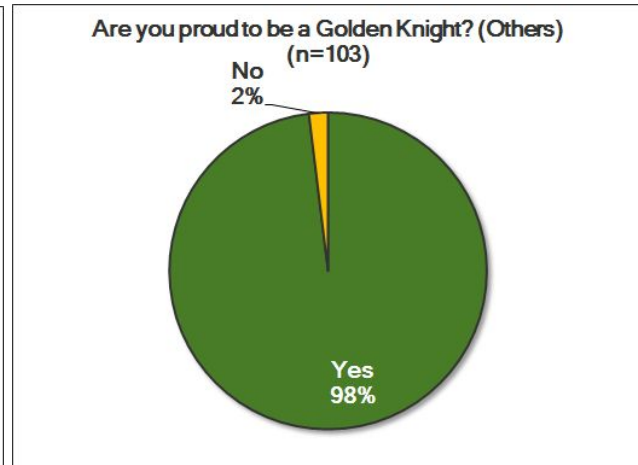


Figure 20.

The data shows that there are several areas for improvement that can be discussed, but overall, based on the results collected, there is a sense of satisfaction and enjoyment when attending Clarkson Men's Hockey Games as seen in Figure 21.

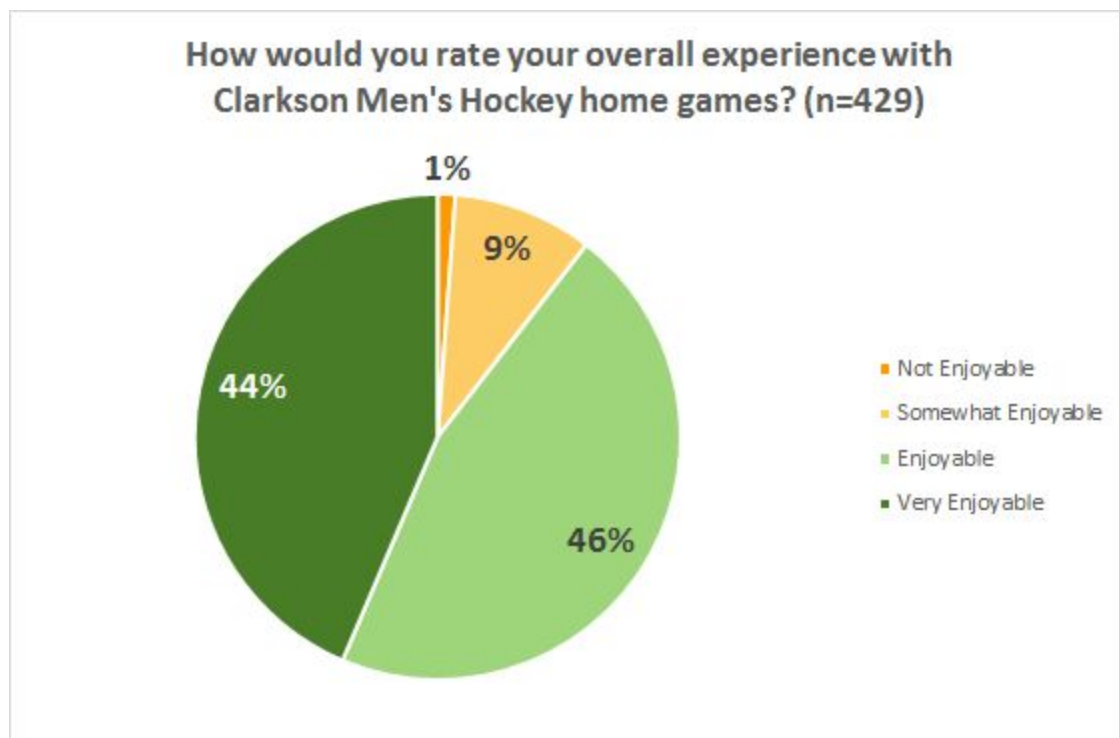


Figure 21.

## **Discussion**

### **Implications of Findings**

Our main interest in conducting this survey was to learn more about attendance patterns of participants and ways to improve these numbers in the following seasons. It was hypothesized that low attendance was due to lack of knowledge and interest, as well as disappointment in the team's overall record. Our hypothesis in relation to satisfaction was disproven during the data analysis phase seeing that a majority of current attendees at the Clarkson Men's Hockey games are satisfied with the overall experience and are less affected by the winning record than predicted. However, in relation to the open comments left by participants there was various feedback on improvements to be made that can improve the fan experience and increase attendance.

Survey participants that chose to leave written feedback had useful suggestions such as having a special pricing discount for families seeing that it can be a bit expensive to bring a family of 5 or more to a game. "It is nearly twice the price of going to see a movie." A lot of parents saw the games as an opportunity to bring their children out on the weekends. Having the pep band tone down their offensive chants would also help in improving the family friendly atmosphere at the games. "Love the band, but wish they would recognize they are models for the children who attend, and some of the cheers are not becoming to them or the team." There were suggestions for increasing the amount of charity events at games and themed games such as the "Gold Out" that currently only happens once per season. Most participants were not aware of free ticket promotions and found such information to be less useful once they have already bought tickets.

Based on our findings there are a series of changes that can be implemented immediately or at least be taken into account during the planning of the the new arena, such as improved parking facilities and availability including underground parking or a parking garage. An area in need of strong improvement is advertisement, in which over 60% of participants found it to be lacking. In the survey, we asked participants "approximately how many Clarkson Men's Hockey home games do you attend in a regular season?" Only 353 participants chose to respond,

meaning that 203 may not attend games. This can be the result of inadequate advertising that the participants are unaware of. Nearly 75% of participants were not aware that there was a Clarkson Athletics app available for smart devices, which could be a great source of information if actually utilized. A way to improve the awareness of events could be to utilize Residence Life and Student Affairs liaisons such as Residential Advisors and Student Engagement Activities staff to promote awareness of the game schedules.

It is very important for the team to build a stronger community support network. Over 66% of respondents reported not knowing any of the hockey players personally. Of the ten open comments regarding this, only two reported positive feelings about the hockey players. A way to improve this in the near future would be for the hockey players to be purposely more visible on campus and encouraging their peers to attend games. This encouragement could come from holding a table in the student center, attending Late Knights<sup>1</sup>, or participating in the family weekend talent show. It is understood that the Division I athletes have more of a time commitment to training on and off the ice, as well as keeping up with academic rigours, which can make interacting with students outside of the team more challenging. However, this may be a worthwhile effort to build upon their image with students and staff that would elicit positive results.

Current victories for the Men's Hockey program include having their own pep band that not only hypes up the fans at home games, but also travels with them to away games for added support. The team has more than one player with a maintained GPA of 4.0 and they have a record for volunteering at the local schools. There has been support for charity during some home games in the past such as the "Teddy Bear Toss". Those who had personal relationships with the team had more positive experiences, meaning some of the negative responses can be from the effects of athlete stereotypes and not personal encounters.

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<sup>1</sup> Clarkson sponsored evening activities that are provided to offer students alternative entertainment to drinking on Friday at Saturday evenings. Most events occur from 9 pm - 11 pm.

## **Limitations**

The limitations of this study were mainly procedural and gaining access to the audience needed in a timely manner. After one month of the Institutional Review Board process of approval, there was only one week left to complete the data collection and analysis. During the data collection process we found that it was easiest to reach participants via social media and email. However, many people complained that the survey was not true to the time length advertised. We proposed that the survey would take each person three to five minutes to complete, but on average participants took ten minutes or longer if they did not skip questions and took time to write comments. Elderly participants that were not technologically savvy and had issues seeing the text without reading glasses usually took over twenty minutes to complete the entire survey and were less likely to write extensive comments. Having paper copies of the survey as an accessibility awareness for those uncomfortable with using laptops or tablets would be useful in future studies. There were a few questions that were not applicable to the full suggested audience for this survey, therefore people had a tendency to skip multiple questions. Having questions automatically omitted based on the response to the previous question could have decreased the time it took to complete the survey.

## **Suggestions for Further Research**

Increasing the window in which participants can respond to the survey to two weeks or a month would be beneficial in gather more responses if the survey were to be conducted again in the future. In addition, there would be an opportunity for participants to make recommendations for various incentives for fan support and to improve the overall game experience. Many participants used the comment sections provided as an opportunity to give feedback in these areas, but future research would touch more on the subject. As changes are implemented from the results of the initial survey, future surveys can be administered as a progress check. The data from the box office ticket purchase from this season can be compared to the 2016-2017 season to verify increases in attendance or if there are any differences in attendance rates overall.

## **Conclusion**

While improving the overall support for the Clarkson Men's Hockey games is the prominent goal of this research, if new strategies are implemented based on these results it may not only have a positive impact on the team, but also on the Clarkson campus and in the Potsdam community as well. Tying hockey spirit to the pride of being a Clarkson University Golden Knight will not only increase student attendance at games while they are in college, but will be a focal point when returning to visit campus as respective alumni. Most community members are raised on hockey in the North Country, thus why it is imperative to address their concerns with the current program in efforts to increase their loyalty to the team. With the impending renovation of a new arena, this is the opportunity to make Clarkson Men's Hockey games the place to be on a Friday and Saturday night. Ultimately, the hope is to make the experience about more than just the game, but also focusing on the entire experience. From the moment someone sees an advertisement or receives a promotional ticket to the time the final buzzer blows and fans exit to an easily accessible parking lot, the Clarkson Men's Hockey experience should exemplify coming together with pride and resilience as a community in support of a longstanding legacy.



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## Appendix A Research Question Mapping

### 1) How can student attendance at Clarkson Men's Hockey home games be improved?

- a) What are some things that Clarkson Athletics could do to make hockey games attractive to students?
  - i) How do you feel about your experience attending Clarkson Men's Hockey home games in person?
    - (1) In-Game Intermission Activities (e.g. puck toss, 50/50 etc.)
    - (2) Seating Availability
    - (3) Golden Knight Traditions (e.g. chants, rivalry games, etc.)
    - (4) Pep Band
    - (5) Game Tempo
    - (6) Overall Team Record
    - (7) Overall Entertainment Value
  - ii) How do you feel about the facilities and logistics related to Clarkson Men's Hockey home games?
    - (1) Ticket Prices
    - (2) Concession Options
    - (3) Loyalty Giveaways
    - (4) Ticket Discounts for Local Organizations
    - (5) Parking Availability
    - (6) Rink Location
    - (7) Rink Visibility From The Road
    - (8) Overall Facilities
- b) Do you feel that the team's PR with the campus community has an impact on attendance?
  - i) Do students know the hockey players personally?
  - ii) Are you proud to be a Golden Knight?
  - iii) What suggestions do you have on other ways to advertise Clarkson Men's Hockey games?
  - iv) Are there opportunities to get other Clarkson athletic teams to games and does the presence of the men's hockey team at other events help achieve this?
  - v) Can Residence Life assist in promoting games through RA's and public awareness?
- c) Are there too many other groups/teams scheduling events on the same nights as clarkson hockey games?

### 2) How can community member attendance at Clarkson Men's Hockey home games be improved?

- a) What are some things that Clarkson Athletics could do to make hockey games attractive to community members?

- i) Are ticket prices being too high? (\$52 for a family of four minus food and souvenirs) What can be done to offset costs in the North Country?
  - ii) Is the location of rink a issue when it involves the visibility to the road?
  - iii) Is there enough signs throughout town to show when there is a hockey game going on that night?
  - iv) Is there a need for updated facilities?
    - (1) Is the older rink losing the interest of the community members?
  - v) Is the pep band keeping the audience involved throughout the event?
- b) Do you feel that the team's PR with the Potsdam community has an impact on attendance?
  - i) Does more advertising need to be done to make the community aware of upcoming games?
  - ii) Does the community know the hockey players? Are they given the opportunity to know who they are/learn about them other than on the ice?
- c) How do you feel the style of game affects general community attendance?
  - i) Is the team record affecting the attendance from the community?
  - ii) If there was more violence, would that make the attendance increase?

## Appendix B

### Client Interview Questions

1. Has there ever been a study done on the attendance at Clarkson hockey games?
2. Are you willing to approve a study to be done and work along with us during the process?
3. What kinds of advertising is done to promote Clarkson hockey?
  1. On-campus
  2. Community
4. What areas do you wish for us to ask about on our survey?
5. Do you feel this survey/project would be beneficial to you?

## Appendix C

### Survey Questions

Survey Instrument: Survey Monkey

Survey Monkey Link: <https://www.surveymonkey.com/r/hockeysurv>

This questionnaire is part of a study to fulfill a course requirement for Research and Theory on Communication and Performance Technology, IT 635, and is for instructional purposes only. It has no official University sponsorship or affiliation. Participation in this survey is voluntary. If you have questions about this survey, please contact Dr. Anthony Betrus ([betrusak@potssdam.edu](mailto:betrusak@potssdam.edu)).

This survey is **not** being sponsored by Clarkson University or the Clarkson Men's Hockey team. It is being carried out by independent researchers for a graduate class at SUNY Potsdam. We will not be tracking any identifying information. Your responses are completely anonymous. By continuing with this survey you are acknowledging your consent of these terms **and** that you are 18 years of age or older.

**1. Are you currently a Clarkson University student?**

- ☐ Yes  
☐ No

**2. Are you currently a Clarkson Men's Hockey season ticket holder?**

- ☐ Yes  
☐ No

**3. Are you currently a student athlete?**

- ☐ Yes  
☐ No

**4. Approximately, how many Clarkson Men's Hockey home games do you attend in a season?**

- ☐ 0
- ☐ 1-5
- ☐ 6-10
- ☐ 11 or More

**5. How do you enjoy the Clarkson Men's Hockey Cheel Arena home games? (Please select all that apply)**

- ☐ In Person (eg. Cheel Arena)
- ☐ Audio Broadcasts (e.g. radio)
- ☐ Video Streaming
- ☐ Live Stats Online
- ☐ Other (please specify)

**6. How do you feel about the following aspects of Clarkson Men's Hockey home games?**

	Very Dissatisfied	Dissatisfied	Satisfied	Very Satisfied	N/A
Seating Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Pep Band	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Physical Play	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Game Tempo	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Team Record	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
In-Game Intermission Activities (e.g. chuck-a-puck, 50/50 etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Golden Knight Traditions (e.g. chants, rivalry games, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Entertainment Value	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)



**7. How do you feel about the facilities and logistics related to Clarkson Men's Hockey home games?**

	Very Unsatisfied	Unsatisfied	Satisfied	Very Satisfied	N/A
Ticket Prices	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Concession Options	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Loyalty Giveaways	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Ticket Discounts for Local Organizations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Parking Availability	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rink Location	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Overall Facilities	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

**8. How do you feel about Clarkson Men's Hockey's external relations?**

	Very Unsatisfied	Unsatisfied	Satisfied	Very Satisfied	N/A
Promotions (e.g. ticket deals, ticket giveaways, etc.)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
On-Campus Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Community Advertisements	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's Hockey Players' Public Relations with their fellow students	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Men's Hockey Players' Public Relations with the Potsdam Community	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Comments (optional)

**9. Does more advertising need to be done to make the community aware of upcoming games?**

☐ Yes

☐ No

Comments (optional)

**10. Do you feel that other Clarkson athletes would be more likely to attend Men's Hockey games if the men's hockey players came and watched their games?**

☐ Yes

☐ No

☐ N/A

Comments (optional)

**11. Do you think more students would attend Clarkson Men's Hockey games if they were reminded of them by their Resident Advisor (RA)?**

☐ Yes

☐ No

☐ N/A

☐ Comments (optional)

**12. Did you know that there is a Clarkson Athletics App?**

☐ Yes

☐ No

Comments (optional)

**13. What suggestions do you have on other ways to advertise Clarkson Men's Hockey games?**

**14. Do you know any of the hockey players personally?**

☐ Yes

☐ No

Comments (optional)

**15. Are you proud to be a Golden Knight?**

☐ Yes

☐ No

☐ N/A

Comments (optional)

**16. Did you know that the Clarkson Men's Hockey team visits the local schools in the area?**

☐ Yes

☐ No

Comments (optional)

**17. Did you know that the Clarkson Men's Hockey team is involved in various community service efforts in the St. Lawrence County?**

☐ Yes

☐ No

Comments (optional)

**18. How often do you find yourself deciding to go to Clarkson Men's Hockey games or another event on the same evening?**

☐ Never

☐ Sometimes

☐ Frequently

Comments (optional)

19. How would you rate your overall experience with Clarkson Men's Hockey home games?

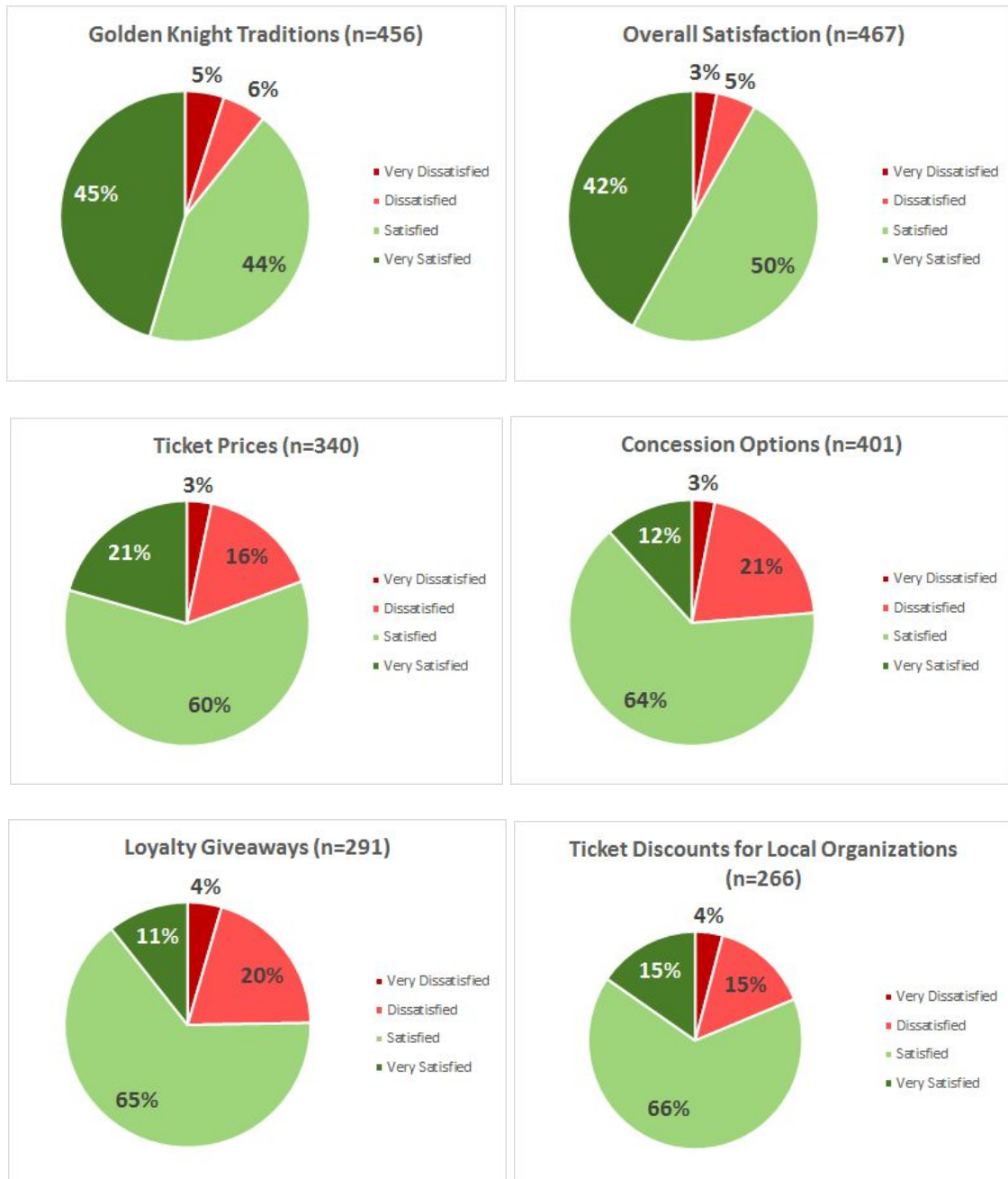
Not Enjoyable	Somewhat Enjoyable	Enjoyable	Very Enjoyable	N/A
<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

20. Do you have any additional feedback regarding Clarkson Men's Hockey and/or Cheel Arena and what should be done to increase home game attendance?

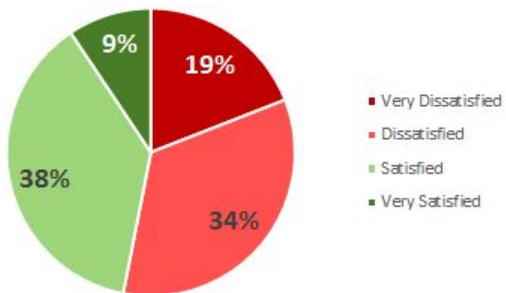
## Appendix D

### Consumer Satisfaction

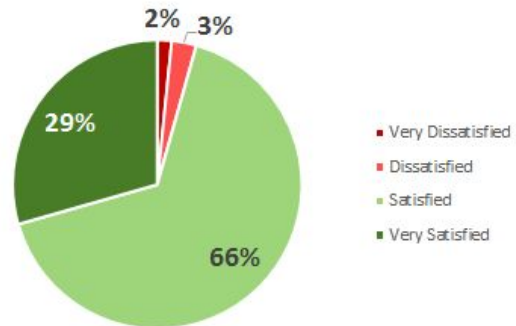




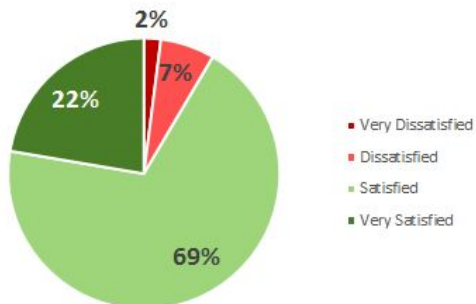
Parking Availability (n=341)



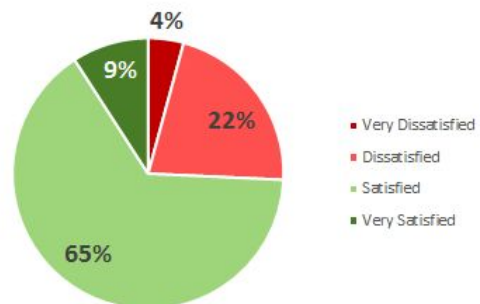
Rink Location (n=435)



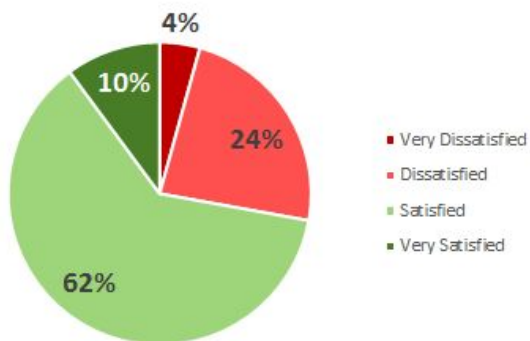
Overall Facilities (n=448)



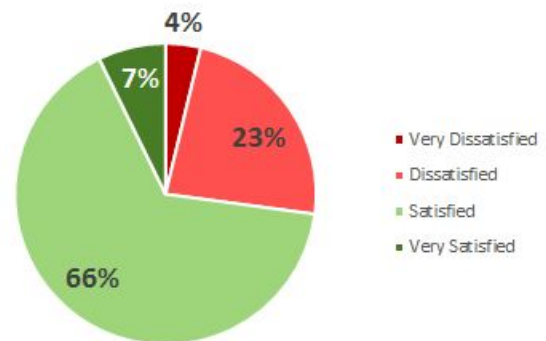
Promotions (n=307)

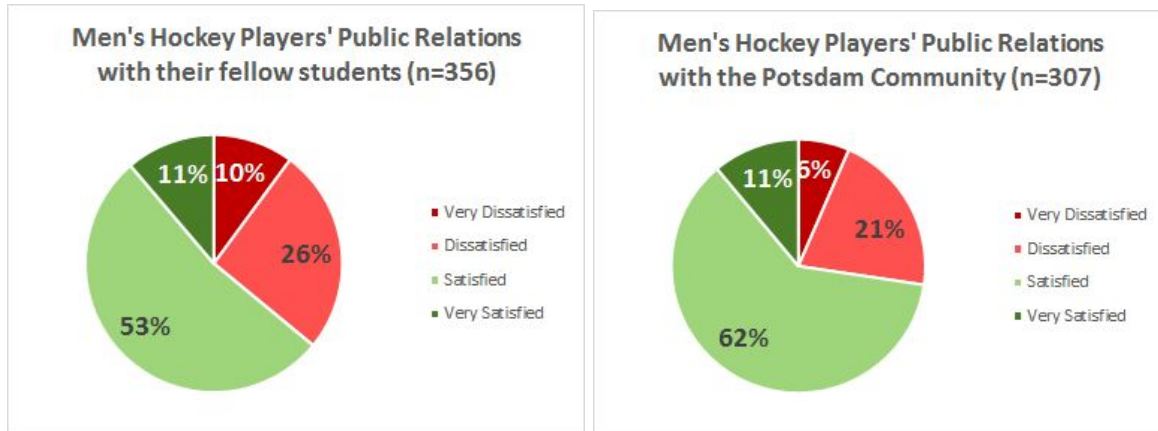


On-Campus Advertisements (n=395)



Community Advertisements (n=317)







## Appendix E

### Question 5- Open Ended Responses

Q: How do you enjoy the Clarkson Men's Hockey Cheel Arena home games?

- Do not watch hockey
- I don't go but if I did it would be in person
- Text updates from my buddies
- I do not attend
- Nothing
- Hockey sucks
- The local channel when they decide to broadcast it
- twitter
- I do not enjoy hockey at all
- I read about them/hear about them from friends
- I don't care about hockey.
- None
- Don't Care
- I never go to games
- read about it
- Working at cheel
- TV Station (Work)
- I dont
- Part of pep band
- Work at Cheel Arena
- If they players were not assholes on campus, I could consider going

- sorry, I don't watch the games
- Working at TV Station filming games
- Pep band
- Pep band
- I usually don't pay too much attention - checking ECAC app for scores, mostly.
- I work at cheel so I see them all
- I work in the ticket office
- I work at the tv station broadcasting almost all of the home games
- From the top of a mountain.
- Subway because I don't go. I.e hockey is gay
- I don't!
- Word of mouth
- Occasionally look at scores
- twitter
- Never enjoy
- Don't watch/listen
- na
- I do not follow at all
- I don't
- I don't follow Clarkson hockey
- Only been to one about 5 years ago, but it was fun and had a great collegiate atmosphere demonstrating a lot of student body support

## Appendix F

## Question 6 - Open Ended Responses

Q: How do you feel about the following aspects of Clarkson Men's Hockey home games?

- I am basing this off of the hockey games I use to attend two years ago
- I have been coming to the CU hockey since I was a SUNY Potsdam grad and I love the games. I think you are going in the right direction!
- We need people who can actually play decent in pep band or get rid of them. They need to practice more and diversify the songs significantly. Our chants are outdated as well. The hockey itself is great and the arena is still very nice.
- Don't give up other potential entertainments on game nights any more.
- I love being in the student section. The energy and vibes are so amazingly powerful that it gets the entire crowd going!!
- Hockey sucks
- Pep band needs new peps
- I'm in the Pep Band...so a little bias
- Seats are too expensive.
- There was to be more fan interaction and cheering. Go to a game at Cornell and you will see the difference. All their fans are cheering all game long
- sometimes student comments/chants are inappropriate for my 6 year old, so we try not to sit by student section
- So much hooking, slashing, and interference in the college game and it really slows the game down taking away from the skill of the game.
- I have not been to a mens game in almost 3 years
- The crowd is a little too hostile for my taste
- shit's dope
- pep band chants are not appropriate for all ages

- Gave up season tickets because it wasn't fun anymore.
- the pep band is awful and the chants make no sense
- Pep band should take things more seriously. Golden knight chants could be less discriminatory
- I think I would enjoy the hockey games more if the Pep band was more professional and not intoxicated all the time.
- Love the band, but wish they would recognize they are models for the children who attend, and some of the cheers are not becoming to them or the team
- parking is why I don't go more.
- The games are great to have fun and enjoy with other students. Please try not to change it much maybe just try to keep a lot of students going to the games.
- We will see if they can keep up the good start. They have bombed as the season went on each of the last several years.
- The pep band chants are offensive and immature so I don't go to games anymore. Rape jokes such as "Get on your knees" are disgusting and shouldn't be tolerated.
- more cowbell
- I'd like to see more SLU games.
- don't believe that clarkson employees should have to pay for hockey tickets; there should be general admission with staff ID
- I wish some more money went into renovating Cheel arena. Specifically replay screens. I like the energy of the pep band but sometimes they seem a little classless.
- I don't sit anywhere, I like to stand at the railings in the back
- I really have no complaints, although I find myself getting tired of the pep band. I would not be bothered if they were a little more in-tune , or perhaps simply not as loud, but the past year or so it seems they have gone from cheerful and enthusiastic to obnoxious and uncoordinated. I sometimes wish there was additional student seating further away from them. I do not mean

to sound so critical but I felt I must explain my low score for them, in relation to everything else.

- I don't go to the games
- The intermissions are kind of boring
- Hockey at Clarkson is very fun in my opinion. The size of Cheel gives the feeling of a small town hockey. I love the small hockey town atmosphere as opposed to the towns where hockey is just another sport (Boston, Albany etc). I always look forward to the games on the weekends, and its pretty nice that I can get ice level tickets for free.
- Would like to see the nice game programs again instead of a paper with team stats.
- I think all employees should get Walkie talkies to communicate with Shawn, Scott and/or Ashley
- Come up with new chants to have an impact on tradition
- Loud comments / "cheers" made by Pep Band members used foul language at some games I have attended in past seasons. My wife and I did not appreciate that at all, and the comments were particularly inappropriate with all the young kids in attendance.
- Ticket prices are too high - no longer family affordable
- Students should've allowed to sit in any seating not taken by paying non students
- Not enough to modavate me to go to a game
- The pep band is repetitive and the student section should be expanded, I never actually sit in it because its not big enough and too loud.
- Knibb High Football Rules
- Starting to see them actually score often this year. This team has been comprised of grinders for the past 4 years, we need more dangles.
- Its extremely fun but Pep Band can be ridiculously annoying at times
- The Pep band is a bit cruel, especially when they boo the coaching staff of the

opposing team and turn their backs to the opposing team when the first string is being announced.

- I played in a couple of the between period games, they were a lot of fun.
- Don't renovate Cheel...renovate Hamlin & Powers or the Science Center....
- Better food stands that take knight card
- Seats are very uncomfortable
- Seating avail: N/a because I have season seats; Team Record-would like to see them get through the second round of playoffs; Traditions: Miss the bell ringing-the pep band isn't as creative and entertaining as they once were
- I am not a hockey fan
- Team record is getting better, it's been a rough decade or so but definitely getting better!
- Could use more exciting lighting effects and loud pump-up music throughout the game, especially right before it.
- Student seating section could be expanded
- We're not sports fans
- For a family of 4 it can be an expensive night out (tickets alone over 50 for a few hours of entertainment)
- I'm in the pep band
- Seating has been available based on team results... that's a double-sided sword question.
- Let the band play and chant!
- I hate the obnoxious train whistle
- Never been to a game
- none

## Appendix G

## Question 7 - Open Ended Responses

Q: How do you feel about the facilities and logistics related to Clarkson Men's Hockey home games?

- We need concessions at women's games!
- More price incentive or other discounts for season ticket holders. Perhaps discount on buffet dinner for season ticket holders
- If concessions took knight card more students would buy snacks
- The concession is loved by my son, but I would like a little better options for lighter eating, healthier drinks, etc. I have been a fan for decades and love the games just don't feel fans are recognized as much as could be.
- I hate that you cannot use knight card in the arena
- Hockey sucks
- even though working at Clarkson, the price of tickets adds up
- Adding poutine to concessions would be the best,
- I always feel like there is cold air blowing on me in the stands which isn't super.
- My tickets are comps
- The cost of the tickets are high. This doesn't help the older locate people support.
- It was better when the Blue Line was open for snacks.
- more cowbell
- see earlier comments. Tix should be complimentary to staff if you expect staff to come and support the teams. Salaries and benefits aren't that great so free entry to all athletic events w/staff ID should be a given. Unless there is a sell out , there is no reason to opt to charge when you are hoping to increase attendance
- Employee discounts would be nice - or a weekly ticket giveaway

- Seating could be a little more comfortable.
- Students shouldn't have to pay for any home games except for playoffs
- Parking is difficult unless you arrive 2 hours prior to the game.
- This is my first year as a ticket holder. I don't know what the loyalty giveaways are.
- I would go to more games if there was more seating availability
- Parking is a disaster. Staff members shouldn't have to pay for tickets. The food sucks.
- Food is sometimes really bad when I've gotten it (coffee cold or just really bad)
- Ticket Prices-N/A-mine are comped; I have paid parking.
- Don't renovate Cheel...renovate Hamlin & Powers or the Science Center....
- Better food stands that take knight card
- Parking is terrible Cheel is always completely filled with cars that have not even been moved (completely snowed in many times)
- Parking is impossible
- I have been told by some elderly locals who would like to enjoy the games that we should put railings in!
- Never been to a game
- Ticket prices are too high for this area. Families of 4 cannot attend more than a couple of games a year.



## Appendix H

## Question 8 - Open Ended Responses

Q: How do you feel about Clarkson Men's Hockey external relations?

- The hockey players think they're untouchable
- The members of CU are getting out in the community far more than they ever have so kudos ... I love seeing the team members helping their community
- The hockey team has community relations?
- Hockey players are pricks
- I particularly like when the hockey players visit the local elementary school. The kids love it and it gives them personal contact with the players that they idolize.
- really a separate entity from the rest of the campus
- a winning season would be all the advertisement they would need
- more cowbell
- again, players are assholes, or act as if they are gifted in classes. why am I paying student loans to pay for them
- Clarkson Hockey does not get enough publicity within the surrounding communities.
- Cheech Powers and Jeffy D are real class acts
- I feel there is a division on campus between the hockey players and other students. I have heard students refer to hockey players as "Gods" and that is why they never get into trouble. Until recently the hockey team didn't do much outside of community. I like that they are practicing at local rinks outside of Potsdam. Possibly need to come up with other community activities besides skate with a knight.
- I think more advertising could be done.
- Don't renovate Cheel...renovate Hamlin & Powers or the Science Center....
- No involvement with any of the choices

- Promotions? What promotions? They do nothing promotional to get more people. There is hardly any marketing of when home games are.

## Appendix I

## Question 9 - Open Ended Responses

Q: Does more advertising need to be done to make the community aware of upcoming games?

- The Men's hockey team is already over glorified.
- You do a great job.
- Alumni notification through electronic avenues about home games
- Don't know
- wouldn't go either way
- Do away with the team
- Especially for the women's games
- I guess more schedules could be posted
- not sure how much is done currently
- I don't go
- I'm not aware of what is done already.
- I don't know. I'm a student so I don't see community advertisements
- Cheel can ALWAYS fit more people
- I can't remember seeing or hearing any advertising for any games this season, excluding internal Clarkson advertisement (reminder emails, etc.). In contrast, I feel like I hear radio advertisements for SUNY Potsdam hockey almost daily.
- Particularly when they start playing interesting hockey
- The more fans the more fun it is for the Pep Band.
- Everyone knows - have you ever tried to book a hotel when games are going on?
- students and season ticket holders know

- Especially womens games
- Have heard that it's too expensive to bring a family to the games
- maybe
- There should be a season schedule posted outside of the ticket office in Cheel.
- I feel like more advertisements are always good
- Most people are unaware of when women's games are
- I hear the advertisements on the radio frequently during the season
- No one goes anyway
- Sometimes I don't know when the games are without searching
- Maybe, not sure what advertisement goes out to the public
- They are having a really great start this year - need to draw more people
- It's Clarkson's sport. Everyone already knows about it
- n/a
- Other than the posters there is little to zero game advertising. I would suggest billboards around the town promoting upcoming contests.

## Appendix J

## Question 10- Open Ended Responses

Q: Do you feel that other Clarkson athletes would be more likely to attend Men's Hockey games if the men's hockey players came and watched their games?

- There is not much support for other athletic teams
- Don't know
- I don't care
- Student athletes have way too much on their schedule as it is.
- I have seen hockey players at other teams events
- maybe?
- Makes sense to me.
- I don't go
- absolutely
- Only if they enjoyed hockey, and there was good rapport between teams. If they go and sit silently at the games without cheering or being involved then they might as well not come.
- they all need to support each other
- Fellowship & support between the different teams is important
- Hearing from my fellow athletes "why should I go to hockey? They don't come to our games." It's hard for them with their commitment but it would help attendance numbers and they could build better relationships with the other athletes
- I think that depends on the sport and individual
- Hockey players aren't as important as this quiz is making them out to be. Either people like hockey or they don't.
- That comes back to the players not isolating themselves among other students

- Hahahahahahahahaha they only go to womens sports they want to bang
- I'm not one to know
- Need more activities, giveaways, promotions at men's hockey games in order to get more students
- and coaches not just players
- I was a swimmer and it would be nice to see all the teams going to each others games.
- As a lacrosse player for clarkson, I know for a fact that the hockey season is more intense and longer than ours. Also they are a D1program so it is a legitimate, 40 hour a week job

## Appendix K

## Question 11- Open Ended Responses

Q: Do you think more students would attend Clarkson Men's Hockey games if they were reminded of them by their Resident Advisor (RA)?

- No RAs have enough to worry about. If hockey players want people they can have a table in StuCe and invite people to watch them
- Don't know
- Hockey sucks
- Don't make the RAs do this. They already have so much BS they have to spout to their residents
- All students need to show more school spirit by attending all athletic events.
- I don't go
- they will come to see their friends. if hockey players befriend students the students will come.
- Depends on the RA, if the residents like them then maybe.
- This might work for underclassmen, but seems unlikely to draw in upperclassmen who have decided for whatever reason not to attend hockey games.
- Only freshman
- you either like hockey or not
- No opinion
- I think a floor bulletin or schedule would be nice to see all the upcoming games, but I'm not sure it would make an impact on attendance.
- Maybe
- It would feel like being nagged to do things.
- Whats a resident advisor???

- Probably
- That would be annoying



## Appendix L

## Question 12- Open Ended Responses

Q: Did you know that there is a Clarkson Athletics App?

- I don't care
- App is terribly designed.
- don't have a smart phone
- I was probably told, but it's not something I would use
- Not for Windows Phone
- I don't go
- I've had it installed since it came out; however it feels pretty insignificant considering that it is essentially a copy of clarksonathletics.com. Might be nice to have different content available in the app versus the website, since I can easily get to both on my phone.
- I use it!
- I use the ECAC App
- We have athletics? That aren't volleyball?
- But it's terrible
- It is fantastic. Whenever I can't make games for any sport I keep in touch using the app.
- It's pretty weak. It seems almost like it was a project for an employee to do who didn't really want to do it, but did it to get it done.

## Appendix M

## Question 13- Open Ended Responses

Q: What suggestions do you have on other ways to advertise Clarkson Men's Hockey games?

- Emails sent to students about each game as a reminder and not a whole month calendar
- It should be advertised more because they are over glorified. Maybe advertising Women's Hockey and other sports here would be better, like the football club or basketball team. The Men's hockey team is not even that good to be glorified in the way that they are glorified.
- Hockey players reach out
- None
- Have free season schedules out for students and community members
- Advertise them at the all other sporting events as well as doing the same for the other sporting events at the men's hockey games
- Get rid of hockey and get a division 1 basketball team, hockey players are pricks who cheat in class and don't belong at clarkson, it's sad so much money goes into them already when it could be used to keep the ass rape of tuition prices down, we are literally paying for a bunch of prick 30 year olds canadians to skate on ice after their nhl hopes are washed up and lose every game but they still get catered meals and benefits other students dont have when they're some of the worst students clarkson has to offer
- What about women's hockey? And other sports??
- Big game day banner hanging in student center
- I think some form of "family pricing" would be a good idea. It can be a bit expensive to bring a family of 5 or more to a game, and our family would go more often if it were more affordable. It's currently about twice as expensive to go to the men's hockey games as it is to go to a movie.
- If you use social media such as Facebook or Twitter, that would be a good way to get the word out about the team's games and results

- I think the best way to advertise the team is for the team to have a winning record. If they keep winning, the arena will be packed!
- If people care about hockey, they will go. Clarkson already advertises it so much. There is only a finite number of people here.
- Have the knight walk around campus and the student center at lunch time on Friday, along with people wearing clarkson apparel advertising the game.
- None
- I'm a staff person at Clarkson, and the tickets are too expensive to go to more than a couple of games a year. I prefer to go to the women's games, as there is no charge for watching.
- emails
- I would hang up fliers about when the games and have an electronic poster as well.
- none
- Posters! having game dates online and on on the little TV's in TAC isn't enough
- post the schedules for the season all over campus
- TV
- Have a mascot walk around a campus the day/week of a game
- I think if you go to one, you're pretty much hooked
- half price concessions/beer night, "fight a Knight" promotion----one lucky fan has a friendly fight with a golden knight hockey player (for charity)!
- Remove or drastically alter Pep Band, they literally ruin the experience at all games for everyone (Clarkson student or otherwise)
- Another big problem is parking, who in the world dreamed up the maze that is the Upper-Cheel lot and then blocked off access to lower Cheel. Literally have to drive out to the road to get 30 feet from upper Cheel and then usually have to park on the road anyways.
- Include an event marker/RSVP marker on the weekly schedules so that it

can be added to people's calendars if they might otherwise forget

- The RA idea sounds pretty good
- none
- J
- Free stuff
- Promote the women's games too
- I don't go
- Posters around campus and in cheel with game days and times
- Have the players become more involved in the school. Maybe they are involved in the school of bushiness but there is still the schools of Engineering and Arts and Sciences.
- there used to be posters around...there used to be little pocket schedules. Not a fan of using more paper, but the digital screens perhaps? Also, SLU advertises on WWNY-never saw a CU ad
- Keep getting wins.
- Themed games like costume or gold outs should be done more than once a year. The teddy bear toss went over well, do things like that, for charities.
- I would recommend sending out emails about when games are and how students can be picked to do in-between period activities.
- Radio, TV, Newspapers. Computer boards around the perimeter of the school. Use the current announcement media better.
- Have a local player on the team. By local I mean someone who grow up within a few hours of here.
- Just win, baby
- School email
- As retro as it might seem, signage along the Route 11 perimeter of campus might be helpful. Relatively speaking, a lot of traffic goes by everyday, so a

sign put up on say Thursday of the form "Clarkson vs. XX 7 PM Friday, Clarkson vs. YY 7 PM Saturday" might be helpful.

- 
- Radio or TV spots could also be good, and don't really seem to be in use. While most of our broadcasts are coming from either Syracuse/Watertown or Burlington regions, other local (i.e. Potsdam-area) businesses have TV spots.
- 
- I'm not sure if more electronic reminders have any benefit, as many students openly admit to deleting all announcement emails...
- First play consistently good hockey for a WHOLE season and then you can ask folks to start buying tickets again. The product has not been worth the price for a LONG time.
- Have the team keep winning.
- Why is there so much concern regarding mens hockey games? What about the total lack of turnout at women's hockey games (the team that actually wins)?
- Some seating for non-season ticket holders.
- Radio, free tickets periodically.
- Have a few signs on Market Street the day of the games
- Have pepband in the quad and have students follow them in
- Email notification other than with the weekly student announcements
- Have the pep band come through the dorms promoting the game as they did on the first home game
- I see more SLU ads in North Country This Week than Clarkson ones.
- Why should they be more advertised? If people aren't going, they probably don't want to go.
- Post the schedules in all of the dorms (first floor) and academic buildings. Perhaps even a dedicated roster board for all Clarkson sports.
- complimentary tickets to all faculty and staff

- More dorm storming
- Tickets are too pricey for average Staff. Too far to walk when freezing
- Make sure students know that games are free for them
- Just advertise pep band.
- Posters with schedule
- Have the professors tell their students.
- Posters before game at student center dining hall
- Send the golden night around campus on the day of game days.
- Bumper sticker? Attendance bonus (punch card/stamp card) to get some item?
- Have signs around Robro and servery and in the student center. Not just paper signs but big ones that draw attention
- Get people involved in all sports game. Create a school spirit that is unbreakable even with a loss. Have outstanding support for all sports and people will be more passionate about hockey.
- Channel 30
- Include women's games in the student event emails sent to everyone at Clarkson, and or send out separate emails reminding students
- None.
- Having a winning team is generally the best advertisement...
- University needs to support the TV station more because while I'm not sure you will get more in person viewers, that at home/dorm viewership is probably pretty low
- Need to find a way to make students feel like this is "their" team. Need to create some excitement associated with the team.
- I think everyone knows when the games are. Having a good season will attract more fans.

- Well, I think you're doing a good job. I would say twitter is the best way to remind people. The emails just get lost considering there are 8,000 student announcements every day.
- Encourage more people to download the app or follow the athletics/hockey social media accounts for updates.
- Is there advertising in Canada: Brockville and Cornwall?
- N/A
- Facebook
- Watch all the other sports here
- posting signs days before gameday around campus
- Do more than send an email. I delete MOST of what Clarkson sends me because it's a lot of spam. Like the stupid Java contest thing. Advertise over the school, post on Facebook, post on twitter, stuff like that. Email is a really bad way to get in contact with anyone, because of all the sheer spam that we get from this school
- Put more time, effort, and money into advertising. Need better facilities and fan involvement at games. Promotions they do now are not exciting. Need to do more things to excite the student body and need to work on getting more local youth kids to the games. Promote at the local grade schools and high schools. They need to put more of an effort into promoting the men's games but also the women's hockey games. They are undefeated currently and recently won a national championship and you see or hear nothing about them or promoting them
- Club nights' for students to promote coming as large groups in a special section with maybe some special give-aways.
- For Staff we used to be able to "dress down" on fridays wearing our Clarkson sweatshirts, etc to help promote and encourage the teams. That was taken away from us a few years back. Get this back for us!
- Should have a combined season ticket option with SLU for the many community members who follow both teams - and maybe smaller ticket bundle options

- Have a massive master schedule in the student center
- Campus emails
- More advertising on campus
- Posters/bulletins around campus, emails specifically concerning game times
- The better they play the more people will attend
- Flyers
- Email blasts and E-newsletters.
- More dorm storming!
- Billboards on Route 11 and 56, scrolling marquee in downtown Potsdam, more giveaways sponsored by local businesses. Back in the 90's a person could attend a game, get popcorn in a megaphone and a Clarkson Hockey souvenir cup. There is nothing comparable given away at the games these days. The hockey team doesn't have a problem with people not enjoying the game either. The issue with attendance can be targeted to high ticket prices, sub-par play and lack of marketing for games. The average local cannot afford to pay \$13 per person for reserved seating. Lastly, get a new mascot. The vintage Knight is sweet, but a) you hardly ever see the Knight around the rink on game nights and b) the current Knight probably scares young kids. Get a mascot that has a huge head and doesn't scare children.
- Have SUNY Potsdam notify us as well.
- Radio, television, emails
- Email
- Campus events



## Appendix N

### Question 14- Open Ended Responses

Q: Do you know any of the hockey players personally?

- Exactly they need to be friendlier
- I've never met a more self deserving and arrogant bunch of guys in my life. It is actually embarrassing to be a golden knight when I see how they act and how they get away with everything.
- Jerk all of them
- Players use to be more friendly, not so much in recent years.
- One in a class but not known
- They are good guys from what I've seen
- not at clarkson
- Ville is the man.
- I'm a senior now, all of the ones in my class have been great the last 4 years
- not currently

## Appendix O

### Question 15- Open Ended Responses

Q: Are you proud to be a Golden Knight?

- If in connection to hockey, then no but to be a Clarkson student, yes.
- I'm proud to go to Clarkson, not sure if that's the same.
- I should have transfered
- My education hasn't helped me yet... This answer will change in future
- I just work here (part-time).
- academic rep more than hockey
- Hell Yeah
- my affiliation with Clarkson is strictly business. I take no great pride in buying groceries, why should I take pride in buying education?
- This question seems out of context, but I respect the athletic achievements of Clarkson teams. Opinions on other matters may vary.
- I'm apathetic
- Clarkson owns me so as of now, no. once I'm out of debt I'll answer this
- Definitely!
- Hell yes!
- Not a Golden Knight
- Potsdam Student

## Appendix P

### Question 16- Open Ended Responses

Q: Did you know that the Clarkson Men's Hockey team visits the local schools in the area?

- I am an advisor for school groups and would love to have them participate.
- Probably have the reading comprehension of the kids they're visiting
- They use to do more with the local children & the community
- That needs to be advertised with in the school so hockey can get a good reputation for it.
- but could have more coverage -
- Give tickets away during these events.

## Appendix Q

### Question 17- Open Ended Responses

Q: Did you know that the Clarkson Men's Hockey team is involved with various community service efforts in the St. Lawrence County?

- Did you know I don't care
- little visibility
- That's awesome!
- This also needs to be known by people. Put it out there for people to read.
- It's not like other clubs don't do this. A sports team doing it doesn't make them special

## Appendix R

## Question 18- Open Ended Responses

Q: How often do you find yourself deciding to go to Clarkson Men's Hockey games or another event on the same evening?

- very, very rarely, so closer to never than sometimes
- Nothing else is going on most of the time
- I'd rather burn my ass hair off piece by piece than waste 4 hours going to a clarkson hockey game where they're going to lose anyway
- If I have other commitments, they come first
- Only really watch hockey because shit's dope
- Always Hockey
- usually it is a case of going to the game or staying home to recuperate from the week
- Hardly ever
- I work on the TV broadcast so it is a job for me. I still go to games I am not working though
- This is due to my swim practices.
- If not for other commitments I would attend more
- Hockey always comes first.
- and?
- I work at cheel arena
- ONNY concerts for example
- Hockey wins everytime.
- That is, I have pretty much gone to every game, except in rare cases of misinformation.
- Always go to hockey

- Because I work at them and enjoy them
- I planned my academic schedule around hockey games and open skate. Hockey is a top priority to me
- I'm bias because I'm an usher
- I've never gone to one in 4 semesters
- We play in a Friday night dart league - on home game nights, we choose to go to the hockey game instead.
- I don't have a social life, so hockey is my only thing on the weekends
- Hockey Is the way to go
- This question is very vague
- With my work position, games conflict with events at my job so I have to miss some games. It wouldnt be a bad idea to coordinate with local schools and companies to coordinate ways to avoid conflicts between events.

## Appendix S

## Question 20- Open Ended Responses

Q: Do you have any additional feedback regarding Clarkson Men's Hockey and/or Cheel Arena and what should be done to increase game attendance?

- The Men's hockey team being a better team would increase attendance. This school is being very sexist because the Men's hockey team is glorified for not being good (and this survey exists) yet the Women's hockey team is actually good (but the attendance at their games is actually very low)
- This was a long survey
- No
- None
- 
- Need to figure it different schedule for women's hockey games. Is there special pricing for children if not then if parent buys ticket child gets in for free.
- Don't increase attendance. These players do not deserve it.
- When the team does well more fans come out. I would LOVE
- 
- to see you work with the women's team on this. They need much more advertising and help getting fans to attend.
- N/A
- Get rid of Aramark food and we are good to go!
- Attendance would go up with better League record and post-season wins. It takes a lot to leave one's warm house if you don't expect your team to win consistently. Don't know, but perhaps the tickets are considered too expensive now that they don't regularly get high up in the ECAC?
- The big whistle blown above the pep band when we score is almost too loud, it's deafening. I'm all for celebration, but that thing is just annoying.
- Only the "family pricing" I suggested earlier.

- Drop the sport completely and make good use of it bringing in legitimate concerts and entertainment with the millions of dollars saved, or even better lower the damn tuition once we don't have to pay for these dick fairy skaters losing every game
- More parking
- New cheers and songs for the pep band....and give them graphics. Barely use the graphic board
- Continue to give variety during the intermission events and keep ticket prices low and FREE for students. I know that I likely would not have paid to go to the games because before coming to Clarkson, I was not a big hockey fan and had I not gone to the games, I would have missed out on a huge part of my Clarkson experience!
- New arena, more student seating
- Better advertisement that home games are free to students with only an id swipe. One of my friends is a senior and learned a few weeks ago that you don't physically need to pick up a ticket.
- None
- Safety for seats not protected with netting
- It would really help if Clarkson staff were allowed to attend for free or lowered prices!!
- More food options
- Ticket prices might deter some in the community.
- A winning season never hurts either.
- I really like going to the women's games.
- Go Knights!
- Put Cheel somewhere that isn't at the far corner of campus. Make it so the new arena has a large gym, indoor pool, indoor track, indoor courts, all under once space. The community would like that. The students would like that. We are a private college with a crappy gym. Look at Middlebury College's new indoor sports facility in Middlebury, VT. We need one of those. What better



way to spend the new trust money, eh?

- No
- Ban Pep Band
- Fix parking
- Advertise more
- Free stuff
- As a grad student I don't really know when the games are or even if/how to get tickets for the games. Linking that information in announcements would encourage my attendance.
- Good job
- Advertise to the community more
- none
- Better hockey
- Offer buy 1 get 1 free to get people in the door, then do a newbee workshop for those new to hockey promoting buy-in and identification with the sport. Create a welcoming atmosphere to first timers creating a comfort zone. Develop a marketing plan to tap into potential hockey lovers supplementing those populations that are already entrenched into the hockey culture.
- Design a kids corner in the stands where the mascot is to include fun activities where the kids are engaged. When kids are happy, parents are happy.
- Yes, St. Lawrence offers free admission to faculty and staff with an ID card. If Clarkson did the same, or at least offered a discount, it would help boost attendance.
- No
- Make specialty games and label big games as gold outs, green outs, white outs, etc. And give out free stuff to promote it and get people to come.
- new rink
- N/A

- Better advertising. I usually end up having to tell my friends when games are
- ability to buy X# of game discounts packages
- Overhaul the arena with renovations to modernize it and increase the entertainment value. Be active in promoting youth hockey programs in St. Lawrence county, giving kids role models and involving parents who buy tickets. Create a family section (away from the student section) where families can get special deals and potentially a more appropriate fan experience. Invest more into player development to attract higher profile prospects and to improve the current team (already made progress since last year on that). Winning records sell tickets.
- Go to Appleton
- Concession Stands should take Knight Card
- Advertising when the games are
- Being more responsive to the crowd with graphics and programs that are going on. Yeah I get you don't want to encourage people to put down the other team, but when the arena removed the "OOOOOOOKAY" graphic and the halftime graphic it really come off as spiteful to the students. Cutting out old and offensive cheers/graphics are one thing, but the crowd being a completely separate entity in the arena from the scoreboard and staff is pushing people away.
- More student seating
- Better chants. Start new tradition (throw something onto the ice after first Clarkson goal (UNH throws a fish). Have hockey team get involved with students around campus. Have a few go to open skate once or twice a month
- Have more involvement with students. It seems like there are always things for people in the community but not enough for the students.
- College students would, of course, like to be able to drink in the arena.
- The team is doing it. We need to put a team on the ice that win. People will come if the product is worth it. When I first started watching Clarkson Hockey the tickets cost \$9.00. we were one of the best teams in the country year after year. We started raising prices and the quality of the hockey

started to diminish. If the team keeps winning people will come back. I'm there win or lose.

- I remember a couple years back a survey went out about Cheel arena and have also heard around that same time about them wanting to do renovations to Cheel. What happened with that? I haven't heard anything since. The division one sports need to be treated like elite programs if anyone expects them to be so the school needs to do a better job with promotions, advertising, resources, etc for those teams.
- I don't know about increasing attendance but ST. Law,'s arena is always cleaner. Cheel needs to be cleaned up they have enough student works working.
- Bubble hockey between periods
- More student seating
- Some of the survey questions referenced ticket promotions and giveaways - between undergraduate and graduate degrees I have been going to Clarkson hockey games for almost 10 years - but I have never once seen or heard of any ticket promotion or giveaway EXCEPT when I was physically sitting in Cheel Arena. If the only advertisement for these opportunities is made to people who are already at the game, it seems like a serious misuse of what could be good incentives to draw in new fans.
- Win and fans will come back. Play like the have last year and the year before and they will stay away in droves.
- You should sponsor local (Potsdam, Massna, NN, Louisville etc.) youth hockey teams (mite or squirt level) with free tickets to the players... the parents will need to bring them and you could charge them the discount of 10 per ticket.
- I don't think there is an issue with attendance.
- Less student disrespect.
- N/A
- Expand the student section slightly to allow more students to have available seating

- More themes such as gold outs or wear certain t shirts
- Love it, but have a busy life
- Attendance was low last season because of the continuous disappointment of the men losing games. I think attendance will be higher this year based on the fact that they are winning so far, but community attendance (not CU students) could be helpful because fans from away arenas also travel to see the games. Women's hockey games ALWAYS have significantly lower attendance, which should be advertised to the community as well because they are National Champions.
- I am not sure if lower prices would bring more area people. It must be pretty expensive for a family to come and buy food too.
- see earlier comments about complimentary tickets to staff--if you are trying to create community and encourage participation....do not charge for mens games. Seats go empty at the games; far better to enhance the atmosphere by encouraging more to attend.
- No
- More entertainment between periods. Also a better pep band they are bad, unprofessional, and annoying.
- I think there is a strong correlation between how well the team is performing and the attendance (like any sporting event). Its hard to expect a full house when your team is 12-20.
- Lower ticket prices for Staff
- Lower ticket prices
- no
- As freshman, my friends and I would always be sure to get to the games early, so we could stand and cheer in the front of the student section to the right of the pep band. Standing up during play would increase our level of excitement and enthusiasm for the game and would allow us to move around and keep warm. Unfortunately during our sophomore year, students behind us refused to stand and requested the ushers to make us sit, so they could have a better view. Since that day, we were never allowed to stand in our

section, greatly reducing our level of excitement and causing many of us to not bother to go to games. My one request is that students be allowed to stand in any part of the student section as those students are the most enthusiastic fans who help create the most excitement and boost the spirits of the Golden Knight players to help bring them to victory.

- Give all faculty and staff two free tickets to every home game.
- More advertisement and a new playlist and tradition
- Dippin dots on meal plan.
- Nothing that I haven't already said. Bring back those inter-game graphics, though. I miss hearing and seeing BONESAW by demand of the crowd.
- Mini baja car on ice
- Not as loud
- Better chants, more benefits for students, more advertisements, better relationships between hockey players and fellow students.
- Free meal deal raffle or similar for game night at Cheel
- Getting the players more involved with the fans, having meet and greets or other things of that type.
- Have more give away jerseys/prizes that would make students want to come in. Give the fans more entertainment between periods
- Add more chants for the students instead of doing the same ones over and over again.
- Ring the bell more!!!!!!!!!!
- Advertise all of the games more, men and women. We need to get students into hockey more overall, especially if we want to regularly fill up the student section
- Better concessions and concession pricing. Autograph sessions with a player after the game.
- I think there needs to be more seating for students. Pepband takes up an entire section therefore the chance of students not being able to find a seat

in the student section is very high.

- (1) Aramark food has gone downhill this year due to cutbacks by the company. I have heard many people that attend the games complaining about the change in food from last year (quality and quantity). If the food (including options) were better that may get those to return. (2) Allow staff to go back to "dress down" on fridays in which we can wear our Clarkson apparel. (3) Offer a better discount to Employees. (4) Offer 1 free season ticket seat to each employee (or 50% off). More than likely this will encourage them to go and see that they enjoy it and this would in turn result in seats being bought for spouses, etc. (5) Get more promotion by local businesses that will do chances to win free products or services. (6) Better promote the Emergency Volunteer Appreciation Night. (7) Have a free admission night for children 12 and under.
- Discount to employees
- Parking is a real problem.
- This is a small community, you need to make the player as accessible to the fans as possible. That way fans feel like they have a real connection to the team.
- More student seating.
- More special themes or events during games (like Gold Out) could encourage attendance, especially if there are prizes for students or student organization participation.
- I guess more giveaways can't hurt, but I think it really just comes down to how good the team is playing.
- Maybe if the renovations occur, consider heat over the stands (like SUNY Potsdam used to have). It is really cold in there and sometimes along with the weather deters me from going.
- Dont advertise through email. Do more contests maybe? Just involve the student body more
- More smokehouse, and bring back empire
- Tell Pep band to get new material (or practice so they sound good)

- Don't renovate Cheel...renovate Hamlin & Powers or the Science Center....
- NO
- Get more school pride involved for supporting all the sports, not just hockey.
- Parking is an issue - maybe a bus run from downtown to a couple of larger parking lots?
- Should offer a substantial discount to season ticket subscribers in order to sell more season tickets. Now it also seems that the pre-game buffets have been cut way back too - that won't help either...
- N/A
- Tickets seem expensive - it costs me over \$50 to bring my family of four, plus concession, which by the end of the night costs closer to \$75. For an extra \$25, I could attend a pro game in Ottawa with a free hotdog and a drink!
- Putting a winning product on the ice should be paramount in increasing attendance. If we begin to win attendance will follow from campus and from the community. An increase in concession options and convenience would also help. This might include allowing alcohol (from Club 99) in the arena
- Make the arena seating more comfortable
- Increase awareness to the public of games and times
- Like I stated earlier, many locals would love to come but need some accommodation due to their handicap.
- ticket price or offer a family package. Tickets, light snacks will easily cost you 75.00 for a family of 4. If you add dinner over 100.00
- Increase the student section
- Love the radio broadcaster.
- Student promotions such as shirts, food, etc.
- no
- Peer pressure. If other sports teams and affinity groups or greeks each created their own "bonesaw" they would each feel more involved.

- n/a
- 1) Lower ticket prices or create package deals (4 for \$44 similar deals - 4 tickets, 4 popcorn's and 4 sodas...something like that).2) Better advertising (billboards, marquee) 3) More giveaways (rally towels, t-shirts, why not have a bobble head night).4) Offer souvenir popcorn and drinking cups (see Colorado College or even the cups the SLUzers use).5) More family friendly Mascot.
- Make the schedule well known.
- Send emails about when games are
- N/A
- START WINNING.
- sincerity of Head Coach is in question...does he really care about the North Country? or is it a show for publicity?
- Depends on competition level and success of the program like most other athletic teams anywhere, but it helps to improve aesthetically anywhere possible from facilities to opening light shows and what not.