

PLAY GOLF AMERICA UNIVERSITY*
PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

PROGRAM MANUAL

2008-2009

A series of white dots forming an arc above the text "PlayGolfAmerica.com". The "com" is in a smaller font and has a registered trademark symbol.

PlayGolfAmerica.com

Your Link To The Game



PGA

**Previously titled: Golf: For Business and Life*

Play Golf America University Manual

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Welcome from the Program Managers

Congratulations on your participation in Play Golf America University. The program was initiated at thirteen universities in 1999 under its former program title, Golf: For Business and Life, and has been conducted at 65 institutions across the United States. In association with the Ryder Cup, PGA Foundation Growth of the Game Grants, and the PGA Professional Golf Management Program, the program has served over 24,000 undergraduate and graduate students. Feedback from student participants suggests that they have enjoyed learning the game of golf and many plan to stay active in the game as part of their leisure time activity and through their professional work.

This manual outlines the goals, objectives and structure of Play Golf America University through three program elements: 1) Instruction through regularly scheduled academic or recreational golf classes, 2) a recreational sport element through competitive golf as well as campus expositions via the Collegiate Golf Alliance, and 3) an introduction of the role of golf for women through the Executive Women's Golf Association.

It is our hope that through your leadership that the Play Golf American University Program the objectives and guidelines of the program will be achieved and the program becomes a long term activity on your campus. We are eager to assist you in making the program a success and wish you all the best in this exciting endeavor.

Ron Stepanek, PGA
Dr. Thomas Templin
Play Golf America University Managers

Play Golf America University

Mission and Objectives

Play Golf America University (PGAU) is a PGA of America college and university golf program, designed to teach and engage students in the game of golf through PGA Professional instruction and other golf programs. Play Golf America University, while open to all students, is especially targeted for juniors, seniors, and graduate students to help them to learn to play golf as well as understand how golf can be employed as a business tool as they enter the professional world.

Through this program, participating colleges and universities will deliver the following objectives:

1. Provide students a comprehensive introduction to the game and golf skill development experience
2. Provide students basic knowledge and understanding of rules, terminology, etiquette and history of the game
3. Provide students with an understanding of golf as a business tool and complete an experience that enables them to play in a company outing for employers upon graduation
4. Provide opportunities through campus recreation programs to compete in competitive golf experiences
5. Direct students to PlayGolfAmerica.com as a resource to help them continue to develop their golf skills upon graduation
6. Create the desire and skills so students can become avid golfers

Programs Elements

Under the PGAU umbrella, the following programs will be promoted:

1. **“Learn and Play Golf” Classes:** Utilizing the PGA First Swing curriculum, PGA Professionals deliver 16-week/session introduction to golf classes. This is the original and core element of the program.
2. **Recreational Sports - Intramural Experience:** Transition students and skills learned to casual, yet structured on-course playing experiences. Partner with the National Intramural-Recreation Sports Association / Collegiate Golf Alliance
3. **Recreational Sports – On Campus Expos:** Bring golf to students through on-campus Play Golf America experiences featuring free lessons, skills challenges, golf contests and more. Partner with the National Intramural-Recreation Sports Association / Collegiate Golf Alliance
4. **EWGA Student Membership Program:** Promote EWGA student membership opportunities as a way for students to stay engaged in the game, plus as a networking/career development resource.

University Roles and Responsibilities

Since this golf developmental program is for college and university students, central administrators must approve the program. The university should designate the department or departments appropriate for administering and implementing the program, i.e., Department of Kinesiology or Physical Education, Department of Business and Management, Department of Recreational Sports. In many instances, collaboration between programs responsible for instruction and recreation are separate and will be asked to collaborate in the conduct of PGAU programming. Department administrators should also assign a coordinator to develop and oversee the campus program and work with the PGA Professionals and PGAU officials. Other things to consider when starting this program:

- o Appoint a Program Coordinator who will handle all the logistics of the program.
- o Submit a signed agreement and letter of support from the university concerning program.
- o Both the Program Coordinator and the Head PGA instructor must participate in a conference call/program orientation conducted by The PGA of America.
- o Program Coordinator will need to confirm with the college or university where the program will be placed in relation to academic requirements.
- o Develop budget.
 - Determine if a student activity should be charged for introduction classes
 - Project financials for NIRSA initiatives, consider contracting with the CGA
 - Develop strategies to sustain the program with university officials creating a plan for future funding in order to keep the program running
- o Marketing and promotional plans of all elements of the program to the students.
- o Determine if the students should receive academic credit, or is the program a non-credited elective for the students.
- o Secure and schedule PGA Professionals to provide instruction. Work with the PGA Section office in an effort to coordinate PGA Professionals if needed.
- o Acquisition of golf equipment, teaching equipment, video analysis, etc.
- o Secure golf facility / site selection for program to take place.
- o Coordinate the number of textbooks provided by the PGA of America necessary for students. (NOTE, transitioning to an on-line resource)
- o Schedule the classes.
- o Distribute syllabus and First Swing manuals to the students.
- o Direct students to complete both the pre- and post-surveys on-line.
- o Evaluate the program based on program requirements, PGA reviews, and student evaluations.

- o Completion of Annual Report to be submitted the PGA of America
- o Coordinate Learn and Play Golf Classes – minimum of 2 per semester
- o Coordinate Local Qualifier for the National Collegiate Golf Championship
 - Activate relationship with the Collegiate Golf Alliance
 - It is recommended to purchase the CGA Management support program
 - Coordinate on On-Campus Golf Expo. Should use PGA Professionals to provide instruction
- o Suggested contacting local EWGA Chapter for presentations and to promote EWGA Student Memberships

Resources

Resources are available on PlayGolfAmerica.com/PGAU with pages dedicated to the PGAU program, including:

- o PGA First Swing Curriculum
- o Listing of Universities
- o Surveys
- o Best Practice Resources
- o Links to NIRSA, CGA and EWGA

A newly created resource will be the Best Practices. This will allow for PGAU Program Coordinators to submit success stories, which in turn could be promoted on PlayGolfAmerica.com/PGAU and/or in PGA Magazine. The PGA's Public Relations Department may reach out to select programs to offer support in generating additional exposure.

Program Details

1. Learn and Play Golf Classes

The golf instructional program should be administrated department faculty/staff and taught by PGA Professionals. For effective instruction, a student-teacher ratio of ten (10) students to each PGA Professional is recommended. The PGA Instructor should follow the PGA First Swing Curriculum established by the PGA of America Director of Instruction. This will allow for program consistence.

The goals are:

- o To develop an appreciation and knowledge of golf history and origin.
- o To perform golf skills (full swing, pitching, chipping and putting) with proficiency.
- o To enjoy and appreciate golf's contributions to personal exercise and pleasure.
- o Learn and apply golf terminology, rules, and etiquette.
- o To play a 9-hole round of golf and in a golf scramble.

- o To use safety precautions on the practice area and golf course.
- o Create the desire and skills so students can become avid golfers.

Instruction Program Criteria

- Offer a minimum of two classes per semester (flexible for schools operating on quarters).
- Must maintain ten students to one PGA Professional ratio for instruction.
- Class size should range from a minimum of 10 to a maximum of 20 students. A minimum of 2 (two) PGA Professionals are required with a student to PGA Professional ratio of 10:1.
- Classes should be scheduled for 1^{1/2} to 2 hours per session, with a minimum of 16 sessions.
- Recommended one class session feature a guest speaker / businessperson from the community to discuss the importance of playing golf and how to use golf as a business tool. Suggest using contacts from the EWGA.
- Appropriate golf facilities and equipment should be used for instruction.

Professional Instruction:

This program was designed to be taught by PGA Professionals. A college or university should make the commitment to schedule and pay PGA Professionals (\$50 per hour) and PGA Apprentices (\$35 per hour). If the college/university is having a difficult time in contacting or obtaining PGA Professionals, the Program Coordinator is advised to contact the PGA Section Executive Director to help identify teaching professionals.

2. Recreational Sports - Intramural Experience

3. Recreational Sports - On Campus Expos (see www.cgagolfinks.com)

For the purpose of providing expanded opportunities to achieve the mission of PGAU, institutions are either encouraged or required to include programming connected to the Collegiate Golf Association (CGA). This organization, endorsed by the National Intramural and Recreational Sports Association (NIRSA), conducts the National Collegiate Golf Championship via a two-person scramble and holds On-Campus Expos that introduce students to the game of golf through professional instruction and a skills-challenge. Through campus recreation programs, the CGA conducts local qualifying tournaments linking various institutions in a region from which winners of the tournament compete in a national tournament in Las Vegas. While an institution may administer events independently, the CGA offers management services for a fee that can assist an institution in the conduct of the local qualifier and the on-campus expo. The fee is approximately \$7000 annually and may be expended from GFBL or PGAU funding.

Criteria for the PGAU Recreational Sport element, required of programs that receive new or renewed funding:

1. Host or facilitate a local qualifying tournament for the National Collegiate Golf Championship on an annual basis
 - Follow guidelines and manual established by the CGA
 - Send a minimum of one (1) student team to the National Collegiate Golf Championship
2. Conduct On-Campus Expo. Employ a minimum of one (1) PGA Professional to provide free instruction to students.

4. Executive Women's Golf Association

(see www.ewga.com)

Diversifying the game with an emphasis on bringing more women into the game is a strategic plan element for The PGA of America. Sharing the same goal of growing women's golf, the EWGA (Executive Women's Golf Association) has become an active partner of the PGAU program.

The EWGA has a mission to connect women to learn, play, and enjoy the game of golf for business and for fun. The EWGA has nearly 130 Chapters throughout the United States that facilitate golf education programs, organized play, and more at the local level. The EWGA also conducts a variety of other opportunities for members to learn, play and enjoy golf throughout the country and via online venues.

The PGA encourages each institution to involve a EWGA representative to share information with classes about the opportunities EWGA offers and share personal stories on how golf has enhanced their life both personally and professionally. Go to www.EWGA.com to find a contact in your area, or contact Josie Artymovich with the EWGA.

As part of PGAU, universities are asked to promote EWGA's Student Membership by distributing membership applications and/or directing students to PlayGolfAmerica.com/PGAU.

In addition to golf-related benefits, joining the EWGA will positively influence the professional careers of students as they actively network with successful business leaders at their local Chapter and throughout the coast-to-coast membership of EWGA.

Criteria for the PGAU EWGA element:

1. Invite a EWGA representative to make a presentation on how golf and EWGA has benefited their lives both personally and professionally.
2. Promote EWGA Student Membership to all PGAU participants.

Marketing Your Program

The PGA of America is most interested in promoting your program via various media outlets (TV, printed media, and web-based outlets). The Association is interested in receiving any local media exposure of your program as well. Please work with your university public relations and media office to 1) let others know about the grant you have received from your Ryder Cup alumnus and The PGA of America and to 2) promote your program locally and throughout your state via various media outlets. This request is important in letting others know how your program is working with The PGA of America to promote the game of golf. Examples of potential media opportunities would include:

- o Grant presentation ceremony with your Ryder Cup alumnus (TV, local and campus newspaper, alumni magazine)
- o Program coverage via various media outlets
- o Coverage of campus CGA scramble winners and their participation in the national tournament
- o Coverage of how golf and business are related and addressed in the PGAU class.
- o Coverage of student participants in the class and the value of the class for their future endeavors
- o Coverage of PGA professionals and how they contribute to the class

PGA of America Funding:

Select universities may receive funding from The PGA of America on behalf of an alumnus of the college or university who is named to the Ryder Cup team. Funds vary depending on the initial size of the gift determined by the alumnus. Also, funding may emanate from Growth of the Game Grants from the PGA Foundation.

Funds allocated from the Ryder Cup Outreach program will be presented over two years; 50% of the gift will be presented in year one and the other 50% in year two contingent upon meeting program criteria as determined by PGA of America officials.

Colleges and universities are expected to maintain detailed budgets of revenue and expenses and budget reports are due annually. Colleges and universities are expected to generate revenue beyond the gift and are encouraged to sustain the program after gifting ends via student fee revenue or donations. Example budget model for the conduct of the program are available upon request. Funds have restricted use as defined below:

Funds may be used for the following*:

- Payment of PGA professionals
- Payment for program coordinators
- Payment for program assistants

- Payment for facility use including use of a range, practice areas, golf course playing fees
- Payment for equipment purchase or use (clubs, range balls, balls for play, video equipment, DVDs, videos). The university maintains ownership of equipment.
- Payment for PGA Professional travel expenses (car mileage for professional instructors, professional development opportunities that will enhance instruction)
- Payment for mass transportation of students
- Payment for expenses associated with NIRSA/CGA (annual fees are associated with the conduct of campus expos and qualifying tournaments). It is recommended that an institution purchase the CGA Management Program.
- Payment for guest lecturers, recommend offering to reimburse travel expenses
- Support to establish golf as a club sport on campus

Funds may not be used for the following:

- Payment for the purchase of land for facility use
- Payment for the construction of facilities
- Payment for programs not affiliated with the Play Golf America University
- Program – funds can not be used for other university or college programs, intercollegiate golf teams, etc.
- To purchase equipment for student ownership of equipment.
- Payment for professionals that exceed market rates

** Exceptions will be considered upon request to the PGA of America officials*

Program Sustainability

The primary concern that the PGA has seen with the present program is how to keep the program going in the future. The initial funding by The PGA of America is adequate to start a successful program (in many cases for several semesters), however we recommend that each college or university create strategies to ensure that the PGAU program is properly funded for periods beyond The PGA of America financial support.

Budget Model

Conduct of PGAU requires careful oversight of funds. From the initiation of GFBL programs, various universities have budgeted funds in a variety of ways. Administrators from The PGA of America will provide advice on establishing a operating budget if requested. Budgeted and Actual financial data will be requested annually from all participating PGAU programs.

Program Evaluation and Assessments:

The importance of collecting data both pre-class and post-class is significant. The PGA of America has created on-line surveys for your students to complete. This will be done at the beginning of the class and at the end of the class. It is important that your college or university recognizes the importance and makes sure that these students are completing these particular surveys.

The PGA of America will conduct program reviews periodically through PGA officials or consultants. These reviews will be conducted via email surveys or phone correspondence as well as on-campus visitation reviews. Programs are required to complete surveys and respond to assessment solicitations when contacted in a timely manner. Importantly, each program will be required to submit an annual report.

The following checklists should assist you in meeting program requirements:

PGAU Checklist Review

Requirement Checklist

- Submit Agreement / Letter of support from the university concerning the program
- Submit annual reports
- Submit annual budget and financial statements
- Verification for recognition of grant from The PGA of America / Ryder Cup Player
- Utilization of PGA Professionals for all golf instruction

Criteria Checklist

Instruction Program Criteria

- Offer a minimum of two classes per semester (flexible for schools operating on quarters).
- Must maintain ten students to one PGA Professional ratio for instruction.
- Class size should range from a minimum of 10 to a maximum of 20 students. A minimum of 2 (two) PGA Professionals are required with a student to PGA Professional ratio of 10:1.
- Classes should be scheduled for 1^{1/2} to 2 hours per session, with a minimum of 16 sessions.
- Recommended one class session feature a guest speaker / business person from the community to discuss the importance of playing golf and how to use golf as a business tool. Suggest using contacts from the EWGA.

Recreational Sport Criteria

- Host or facilitate a local qualifying tournament for the National Collegiate Golf Championship on an annual basis. Follow guidelines and manual established by the CGA. Send a minimum of one (1) student team to the National Collegiate Golf Championship.
- Conduct On-Campus Expo. Employ a minimum of one (1) PGA Professional to provide free instruction to students

EWGA Criteria

- Invite a EWGA representative to make a presentation on how golf and EWGA has benefited their lives both personally and professionally.
- Promote EWGA Student Membership to all PGAU participants

Miscellaneous Checklist

- Coordinator/PGA Professional participation in conference call orientations
- Appropriate utilization of funding - both amount of funds used and confirmation funds are used for stated programs
- Verification of plans to sustain the program from a financial perspective
- Verification of marketing / publicity tactics
- Students completion of pre- and post-program surveys

Play Golf America University Contacts

The PGA of America:	Ron Stepanek Director of Player Development The PGA of America 100 Avenue of the Champions Palm Beach Gardens, Florida 33418 Email: RStepanek@pgahq.com Phone: 561-624-8521
The PGA of America:	Dr. Thomas Templin Purdue University Department of Health and Kinesiology 800 W. Stadium West Lafayette, Indiana 47905 Email: ttemplin@purdue.edu Phone: 765-496-6720

College Golf Alliance:

Mike Munson
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4790 Irvine Blvd. STE 105-274
Irvine, CA 93620
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EWGA:

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Golf Programs Manager
Executive Women's Golf Association
300 Avenue of Champions, Suite 140
Palm Beach Gardens, FL 33418
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Phone: 561-691-0096 (ext. 21)

Partner Organizations

National Intramural Recreation - Sports Association (NIRSA)

NIRSA is the leading resource for professional and student development, education and research in collegiate recreational sports. NIRSA's foundation dates back to the 1950, and today nearly 4,000 members are represented on more than 700 campus and universities, as well as on U.S. military installations, in public park and recreation departments, correctional facilities, not-for-profit organizations, and private enterprise.

Included in the NIRSA suite of services is the National Campus Championship Series, an umbrella over sponsored and endorsed NIRSA extramural events and Sport Club Championships, including Basketball, Flag Football, Golf, Soccer, Tennis and Volleyball. (NOTE, NIRSA endorses the USTA Campus Championship as their exclusive partner in tennis)

Collegiate Golf Alliance (CGA)

CGA was formed in 1997 by a group of recreation professionals from tow major Universities on the West Coast with an extensive background and passion for golf. The purpose of the CGA is to provide the resources and services for the development of golf programs primarily on the college campus. Tools and resources are available to help golf programs, affiliate golf interest clubs, lessons, clinics, fundraising tournaments, non-competitive outings and social functions.

National Collegiate Golf Championship

As their primary initiative, the CGA owns and operates the National Collegiate Golf Championship in partnership with NIRSA. Promoted as the largest collegiate in the world, 2008 will be the 7th year. Many participating schools consider this single event their “intramural golf program”, promoted as a recreational golf event. All schools use a 2-person team scramble format, and can have up to 3 divisions for students, faculty/ staff, and alumni/community. The first stage is one day, 18-hole Local Qualifiers with most Host Schools holding competitions for multiple universities.

Host School Results

2007:	31 Host Schools*	1,311 Players
2006:	28 Host Schools	1,119 Players
2005:	26 Host Schools	908 Players

*6 of the 2007 Host Schools benefited from past Ryder Cup Teams

All participating schools send winning teams to the National Championship, hosted by the CGA in Las Vegas.

Other CGA Services

- On-Campus Golf Expos – sponsored by Almost Golf
- Event Management Resources
- Consulting support to help Universities develop/expand campus Golf Programs

Executive Women’s Golf Association

The EWGA is Florida not-for-profit corporation serving an international membership. The EWGA exists to provide opportunities for women to learn, play, and enjoy the game of golf for business and for life. Since 1991, the EWGA has served 85,000 women and has nearly 20,000 members in over 120 chapters throughout the United States along with chapters in Canada and France. The EWGA provides a wide range of services including player development and education programs, volunteer, social and networking opportunities for both novice and experienced golfers. The EWGA has a CEO, Pam Swensen, and Board of Directors representing the various chapters throughout the country as well as representatives from the golf industry including the PGA of America. (source: www.ewga.com)

