

BEST PRACTICES, Athletics

Title: Best Practices Resources # 334

Source: NCAA **Co Area:**

Addl Info: <http://www.ncaa.org>

Abstract: Doing a search on the NCAA site for Best Practices brings up many informative sites regarding Best Practices and Athletics.

Title: Academic Integrity in Intercollegiate Athletics: Principles, Rules, and Best Practices # 410

Source: Coalition on Intercollegiate Athletics **Co Area:**

Addl Info: <http://coia.comm.psu.edu/AID.html>

Abstract: The Coalition on Intercollegiate Athletics (COIA) is an alliance of 56 Division 1A university faculty senates whose aim is to promote comprehensive reform of intercollegiate sports. The need for reform of intercollegiate athletics is serious and requires immediate and focused action. The COIA has emerged as a faculty voice on a variety of issues related to the overall problems facing intercollegiate sports. These issues include but are not limited to academic integrity, athlete welfare, governance of athletics at the school and conference level, finances, and commercialization.

It covers -

1. Admissions.
 2. Scholarships.
 3. Curricular Integrity.
 4. Time Commitment, Missed Class Time, and Scheduling of Competitions.
 5. Policies Concerning the Office of Academic Advising for Athletes (OAAA).
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Title: NCAA Best Practices # 835

Source: National Collegiate Athletic Association **Co Area:**

Addl Info: <http://www.ncaa.org/>

Abstract: Enter "Best Practices" in the Search field

Hiring (Division II) (PDF)
Insurance purchasing for conferences (PDF)
Sports medicine
Sports wagering awareness (PDF)
Strategic planning (PDF)
Student-athlete advisory committees (Division III)
Venue safety and security (PDF)
Women's basketball promotion

BEST PRACTICES, Athletics

Title: Florida State Ticket Marketplace # 963

Source: Florida State University **Co Area:**

Addl Info: <http://www.sacubo.org/awards/bestpractices/archive/2009bp/>

Abstract: With the advent of digital ticketing - tying admission to events to a unique bar code on a ticket - Florida State University's Athletic Department entered in the secondary ticket market this year. The University started sponsoring its own ticket marketplace, FSU's Ticket Marketplace, where season ticket holders can resell their tickets to the general public and the general public can be assured that tickets purchased from this Web site are legitimate. FSU's Ticket Marketplace is set up to mirror existing secondary market models where both the seller and buyer are charged a percentage of the transaction so FSU will be able to cover its settlement costs to its vendor, Ticketmaster, Irvine as well as create an additional revenue stream. A winning situation for FSU and our sports fans!

Another advantage to implementing FSU's Ticket Marketplace is the additional fan base demographic information it will provide to the Athletic Department. We will now have access to valuable information on the people, who have been purchasing tickets through the secondary market in order to attend University sporting events. These people will become "hot leads" for attending future athletic events.

Title: My Football Ticket: Online Student Football Ticket Management # 1150

Source: University of Alabama **Co Area:** University Wide

Addl Info: <http://www.sacubo.org/docs/bestpractices/2010/Football.pdf>

Abstract: The University of Alabama's My Football Ticket program promotes online customer self-service, streamlined paperless game day access into the football stadium for students, and ensures maximum distribution of a limited high-demand campus resource-student football tickets. The program is a collaborative effort by the campus community to enhance services to our students. From concept to reality, it took the combined efforts and vision of the university's Student Government Association, Action Card Office, Information Technology, Student Affairs, Intercollegiate Athletics and our transaction system vendor, Blackboard Transact.

With the installation of the My Football Ticket program, students now receive an electronic ticket and can self manage their student football account online. Those electronic tickets can be used to attend the game with a simple swipe of their ID card at the stadium, transferred online to another eligible student without a ticket, or donated to the Ticket Bank for redistribution to another eligible student without a ticket for the upcoming game. Eligible students without an electronic student ticket can go online to be placed on the Wait List for a donated ticket. As donated tickets become available, they are automatically redistributed against the Wait List. All online transactions generate an email to the students university designated email account.

See record #1176 for update or <http://www.sacubo.org/docs/bestpractices/2011/MyFootballTicket.pdf>

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1176

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This was originally submitted in 2009 - see record #1150. The My Football Ticket program continues to evolve. For students, this program has been a successful addition to their campus life with over 300,000 hits to the My Football Ticket system for the 2008 and 2009 seasons.