

PLAY GOLF AMERICA UNIVERSITY  
PROFESSIONAL GOLFERS' ASSOCIATION OF AMERICA

# PROGRAM MANUAL 2010-2011



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# WELCOME FROM THE PROGRAM MANAGERS

Congratulations on your participation in Play Golf America University. The program was initiated at 13 universities in 1999 under its former program title, Golf: For Business and Life, and has been conducted at 73 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 more than 29,000 undergraduate and graduate students. Feedback from student participants suggests that they have enjoyed learning the game of golf and 99% 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 four program elements: 1) instruction through regularly scheduled academic or recreational golf classes, 2) a recreational sport intramural element, 3) an on-campus golf expo, and 4) an introduction of the role of golf for women through the Executive Women's Golf Association.

It is our hope that, through your leadership, the Play Golf America University Program objectives and guidelines will be achieved and will become 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

# 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:

- Provide students a comprehensive introduction to the game and golf skill development experience
- Provide students basic knowledge and understanding of rules, terminology, etiquette and history of the game
- 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
- Provide opportunities through campus recreation programs to compete in competitive golf experiences
- Direct students to [PlayGolfAmerica.com](http://PlayGolfAmerica.com) as a resource to help them continue to develop their golf skills upon graduation
- Create the desire and skills so students can become avid golfers

## PROGRAM ELEMENTS

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

1. **“Get Golf Ready” College Classes:** Expanded from the Get Golf Ready program, PGA Professionals deliver a 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 and on-campus playing experiences.
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.
4. **EWGA Young Professional Membership Program:** Promote EWGA Young Professional 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, departments 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:**

- Appoint a Program Coordinator who will handle all the logistics of the program.
- Submit a signed Letter of Agreement.
- The Program Coordinator must participate in a conference call / program orientation conducted by The PGA of America.
- Program Coordinator will need to confirm with the college or university where the program will be placed in relation to academic requirements.
- Develop a budget.
  - Project financials for all elements
  - Determine if student activity fees should be charged for introduction classes
  - Consider strategies to sustain the program with university officials creating a plan for future funding in order to keep the program running
- Create marketing plans for promoting all elements of the program to the students.
- Determine if the students should receive academic credit, or if the program is a non-credited elective for the students.
- Secure and schedule PGA Professionals to provide instruction. Work with the PGA Section office in an effort to coordinate PGA Professionals if needed.
- Acquire golf equipment, teaching equipment, video analysis, etc.
- Secure golf facility / site for program to take place.
- Access the textbooks as posted on [PlayGolfAmerica.com/PGAU](http://PlayGolfAmerica.com/PGAU).
- Schedule the classes.
- Distribute syllabus and course resources ([PlayGolfAmerica.com/PGAU](http://PlayGolfAmerica.com/PGAU)).
- Direct students to complete the post-class survey online.
- Evaluate the program based on program requirements, PGA reviews, and student evaluations.
- Submit the following items to The PGA of America:
  - Annual online survey
  - Financial report
  - Marketing report
- Coordinate Get Golf Ready classes – minimum of two per semester.
- Coordinate Recreational Sports activities.
- Promote EWGA Young Professional Memberships and consider inviting local EWGA chapter for presentations.

# RESOURCES

Resources are available on [PlayGolfAmerica.com/PGAU](http://PlayGolfAmerica.com/PGAU) with pages dedicated to the PGAU program, including:

- PGA First Swing Curriculum
- Listing of Universities
- Program Manual
- Student Post-Class Survey
- Link to the PGAU Facebook page (for students and Coordinators)
- Links to partner organizations and other resources

**Note:** The PGAU Facebook page allows PGAU Program Coordinators to share success stories, which in turn could be promoted on [PlayGolfAmerica.com/PGAU](http://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. GET GOLF READY CLASSES

The golf instructional program should be administrated by department faculty / staff and taught by PGA Professionals. For effective instruction, a student-teacher ratio of ten 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 consistency.

#### THE GOALS ARE:

- To develop an appreciation and knowledge of golf history and origin.
- To perform golf skills (full swing, pitching, chipping and putting) with proficiency.
- To enjoy and appreciate golf's contributions to personal exercise and pleasure.
- To learn and apply golf terminology, rules, and etiquette.
- To play a 9-hole round of golf and in a golf scramble.
- To use safety precautions on the practice area and golf course.
- To create the desire and skills so students can become avid golfers.

#### CRITERIA FOR THE INSTRUCTION PROGRAM ELEMENT:

- Offer a minimum of two classes per semester (flexible for schools operating on quarters).
- Maintain a maximum of ten students to one PGA Professional ratio for instruction.
- Class size should range from a minimum of ten to a maximum of 20 students.
- Classes should be scheduled for 1½ to 2 hours per session, with a minimum of 16 sessions.
- Recommended: have 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.
- Use appropriate golf facilities and equipment for 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

For the purpose of providing students from Get Golf Ready classes next-step golf opportunities to play and develop their skills, PGAU schools need to promote at least one intramural-type golf program each year. As these programs can be open to the entire student body, PGAU schools can promote pre-existing recreational sports programs or establish a new initiative.

PGAU schools may choose to offer any of the following recommended options or offer their own golf program, provided it meets the intent to transition students from Get Golf Ready classes:

- **On-Campus Golf Intramurals:** Create structured on-campus activities using “near golf” equipment (see recommended guidelines at [www.playgolfamerica.com/pgau/university\\_resources.cfm](http://www.playgolfamerica.com/pgau/university_resources.cfm)).
- **Golf Leagues / Intramurals:** Coordinate on-going intramural competitions playing at a local golf course. Suggest using a casual format like a scramble.
- **Social Golf Outing(s):** Host a one-time scramble outing promoted to students from all Get Golf Ready classes.
- **Loyalty Play Cards:** Negotiate with the local PGA Professional / course to provide some type of Loyalty Play Card to each of your Get Golf Ready students, i.e., card which provides students special rates to come back and play golf.
- **National Collegiate Golf Championship:** Host or facilitate a local qualifying tournament for the National Collegiate Golf Championship conducted by the Collegiate Golf Alliance ([www.cgagolflinks.com](http://www.cgagolflinks.com)).
- **Club Sports:** In partnership with campus recreation, create a Golf Club Sport that competes against other colleges and universities.

If PGAU schools are in need of additional support, resources or direction on establishing any of these activities, we recommend communicating with other schools through the Play Golf America University Facebook Page. In addition, the Collegiate Golf Alliance (CGA) is recognized by the National Intramural-Recreational Sports Association (NIRSA) and can also be a tremendous resource.

### CRITERIA FOR THE RECREATIONAL SPORTS – INTRAMURAL EXPERIENCE ELEMENT:

- Promote at least one Recreational Sport playing opportunity to Get Golf Ready students (can be open to the entire campus population)

### 3. RECREATIONAL SPORTS – ON-CAMPUS EXPOS

Each PGAU school is expected to host an “On-Campus Expo”. An On-Campus Expo offers the general student body an opportunity to engage in novel golf tasks or skill challenges (putting green practice, chipping contests, mini-course play), and receive instruction from PGA Professionals. In the past, expos have been connected with other large campus events, such as student orientations or rec days, drawing large numbers of students. An institution may also contract with the CGA to conduct the On-Campus Expo and must employ a minimum of one PGA Professional to provide free instruction to students.

In addition, schools are to use the On-Campus Expos as an opportunity to promote the other PGAU program elements, including Get Golf Ready classes, Recreational Sports activities and EWGA Young Professional Memberships.

#### CRITERIA FOR THE RECREATIONAL SPORT – ON-CAMPUS EXPOS ELEMENT:

- Host at least one On-Campus Expo with at least one PGA Professional to provide instruction. All other PGAU program elements should be promoted as part of the On-Campus Expo.

### 4. EXECUTIVE WOMEN’S GOLF ASSOCIATION

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 Executive Women’s Golf Association (EWGA) 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 an EWGA representative to share information with classes about the opportunities the EWGA offers and share personal stories on how golf has enhanced their life both personally and professionally. Go to [EWGA.com](http://EWGA.com) to find a representative in your area, or contact Josie Artymovich with the EWGA.

As part of PGAU, universities are asked to promote EWGA’s Young Professional Membership by distributing membership applications and / or directing students to [PlayGolfAmerica.com/PGAU](http://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. Promote EWGA Young Professional Membership to all PGAU participants.
2. Consider inviting an EWGA representative to make a presentation on how golf and the EWGA has benefited their lives both personally and professionally.



# MARKETING YOUR PROGRAM

The PGA of America is most interested in promoting your program via various media outlets (TV, print, and web). 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 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:

- Grant presentation ceremony with your Ryder Cup alumnus (TV, local and campus newspaper, alumni magazine)
- Program coverage via various media outlets
- Coverage of how golf and business are related and addressed in the PGAU class
- Coverage of student participants in the class and the value of the class for their future endeavors
- Coverage of PGA Professionals and how they contribute to the class
- Coverage of Recreational Sports activities and on-campus elements
- Maximize the utilization of the PGAU Facebook page

## 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 U.S. Ryder Cup Team. Funds vary depending on the initial size of the gift determined by the alumnus.

Colleges and universities are expected to maintain detailed budgets of revenue and expenses and financial 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 models for the conduct of the program are available upon request.

### ACCEPTABLE EXPENDITURES

Funds have restricted use as defined below.

**Funds may be used for the following\*:**

- Payment of PGA Professionals to deliver instruction.
- Payment for program coordinators, not to exceed reasonable proportion of total compensation.
- Payment for program assistants, not to exceed reasonable proportion of total compensation.
- Payment for facility use including use of a range, practice areas, and golf course playing fees.
- Payment for equipment purchase or use, i.e., clubs, range balls, balls for play, video equipment, DVDs, videos. The university maintains ownership of equipment.
- Payment for PGA Professional travel expenses, i.e., car mileage for professional instructors.
- Payment for PGA Professional professional development opportunities that will enhance instruction – up to a maximum of \$500 annually per PGA Professional.
- Payment for mass transportation of students.
- Payment for guest lecturers. Recommended: offer to reimburse travel expenses.
- Payment for reasonable expenses associated with coordinating the recreational sport activities, i.e., supplies, equipment, intramural coordinator fees, etc. While no longer

a required element, funds may be used to cover select administrative fees associated with the CGA's National Collegiate Golf Championship (\$200 annual administrative fee and \$10 per person qualifier fee).

- Payment for reasonable expenses incurred in coordinating On-Campus Expos, contingent on using these events to promote the Get Golf Ready classes and recreational sport activities (fee could include PGA Professional instruction, supplies, site fee, etc.).
- Support to establish golf as a club sport on campus.

**Funds may not be used for the following:**

- Funds may not be used for the purchase of land for facility use.
- Funds may not be used for the construction of facilities.
- Funds may not be used for programs not affiliated with the Play Golf America University, i.e., program funds cannot be used for other university or college programs, intercollegiate golf teams, etc.
- Funds may not be used to purchase equipment for student ownership of equipment.
- Funds may not be used for professionals that exceed market rates.
- Funds may not be used for green fees associated with intramurals, recreational sports, club sports or National Collegiate Golf Championship. (NOTE: the only exception is that funds may pay for students' green fees as part of the Get Golf Ready classes.)
- Funds may not be used for student travel fees to the National Collegiate Golf Championship.

*\* 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 and sustain a successful program (in many cases for several semesters). 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 PGAU programs, various universities have budgeted funds in a variety of ways. Administrators from The PGA of America will provide advice on establishing an 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 post-class data is significant. The PGA of America has created an online survey for your students to complete at the end of the class. It is important that your college or university recognizes the importance of this feedback and makes sure that these students are completing this particular survey.

The PGA of America will conduct program reviews periodically through PGA officials or consultants. These reviews will be conducted via e-mail 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.

# PGAU CHECKLIST REVIEW

The following checklists should assist you in meeting program requirements:

## REQUIREMENT CHECKLIST

- Submit an executed Letter of Agreement
- Ensure Program Coordinator participation in orientation conference calls
- Submit the annual online program review survey (May / June)
- Submit annual budget and financial statements (May / June of each year)
- Verify marketing / publicity tactics
- Verify recognition of grant from The PGA of America / Ryder Cup Player
- Verify appropriate utilization of funding to confirm both the amount of funds being allocated to the program and that funds are used for stated programs
- Verify intent to sustain the program from a financial perspective
- Utilize 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).
- Maintain a maximum of ten students to one PGA Professional ratio for instruction.
- Class size should range from a minimum of ten to a maximum of 20 students.
- Classes should be scheduled for 1½ to 2 hours per session, with a minimum of 16 sessions.
- Recommended: have 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.
- Use appropriate golf facilities and equipment for instruction.
- Ensure students' completion of the post-class survey.

### RECREATIONAL SPORT CRITERIA

- Promote at least one Recreational Sport playing opportunity to Get Golf Ready students (can be open to the entire campus population).
- Host at least one On-Campus Expo with at least one PGA Professional to provide instruction. All other PGAU program elements should be promoted as part of the On-Campus Expo.

### EWGA CRITERIA

- Promote EWGA Young Professional Membership to all PGAU participants.
- Consider inviting an EWGA representative to make a presentation on how golf and the EWGA has benefited their lives both personally and professionally.

# PLAY GOLF AMERICA UNIVERSITY CONTACTS

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