**PERL 105 FINAL EXERCISE**

**2020 Fall Term**

Below are the details on the **Final Exercise for PERL 105** in the **Fall Term** for **2020**. This will be worth **60% of your final grade** and is due to be submitted via email on or before **11:59 p.m. on Tuesday, December 1, 2020.**

NOTE: Submissions MUST be attachments in either **Word** or **PDF format** to either engert@macewan.ca or tenger@telus.net . **No Google Docs or other formats will be accepted**. As a last resort, students may submit the Exercise in the text of the email but Word and PDF are definitely preferred.

**The Exercise will go as follows:**

* Choose a sporting organization that you will be doing a full diagnostic on based on the content learned in PERL 105. This could include local clubs, Provincial Sport Associations, National Sport Associations, International Sport Associations, University or College Teams or Athletic Departments, Minor League Teams or Leagues, Professional Teams or Leagues. (NOTE: No pseudo-sports such as WWE will be acceptable)
* Answer the questions for each section listed below in regards to your chosen organization
* After each section make sure you Reference where you got you information in APA style if possible (if you got your information off of websites or personal contact with individuals within the organization that needs to be listed too)
* You can ask for clarification at any time from the Instructor via the emails above but please do not send drafts for him to approve.

**FINAL EXERCISE**

**Student Name**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ **Student ID**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Chosen Sport Organization**: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please answer the following questions is each Section and ensure you put your references down at the completion of each section. Each section is worth 4 marks for a total of 60.

**SECTION A: PLANNING**

1. What is the organizations Mission Statement? Could you suggest a better one and why?
2. What is the organizations Vision Statement? Could you suggest a better one and why?
3. Do a SWOT analysis on your chosen organization. Remember what is internal and what is external in SWOT.

**References:**

**SECTION B: LTAD**

1. Is your organization currently involved with LTAD (if its located in Canada) or other LTAD related programs (if not located in Canada)? If so, what do they do? If not, why not?
2. Could they assist better in the implementation of LTAD Principals in their current jurisdiction?

**References:**

**SECTION C: SPORT SYSTEMS**

1. What Governing Body does your organization answer to? OR, are they the Governing Body of their sport that is the top of the food chain (REM: they may have more than one group they answer to if funding comes from different sources)
2. What are they responsible for in the delivery of their sport (i.e. set rules, run programs, fund other levels, etc.)?
3. What areas do they NOT have control over in their sporting experience (i.e. rules, marketing, grass roots programming)?

**References:**

**SECTION D: PUBLIC/PRIVATE/NON-PROFIT**

1. Is this organization a Public (government), Private, or Non-Profit operation? How do you know?
2. In your opinion is this the best way to deliver the sporting experiences they offer? Would it be better in one of the other categories? Explain either way.

**References:**

**SECTION E: VOLUNTEERS**

1. Who operates the organization? Volunteers? Paid Staff? A mixture?
2. How are those who operate the organization recruited?
3. Is there a Board of Directors structure in the organization? If so, how is it set up?

**References:**

**SECTION F: ROBERT’S RULES OF ORDER**

1. How are the major decisions made in this organization? Owner’s call? AGM’s?
2. Is Robert’s Rules of Order used in any of this?

**References:**

**SECTION G: EVENT MANAGEMENT**

1. From the Event Management Model, what typology does your organization fall in? OR, do they span different typologies based on events and programs they run?
2. Explain your analysis:

**References:**

**SECTION H: RISK MANAGEMENT**

1. How has the COVID-19 Pandemic affected the operation of your organization as it applies to Risk Management? How is it different from what they used to do?
2. What are some of the areas they could be found to be negligent if they did not have proper Risk Management?

**Refences:**

**SECTION I: POLICY, PROCEDURES, & RULES**

1. Give an example from the organization of one of their:

Policies –

Procedures –

Rules –

1. How do you know the difference?

**References:**

**SECTION J: SPONSORSHIP**

1. How does your organization generate revenue?
2. Do they have any sponsorship? If not, why not? If so, what are the ROI’s the sponsor would expect to receive in return?

**References:**

**SECTION K: FUNDRAISING**

1. Does your organization do any fundraising? If not, why not? If so, detail their strategy.
2. Based on your knowledge, could you suggest a better strategy for their fundraising goals? (i.e. different approaches)

**References:**

**SECTION L: ORGANIZING**

1. Does the organization have a Flat or Tall Organizational Structure? OR, a combo? Explain.
2. Do you feel this is appropriate for the organization? Back up your claim.

**References:**

**SECTION M: SPORT TOURISM**

1. Does your organization engage in any tourism, either by sending people on trips or bringing tourists/fans in? If not, why not? If so, do they do too much or too little?
2. What would be your recommendations to this organization in the areas of Sport Tourism going forward?

**References:**

**SECTION N: DEALING WITH THE MEDIA**

1. Does your organization have a need to interact with traditional media/press outlets? If not, why not? If so, why?
2. What are the ways, both traditional and via social media sources, that your organization communicates and who are their target audience?

**References:**

**SECTION O: CONCLUSION**

1. Give us your opinion on the current status of your organization and how you think it will survive going forward (Note: no references needed in this Section)