



# Intramural Sports Supervisor of Championship and All-Star Games



## The Site

The Intramural Sports Department at the University of Maryland organizes and oversees a variety of sports competitions for the Maryland student body. For all team events, one or two nights of championship games are the culmination of an exciting season. I work for the department as an Intramural Supervisor, Sports Official, and Scorekeeper, and I have been a part of multiple championship events. While the events themselves are fun and exciting, the atmosphere has been lackluster. I wanted to take advantage of our resources and create championship atmospheres to match the level of competition. My advisor and Director of Intramurals, Jason Hess, wanted to institute a series of All-Star games this year, and it only made sense to combine these projects into one. Contact the department by calling 301-226-4444 or by emailing [jhess2@umd.edu](mailto:jhess2@umd.edu).

## The Impact

Different events I coordinated had mixed success. Most of the championship events were moderately successful, with the participants appreciating the extra effort to make them feel important. Having access to varsity athletic facilities for the football and basketball championships was special, and the field goal kicking competition I created was a notable success. All-Star games, on the other hand, were stricken by low interest and attendance, even leading to cancellations. Without a doubt, though, the basketball championship and All-Star events were most successful. With several hundred championship fans coming out to the Xfinity Center and a pair of fiercely contested All-Star games, the on-campus portion of the project finished on a definite high note.

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## The Mission

I began my capstone project with three general goals. First, I aimed to increase participant experience and spectator engagement at our championship night events. Second, I intended to institute a new series of All-Star competitions for each of our major team sports to honor and showcase the best intramural athletes at the University. Finally, I worked to document all the actions I took. This documentation would potentially allow for the position I created to become an established, regular, paid role within the Intramural Sports Department.

## COVID-19 Changes

As the University of Maryland community transitioned to a virtual campus, my role within the Intramural Sports department transitioned as well. Our in-person competitions were replaced with E-Sports tournaments and virtual trivia challenges, and I was excited to be a part of the transitioning process. I investigated several options for broadcasting or sharing our finals events, attempting to stay active in my position as Supervisor of Championship games. My options were naturally limited, but by working with my mentor and fellow employees, we arrived at a streaming solution.



## The Actions

My actions to improve championship nights were straightforward: design and execute a plan to utilize our resources to create a professional, authentic championship environment for our competitors while entertaining spectators. For most events, this included music, live announcing, food, games, contests, special events, and the presentation of championship t-shirts onsite, none of which happened in past years. This also included an increased presence on social media in order to improve fan engagement and to celebrate our champions. All-Star competitions required more planning and strategizing; I designed and implemented several different systems for collecting nominations and crafting All-Star rosters. This was done in addition to many of the improvements made to championship night events, and I worked closely with my fellow supervisors each step of the way.

## The Future

The future aspects of my project are certainly up in the air, and the impacts of COVID-19 only complicate matters further. I will finish the academic year by supporting efforts to improve our virtual intramural program. If we can develop more ways to make our participants feel special and showcase their abilities, even from a distance, my mission will be accomplished. My long-term hope is that a permanent position of Intramural Sports Supervisor of Championship and All-Star Games will be possible because of the framework I laid. If this is the case, the future will likely be full of even more developments and improvements to our system. Greater collaboration with the Athletics Department is another long-term goal of mine, as sharing their facilities goes a long way towards improving the atmosphere and excitement of our events. Overall, I see a great deal of potential relating to the work I've done.

I would like to express my sincere gratitude to my director and mentor, Jason Hess, for providing me with the platform to complete my Capstone Project and for supporting me each step of the way. I would also like to thank each of my fellow supervisors. Without them, none of my plans or events would have been possible, and everyone did something to help me succeed.