Holistic Overview of Iowa State Women's Basketball Season Ticket Holders

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Final Oral Examination

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Background Information

Women’s basketball is a very popular sport in the state of Iowa, particularly in Ames – considered by many as basketball heaven. The lack of professional sports team allows a massive amount of fan participation around Iowa State collegiate athletics, particularly the men’s and women’s basketball teams. Behind the Iowa State football and men’s basketball team, the Iowa State women’s basketball team ranks third overall in terms of sports attendance at Iowa State University. The women’s basketball team brings in the largest amount of fans of any other female sports team at Iowa State and has ranked in the top ten nationally in attendance since the 1999-2000 season, making Hilton Coliseum—the location of the Iowa State basketball games—a college women’s basketball player’s dream atmosphere. Hilton Coliseum has an arena capacity of 14,356 (Iowa State, Hilton Coliseum History), and on women’s basketball game day, only about four to five thousand of those seats are empty – a huge success for not only Iowa State University, but also for the sport of college women’s basketball in general. Some of the greatest women’s basketball powerhouses only bring in a fraction of what the Iowa State women’s basketball program brings in. More namely, the women’s basketball program at the University of Connecticut even falls behind Iowa State University in attendance at an average of 8,902 fans per contest (2016 NCAA Women’s Basketball Attendance).

In 1973, Iowa State was first established as a Division I women’s college basketball team under head coach Gloria Crosby (Wikipedia, Iowa State Cyclones Women’s Basketball). Prior to 1973, women were only able to play intramural basketball. Gloria Crosby was at Iowa State one season and the two proceeding coaches were Lynn Wheeler (1974-1980) and Debbie Oing (1980-1984). Pam Wettig took over as head coach in 1984, and in 1986, the records of attendance started being recorded. From 1986 until her career ended as head coach at Iowa State in 1992, the average number of fans in attendance was 590. Following the Pam Wettig era, Theresa Becker coached from 1992-1995. Following Theresa Becker, the current coach, Bill Fennelly, came onto the scene in 1995. In his first two years as a coach, he averaged 1,697 fans. By his third year, he nearly tripled the amount of fans in attendance to a whopping 3,375 fans. Fans watched as Fennelly’s team finished 2nd in conference, making the Elite 8 in the NCAA tournament with an overall record of 25-8. The next year, the amount of fans tripled from the previous year resulting in a national attendance ranking of eleven in the country. With an average of 6,115 fans, the Iowa State women’s basketball team finished in the Elite 8 for the second year in a row, tying for first in the conference with an overall record of 27-6. The next season, the Iowa State women’s basketball attendance soared to new heights. In the 1999-2000 season, Iowa State ranked fourth in national attendance with an average of 11,184 fans per game. This season the team advanced to the sweet sixteen and finished third in conference with an overall record of 27-6. The next year (2000-2001), the Iowa State Women’s basketball program reached its highest average of fans at 11,370, finishing the season in the Sweet Sixteen with an overall record of 27-6. Over the next fourteen years with Bill Fennelly as head coach, the women’s basketball program would continue its success averaging 9,218 fans per contest. Throughout those fourteen seasons there were many NCAA appearances where the Cyclones ended their season reaching the first or second round of the tournament. Just last season (2015-2016), the average amount of fans was 9,833 with 147,493 cumulative fans, ranking Iowa State as the third overall women’s basketball school in attendance in the NCAA.
Purpose of Research

In the 2015-2016 season, Iowa State ranked third in national attendance; however, their attendance number is fluid. For example, the average amount of attendance per game was 9,833 in the 2015-2016 season. If 3,200 of those tickets include season ticket holders, yet only 1,200 are scanned – 9,833 people are counted as if they are attending the game, instead of the actual number, which would be 7,833. Because we know that season ticket holders get counted in attendance for games even when they are not present, it is important that we find how many of those seats are actually being filled each game and who is attending and not attending games and why. Therefore, I chose to do my research on the women’s basketball season ticket holders to find out how many games they attend on average and what keeps them from going and not going to games. I also will make recommendations for the Iowa State Athletics Marketing Department and give them the opportunity to implement based on my research.

Methods of Research

In summer 2016, I worked with the Iowa State Athletics Marketing department in order to get my hands on season ticket holder information from the most recent 2015-2016 season. I was presented with information on season ticket holders collected from TicketMaster regarding the season ticket holder’s name, email, where they were from, how many tickets each account had, where the season ticket holder sat, what games they attended and what games they did not attend. In this collection, I found that there were 1,281 season ticket holder accounts.

In order to find what sections were using or not using their tickets, I organized the data in excel. I organized the season ticket holders based on section to see whether or not the marketing department wanted to target specific sections in the future as far as promotions, etc. I went through each section in excel and counted the number of fans who used their season tickets, per
game throughout the season. In order to figure out which games and promotions brought in the most fans, data was collected from each of the seventeen home games from the 2015-2016 season showing the tickets that were scanned and unscanned per section (See Appendix A).

TicketMaster Data Findings

For the overall 2015-2016 season, I found that the total amount of season holder tickets sold was 48,773. The total amount of tickets used was 32,388 (67%) and the total amount of tickets that went unused was 16,385 (33%). Organized by section, below is the data:

<table>
<thead>
<tr>
<th>Section</th>
<th>Seats Sold</th>
<th>% Used</th>
<th>% Unused</th>
</tr>
</thead>
<tbody>
<tr>
<td>101</td>
<td>51</td>
<td>29%</td>
<td>71%</td>
</tr>
<tr>
<td>102</td>
<td>221</td>
<td>82%</td>
<td>18%</td>
</tr>
<tr>
<td>105</td>
<td>629</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>106</td>
<td>102</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>109</td>
<td>1,394</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>110</td>
<td>3,621</td>
<td>66%</td>
<td>34%</td>
</tr>
<tr>
<td>111</td>
<td>4,284</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>112</td>
<td>2,737</td>
<td>65%</td>
<td>35%</td>
</tr>
<tr>
<td>113</td>
<td>4,233</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>114</td>
<td>1,513</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>117</td>
<td>1,275</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>118</td>
<td>850</td>
<td>59%</td>
<td>41%</td>
</tr>
<tr>
<td>121</td>
<td>527</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>122</td>
<td>119</td>
<td>42%</td>
<td>58%</td>
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<tr>
<td>126</td>
<td>901</td>
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<tr>
<td>127</td>
<td>1,343</td>
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<td>130</td>
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<td>34%</td>
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<tr>
<td>131</td>
<td>4,454</td>
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<td>33%</td>
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<tr>
<td>132</td>
<td>3,944</td>
<td>65%</td>
<td>35%</td>
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<tr>
<td>133</td>
<td>4,012</td>
<td>63%</td>
<td>37%</td>
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<tr>
<td>134</td>
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<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>135</td>
<td>1,105</td>
<td>70%</td>
<td>30%</td>
</tr>
<tr>
<td>138</td>
<td>680</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>139</td>
<td>204</td>
<td>56%</td>
<td>44%</td>
</tr>
<tr>
<td>142</td>
<td>136</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>211</td>
<td>153</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>212</td>
<td>357</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>213</td>
<td>85</td>
<td>72%</td>
<td>28%</td>
</tr>
<tr>
<td>214</td>
<td>34</td>
<td>100%</td>
<td>0%</td>
</tr>
<tr>
<td>229</td>
<td>34</td>
<td>53%</td>
<td>47%</td>
</tr>
<tr>
<td>231</td>
<td>85</td>
<td>68%</td>
<td>32%</td>
</tr>
<tr>
<td>232</td>
<td>306</td>
<td>60%</td>
<td>40%</td>
</tr>
<tr>
<td>233</td>
<td>510</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>234</td>
<td>85</td>
<td>39%</td>
<td>61%</td>
</tr>
<tr>
<td>235</td>
<td>68</td>
<td>79%</td>
<td>21%</td>
</tr>
<tr>
<td>236</td>
<td>51</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>C106</td>
<td>102</td>
<td>67%</td>
<td>33%</td>
</tr>
<tr>
<td>C117</td>
<td>68</td>
<td>69%</td>
<td>31%</td>
</tr>
<tr>
<td>C118</td>
<td>34</td>
<td>71%</td>
<td>29%</td>
</tr>
<tr>
<td>C138</td>
<td>119</td>
<td>61%</td>
<td>39%</td>
</tr>
<tr>
<td>C139</td>
<td>136</td>
<td>78%</td>
<td>22%</td>
</tr>
<tr>
<td>FLOOR</td>
<td>782</td>
<td>75%</td>
<td>25%</td>
</tr>
</tbody>
</table>
Additionally, the demographics of the season ticket holders were gathered from TicketMaster in order to find the target market. The top five cities with the greatest number of season ticket holder accounts were Ames (628), Ankeny (105), Boone/Nevada (42), Urbandale (31), Des Moines/West Des Moines (29/22). Because we know that these areas are the five top cities for Iowa State Season Ticket Holders, some type of promotion could be held in each city to try reaching more fans and also as a thank you for all their support. Bringing some type of Cyclone Women’s Basketball to them—whether it be the players doing community service in these cities or a fun meet and greet—could possibly heighten morale around Iowa State Women’s Basketball.

![Zip Codes](image)

### Survey Participants & Questionnaire

After all the data was collected and organized, in July 2016 a quick, ten question survey (See Appendix B) was created in GoogleForms and sent into the IRB for approval. Upon IRB approval (See Appendix C), the survey was sent out to the email account of every season ticket holder within TicketMaster. The survey was open for three weeks and there were 223 responses. The multiple choice/response questions included:

1.) Are you male or female?
   a. Male
   b. Female
   c. Prefer not to answer

2.) What is your age range?
   a. 18-24
b. 25-34  
c. 35-44  
d. 45-54  
e. 55-64  
f. 65+

3.) How long have you been a basketball season ticket holder?  
a. 1-2 years  
b. 3-4 years  
c. 5-6 years  
d. 7+ years

4.) What motivated you to purchase season tickets? Please check all that apply.  
a. Huge basketball fan  
b. Family member encouraged you  
c. Personal connection with coaches or players  
d. To support the ISU women’s basketball program  
e. Other

5.) Roughly how many home games did you attend last season? (2015-2016)  
a. 1-3  
b. 4-6  
c. 7-9  
d. 10-12  
e. 13-15  
f. All home games

6.) Of the choices below, which impacted your decision to attend a game that you had not originally planned on going to?  
a. Giveaways (t-shirts, prizes, etc.)  
b. Chalk-talks  
c. Other

7.) How many times did you participate in post-game autographs?  
a. Zero  
b. 1-2 times  
c. 3-4 times  
d. 5+ times

8.) On a scale of 1-5 (unsatisfactory-exceptional), how would you rate your overall experiences as a basketball season ticket holder?  

9.) What opportunities would you like to have that we don’t currently provide?  

10.) How can we better improve your experience as a season ticket holder?

Survey Findings

Of our 223 survey participants, 52.9% respondents were female, 44.4% were male and 2.7% preferred not to answer. The majority of our respondents (45.3%) were sixty-five years or older. Our second largest amount of respondents (32.3%) ranged from ages 55-64. Next, at 11.2%, our third largest amount of respondents was ages 45-54. The second to least group of respondents (9.4%), ranged from ages 34-44. Lastly, ages 25-34 came in at 1.8% of our 223 responses. Majority of our respondents (77.1%) have been season ticket holders for seven or
more years. 8.1% of respondents have been season ticket holders for 1-2 years, followed by respondents who had been season ticket holders 3-4 years (7.4%) and 5-6 years (7.4%). Of the respondents, 38.1% attended all home games in the 2015-2016 season; 35% attended 13-15 of the 17 home games; 16.6% attended 10-12 of the home games, 7% attended 7-9 games, 2% attended 4-6 games and 1.3% attended 1-3 games. In regards to post-game autographs, 61% of respondents said they participated in post-game autographs 1-2 times; 35.9% of respondents said they did not participate in any post-game autographs; 2.1% participated in post-game autographs 3-4 times and 1% participated in post-game autographs five or more times. Additionally, the survey asked the season ticket holder how they would rate their overall experience as a season ticket holder on a scale of 1-5 (unsatisfactory-exceptional). 83 of the 223 respondents would rate their experience as a 5; 120 respondents would rate their experience as a 4; 19 respondents would rate their experience at a 3 and 1 person said they would rate it at a two. In response to opportunities that we currently do not provide as well as ways to better improve the experience of the season ticket holder, some of the key themes included: making the concessions less priced and having concession people walking around the stands during the games –like many baseball games do for example—therefore, people do not have to get out of their seats. A lot of people also said they wanted to have more contact with the players in order to get to know them as people. Many people suggested having autographs with all the players and coaches once or twice a year – that way, season ticket holders, young kids and fans could interact more with the players and staff. Another suggestion was to create a tour of the practice facility and meet the players at the practice gym. For example, in a giveaway at a game, a fan could win a prize where he or she could watch and tour the practice facility and meet the team. Another key theme revolves around parking – season ticket holders believe that they should have closer parking, and even free parking, due to the fact that they are a season ticket holder. Some people suggested a shuttle from the parking lot to Hilton, especially when there are poor weather conditions. Season ticket holders would also like to see more t-shirts thrown into the stands more often, particularly in the balcony as fans hardly ever receive t-shirts up there. One suggestion would be to throw a couple t-shirts into the stands after every made three-point basket. Lastly, season ticket holders would like to have a trip or two free to Johnny’s every year as a thank you for being a season ticket holder.

**Focus Group Participants**

After the data from the survey was collected and analyzed, on February 2, an email with a link to another GoogleForms quick survey (See Appendix D) was sent out to all season ticket holder accounts regarding a focus group. The purposes of the focus group was to speak to different season ticket holder individuals regarding their experience and how to better enhance their experience as well as market towards other women’s basketball fan-goers. For example, I wanted to find what kinds of things fans like and what they do not like about their experience in Hilton Coliseum (See Appendix E for Sample Questions). Originally, the plan was to chat with 12-15 season ticket holders, but due to a large amount of respondents (62), we had to break the group into two sections. On February 13, 2017 two focus groups were held – one from 6-7pm and the other from 7-8pm. The participants in the focus groups ranged from ages 31-84, with the largest amount of people in their middle 50s to late 60s. 54.8% of the members in the focus group were male and 45.2% were female. 82.3% of the participants have been a season ticket holder for six or more seasons, 9.7% have been season ticket holders for 1-3 seasons and 8%
have been a season ticket holder for 4-6 seasons. Season ticket holders who were not able to attend or who did not feel they had enough time to voice their opinion were able to send any additional thoughts to the cyclone email page. Many fans took the opportunity (See Appendix F).

**Focus Group Issues and Recommendations**

**Parking.** The first topic brought up in the focus group was with regard to parking. One of the biggest concerns amongst the season ticket holders was handicapped parking. Because majority of the women’s basketball season ticket holders are above age sixty, many of the people in the focus group had an issue with the lack of handicapped parking as well as the distance of handicapped parking from the arena. Additionally, these people recommended making Hilton more van accessible. Season ticket holders suggested lowering the ramp and making it larger and more accessible for people who need wheelchair assistance. People of all ages in the focus group discussed the condition of parking as very poor and dangerous due to the uneven pavement and lack of lighting, particularly in the tunnel walking from the parking lot to get to Hilton. Many people suggested completely resurfacing the lot and painting new lines as well as adding lights to the parking lot. Many people also had an issue with the traffic workers and their lack of skill and direction. The season ticket holders suggested that traffic workers be trained better because their inexperience and lack of focus can be dangerous with the amount of traffic flowing in and out of the parking lots. Similarly, people had an issue with the pattern of traffic flow going in and out of the Scheman and Jacobson lots. Football and basketball events have different flow patterns on game day making it difficult and confusing for people who attend events for both sports; therefore, a number of people suggested having consistency across sporting events and communicating it to the season ticket holders ahead of time. Lastly, for women’s basketball games there is an entire section towards the front that is reserved mainly for cyclone club members; however, many times that lot is left almost empty. In the past, people used to be able to park in the lot after tipoff. Season ticket holders suggested going back to the way it used to be, where people could park in there after the start of the game because people are left parking much closer to the football field, opposite of Hilton Coliseum. In the winter if people are not cyclone club members they may be left parking very far away from the arena and many times the lot is covered in snow and ice and people are afraid of falling. One recommendation suggested at the focus group involved running a couple shuttle busses to help people get to and from the parking lot and Hilton.

**Concessions.** One of the main overall concerns regarding season ticket holders—aside from the parking—revolved around concessions. It was unanimous within both focus groups that there is an issue with the prices of the items in the concessions stands. One man argued that there is no reason he should have to pay $4.50 for a bottle of water (however, there is the option to bring in your own water). Additionally, a lot of people discussed the length of the concession lines due to the lack of concession stands in general. In the 2016-2017 season, sometimes there were not any open concessions on the north side for some women’s basketball games. Not only did fans have an issue with there not being any concessions on the north side for those who have seats on the north side, but they also were not informed that the concessions were closed. Some people within the focus group suggested an announcement be made regarding what concession stands are open so people are not left walking around the concourse to find food. Another main issue with the concessions is the lack of options, particularly healthier options. For many of the Saturday games
around lunchtime, season ticket holders mentioned that they bring their families or grandkids to games with the intent of getting their meal at the concessions. They angrily talked about emptying out their pockets for lunch at the concessions stands, and for food that is not healthy. In the past, there was a Hy-Vee deli sandwich station that many of the season ticket holders suggested should be brought back. Additionally, some argued for whole grain buns, and adding fruits, vegetables and other vegetarian options. Fans suggested that certain concession stands be categorized and spread throughout the concourse. For example, one concession stand would serve Hy-Vee deli sandwiches, one would serve pizza, another hotdogs, etc. Lastly, many of the season ticket holders had issues with those who worked in the concession stands. They stated that many times they are untrained and are very crabby to their customers. Some of the people in the focus group said that trained workers would improve quality of food, increased speed of lines, and overall consumer satisfaction.

**Lights and Sound.** In the 2016-2017 season, Iowa State University put in a new light system in Hilton Coliseum giving the court more of a “stage” appearance. With the addition of the new light system, many of the season ticket holders said that the strobe lights during player introductions were too bright and gave people headaches; therefore, some people go to the extent of wearing hats and sunglasses during games. Brighter lights created a lot of issues for the older fans in attendance, particularly for those who have seats very close to the court. Because the focus group consisted with a majority of people ranging from the ages 50-65, I expected people to have issues with the lighting and strobe lights. However, the few younger people in attendance at the focus group said they “enjoyed the new light system” and thought it was a “great addition this season.” I understand where some season ticket holders who have issues with the lights are coming from, but as a player on the women’s basketball team and a spectator who watches a lot of college basketball, the new lighting system makes the court appear much brighter and clearer on television and many women’s basketball players enjoy playing on a “stage-like” court. In fact, many arenas have already switched to give a “stage” appearance on the court – Iowa State was a little late to the trend. Members of the Iowa State Athletics Marketing Department, including some interns and assistant to the Athletics Marketing Director, have very similar views to mine. My recommendation is to keep the lighting as I have come to the realization that not everybody will be happy and it is almost impossible to accommodate every fan in attendance to the fullest. Lastly, both focus groups came to a unanimous vote that they loved everything about the band. Their only issue regarding the band was that there was not enough of it. Sometimes during timeouts, the music over the speakers plays instead of the band – and many of the season ticket holders thought the music was too loud and drowned them out. Many people brought up a good point that when the cyclones make a run in the game, or a really big play and the other team calls a timeout, the audio control people should let the fans do their own cheer because it gets everybody fired up and makes them feel apart of the action. Ultimately, as fans feel apart of the action, it enhances their experience as a spectator and season ticket holder.

**Halftime Promotions/Promotions During Timeouts.** For the most part, many of the season ticket holders had positive things to say about the halftime promotions as well as promotions during timeouts. The fans spoke highly of the activity “Dress like a Cyclone” and loved the acrobats and gymnasts who come in and perform at halftime. In regards to games that get young fans involved, some of the season ticket holders argued that the dizzy bat game should be taken out of the mix because it is dangerous and people can get hurt. Not only can people get hurt
playing the games, but also many season ticket holders had an issue with the age of the kids who mop the floors during games. The fans argued that the kids are too small and can barely push the mop to clean up the floor. Many people recommended having kids in late elementary to middle school to mop the floor. Additionally, fans would like to see more scrimmaging done at halftime, particularly young girls and boys, which would likely increase interaction and involvement with the junior cyclone club. But the main issue fans had with the timeouts was that the banners circling the arena were full of advertisements instead of player statistics. For example, fans want to see that a women’s basketball player is shooting four of five and has eight rebounds during a timeout, instead of seeing all kinds of advertisements. Many understood that the companies sponsor Iowa State; therefore, they need their time, but many suggested doing half of the banners for advertisements and half for statistics, or else split the time that each are broadcast. The statistics typically are on the Daktronics board above the court during the game, but many times people are not paying attention to the board, as they are watching the game, and then at timeouts, this spot is filled with an advertisement. One recommendation is to leave the stats on the high Daktronic board up during timeouts and use the main screen to show an advertisement. Other issues revolved around spreading out the giveaway t-shirts that are thrown to the stands during timeouts. For example, some sections do not ever get free t-shirts thrown to them, as many times only people who are sitting close to the court will receive a free shirt. Some of the season ticket holders said they would like to have players throw the t-shirts into the stands in order to increase player involvement with the fans.

Other Focus Group Issues and Recommendations

Another issue season ticket holders discussed in great detail revolved around the lack of students in attendance. A suggestion fans thought the marketing department could implement to combat this issue would be to have an increase in points to the already existent point system that students could earn the longer they stayed at the game. Following the season, students could retrieve their points for a prize at the end of the season. Another idea was to giveaway free t-shirts or free food to the first fifty or one hundred students in attendance. Additionally, the announcer could recognize the student section, in particular cyclone alley, every once and awhile thanking them for all they do. One great idea a fan proposed revolved around the idea of a pep bus. The bus would pick up students at different residence halls, or even from Welch, and bring loads of students to the games. The marketing department would have to team up with those in charge of students, but targeting freshman in particular would be a great idea because many of them live in the dorms and are trying to meet new people. There could be different contests held during game timeouts and at halftime where different dorms or hallways would compete against each other for a total prize at the end of the season. An example of a prize could be a free week of dining at the residence halls, which for many students would be a prize worth winning.

Similar to student involvement, many of the season ticket holders argue that there needs to be more involvement with the young kids who come to games. Many of the fans that attended the focus group said young kids love receiving high fives’ from the players at halftime; however, many of the fans think there can be more involvement than just this simple gesture. For example, in the past there used to be a meet and greet between the players and young kids after a couple games where kids could get cupcakes and interact with their favorite superstar. Another idea would be after a game, scattering chairs around the arena for kids to come get autographs from their favorite players. There also could be a day for girls who love the cyclones to have a “Day in
the Life of a Cyclone Women’s Basketball Player.” During this time, a girl would pretend to go to class (do a fun arts and craft like drawing their favorite cyclone women’s basketball player, for example), do a workout (running a couple laps and playing tag), get a scouting report and watch film, then go to a basketball practice (learn basketball drills like ball handling and play basketball games). This could be tailored to any age group, from young girls to high school and even to older fans and families. As far as in game experience goes, fans stated that they love watching the young kids during the games and that any implementation of more kid involvement would actually increase the season ticket holder morale and overall experience.

Not only would season ticket holders like to see more kid/player interaction, they themselves would like to have more interaction with players. A few fans mentioned they greatly enjoyed the Getting to Know Your Cyclone Women’s Basketball Player on social media (See Appendix G), and suggested adding more things like such, allowing the fans to get to know the players a little more on a personal level. Many of the fans in the focus group said they love to hear what the student-athletes do on an everyday basis as far as school, family, etc. These photos allow fans to get to know a little more personal information about their players, and many of the people in the focus group mentioned how much they enjoy these photos and wish they were posted more often, as well as different types of posts about getting to know the players. The fans like to get to know the players so they feel a greater connection with the people they cheer for on the court night after night. One suggestion would be posting these photos not only on social media, but putting them up on the Daktronic board at the game. Additionally, each player could have a recorded introduction about herself (who they are, why they came to Iowa State, what they are most looking forward to, their favorite movie/song, etc.) at the beginning of the year that could be played at the timeouts during the preseason games. Some of the fans mentioned that the Getting to Know Your Cyclone information did not come out until halfway through the year and wished it had come out earlier.

In regards to cancelled games, season ticket holders had an issue with not getting refunded. Many times it is not anybody’s fault when a game gets cancelled -- it is due to poor weather and unsafe road conditions. With that said, season ticket holders should be refunded their money. In relation to cancelled games, many of the season ticket holders said they need more of a warning in news of an event. For example, this past season there was a game supporting diversity; many of the fans were unaware until a day or two before. Similarly, after one of the home games, free yoga was offered to fans and many did not know about it until the day before, making it difficult for people to plan ahead. One suggestion would be sending a mass email once a week out to all season ticket holders regarding what is in store for the week. The email could be sent every single Monday, for example, updating the fans on what is going on. Within the email, any additional important information could be highlighted for the fans. For example, something as small as informing the fans about bag policies would help save a lot of time and confusion. Many season ticket holders have an issue with the current policy on bags because they are inconsistent among different sporting events at Iowa State University.

One last issue many fans discussed includes when there is a double header, do not make the elderly, disabled and kids leave the arena to stand in line just to come back in, particularly when it is very cold in the winter and slippery outside where people can fall. Many of the season ticket holders recommended having a separate kiosk set up where fans could just rescan their tickets for the next game inside the arena.
Additional Recommendations

At the end of the focus group, season ticket holders were able to voice their opinions about any additional recommendations they had for women’s basketball games regarding any topic. Almost immediately, a season ticket holder recommended announcing an upcoming women’s basketball game at men’s games. Because almost every men’s basketball game is nearly sold out, putting a reminder on the Daktronic board and making an announcement might help raise awareness, especially for students. Another idea of getting fans would be for those that apply for men’s lottery tickets and do not make the cut, give them women’s tickets instead. Season ticket holders also mentioned that in the past when there was a $1 game day, where fans would pay $1 to get into the women’s games, more fans were in attendance.

When asked what season ticket holders do with their unused tickets when they cannot attend a game, majority of them said they either give their tickets away to somebody they know or else they donate their tickets. One suggestion included putting a drop box outside Hilton where season ticket holders could drop their tickets for games they were unable to attend throughout the season. Some of the season ticket holders at the focus group did not know they could donate their tickets online and were happy to hear that information – they recommended putting information as such into the weekly email recommended prior within the duration of the focus group.

Additional to a weekly email, many of the season ticket holders said they would appreciate if a newsletter were sent out in the mail once a week to all season ticket holders. Information regarding the week ahead could be found in the newsletter. Further, a newsletter could be sent out regarding both men’s and women’s basketball teams to season ticket holders of both teams. Therefore, season ticket holders of the men’s team would receive information about the women’s team and possibly want to support them as well. This newsletter not only could include game information, but also about different promotions going on at the game, halftime entertainment, personal player information, team autographs after the game, information on former players as to where they are now, etc. Many of the male members of the focus group requested a wallet-sized schedule as well.

Other members of the focus group said that in order to elicit more fan involvement, fans could be more active on their social media pages. For example, if a person tweets that they are having a great time at the game, he or she should be featured on the Daktronic board. Or if they tweet a certain amount of tweets, the person could get a free t-shirt or some other prize.

Lastly, at the end of the game when the alma mater is played one thing the season ticket holders really want to see in the future is the team staying out on the court and the announcer asking the alumni to stand and everybody sing together.

Focus Group Positive Takeaways

Positive feedback is also very important, as it helps reinforce some of the behaviors that are taking place and should continue in order to heighten the experience of the season ticket holders and other fan goers. As discussed previously, many of the season ticket holders did not find many issues with the halftime promotions as well as the activities that take place during timeouts. Additionally, many of the season ticket holders really like the announcer during games. Majority of the season ticket holders said the announcer is clear and has good energy. Not only do fans approve of the announcing, they also speak very highly of the band. The overall
consensus of the band: “Less music, more band!” For those season ticket holders who are a little older, many complimented the assistance of the workers at Hilton. Fans said that there is never an issue with getting help to a seat if needed. One fan in particular spoke highly of the man who works the elevator. Similar to the ushers who are kind in helping, the season ticketholders also say those who scan tickets are very friendly. Something fans appreciate about the workers and going into Hilton on game day is that they enjoy seeing a smiling, familiar face.

Limitations to Overall Research

With any data collection and analyzing, however, there are limitations. One limitation is that TicketMaster does not include the age of the owner on the season ticket holder account. For any findings and recommendations, I only was able to use information from the survey and focus group survey information to create an average age range for the season ticket holders. Another limitation is that out of the 1281 season ticket holder accounts, only 223 people responded to the survey. Due to the fact that the majority age of women’s basketball season ticket holders for our research sample ranges from late 50s to mid 60s, some of the issues brought up only may be an issue due to age. For example, where a person at the age of 65 does not like strobe lights and feels it causes headaches, a person at the age of 25 might find the lights fascinating and entertaining. Because many of our season ticket holders are elderly, some of them possibly may not have computers. For the younger season ticket holders, some of them may not have filled out the survey because they are busy and do not have as much time as older, retired season ticket holders.

Further Research

Majority of discussion fell around marketing towards season ticket holders. As we have learned, many of the season ticket holders are older than sixty. In order to figure out the issues of fans in attendance besides our season ticket holders, one recommendation could be a kiosk of quick surveys set up for fans in attendance. This kiosk could be at women’s basketball games, men’s basketball games, and even football games. The survey would ask the person to say their age and any issues and recommendations they may have regarding their experience in Hilton as a women’s basketball fan. Collecting this information would not only be helpful to the marketing department, but it would allow fans to feel as though they have a voice in their experience while attending Iowa State Athletics sporting events.

Additionally, I was able to do a little research on the students in attendance at women’s basketball games; however, more research needs to be done on how to get them to come to games. A survey should be created and sent out to students on what would bring them to games. Some type of promotion would have to be in place in order to get students to take the survey as well. Women’s basketball around the nation struggles with garnering a student section, but a student section would be a great addition to the already great fan base at Iowa State.
Appendix A – Season Ticket Holder Tickets Scanned/Unscanned Per Game:

Midwestern State (Section: Sold, Scanned, Not Used)

- 101: 3, 1, 2
- 102: 13, 11, 2
- 105: 37, 24, 13
- 106: 6, 2, 4
- 109: 82, 49, 33
- 110: 213, 116, 97
- 111: 252, 156, 96
- 112: 161, 98, 63
- 113: 249, 144, 105
- 114: 89, 49, 40
- 117: 75, 56, 19
- 118: 50, 32, 18
- 121: 31, 20, 11
- 122: 7, 3, 4
- 126: 53, 33, 20
- 127: 79, 48, 31
- 130: 90, 49, 41
- 131: 262, 143, 119
- 132: 232, 125, 107
- 133: 236, 120, 116
- 134: 260, 124, 136
- 135: 65, 44, 21
- 138: 40, 19, 21
- 139: 12, 9, 3
- 142: 8, 8, 0
- 211: 9, 9, 0

- 212: 21, 16, 5
- 213: 5, 2, 3
- 214: 2, 2, 0
- 229: 2, 2, 0
- 231: 5, 4, 1
- 232: 18, 11, 7
- 233: 30, 19, 11
- 234: 5, 0, 5
- 235: 4, 2, 2
- 236: 3, 3, 0
- C106: 6, 5, 1
- C117: 4, 3, 1
- C118: 2, 2, 0
- C138: 7, 2, 5
- C139: 8, 8, 0
- FLOOR: 46, 34, 12
- GA1: 42, 22, 20
- GA11: 6, 4, 2
- GA12: 2, 0, 2
- GA15: 2, 2, 0
- GA17: 11, 8, 3
- GA19: 4, 3, 1
- GA21: 4, 0, 4
- GA22: 5, 4, 1
- GA23: 4, 0, 4
- GA24: 3, 0, 3
- GA25: 2, 2, 0

Concordia (Section: Sold, Scanned, Not Used):

- 101: 3, 1, 2
- 102: 13, 11, 2
- 105: 37, 25, 12
- 106: 6, 4, 2
- 109: 82, 59, 23
- 110: 213, 136, 77
- 111: 252, 149, 103
- 112: 161, 84, 77
- 113: 249, 138, 111
- 114: 89, 48, 41
- 117: 75, 52, 23
- 118: 50, 28, 22
- 121: 31, 18, 13
- 122: 7, 4, 3
- 126: 53, 27, 26
- 127: 79, 54, 25
- 130: 90, 64, 26
- 131: 262, 156, 106
- 132: 232, 130, 102
- 133: 236, 121, 115
- 134: 260, 143, 117
- 135: 65, 38, 27
- 138: 40, 31, 9
- 139: 12, 8, 4
- 142: 8, 6, 2
- 211: 9, 4, 5
Hampton: (Section: Sold, Scanned, Not Used)
- 101: 3, 1, 2
- 102: 13, 10, 3
- 105: 37, 28, 9
- 106: 6, 4, 2
- 109: 82, 71, 11
- 110: 213, 144, 69
- 111: 252, 187, 65
- 112: 161, 105, 56
- 113: 249, 182, 67
- 114: 89, 52, 37
- 117: 75, 51, 24
- 118: 50, 34, 16
- 121: 31, 23, 8
- 122: 7, 4, 3

Southern (Section: Sold, Scanned, Not Used)
- 101: 3; 1; 2
- 102: 13; 11; 2

- 212: 21, 13, 8
- 213: 5, 2, 3
- 214: 2, 2, 0
- 229: 2, 2, 0
- 231: 5, 4, 1
- 232: 18, 9, 9
- 233: 30, 17, 13
- 234: 5, 0, 5
- 235: 4, 2, 2
- 236: 3, 3, 0
- C106: 6, 6, 0
- C117: 4, 2, 2
- C118: 2, 1, 1
- C138: 7, 7, 0
- C139: 8, 7, 1
- FLOOR: 46, 31, 15
- GA1: 42, 18, 24
- GA11: 6, 3, 3
- GA12: 2, 0, 2
- GA15: 2, 2, 0
- GA17: 11, 8, 3
- GA19: 4, 4, 0
- GA21: 4, 2, 2
- GA22: 5, 1, 4
- GA23: 4, 2, 2
- GA24: 3, 3, 0
- GA25: 2, 1, 1

- 105: 37; 28; 9
- 106: 6; 2; 4
- 109: 82; 50; 32
- 110: 213; 137; 76
- 111: 252; 172; 80
- 112: 161; 113; 48
- 113: 249; 172; 77
- 114: 89; 50; 39
- 117: 75; 53; 22
- 118: 50; 29; 21
- 121: 31; 21; 10
- 122: 7; 7; 0
- 126: 53; 37; 16
- 127: 79; 58; 21
- 130: 90; 61; 29
- 131: 262; 168; 94
- 132: 232; 160; 72
- 133: 236; 157; 79
- 134: 260; 172; 88
- 135: 65; 47; 18
- 138: 40; 27; 13
- 139: 12; 5; 7
- 142: 8; 4; 4
- 211: 9; 6; 3
- 212: 21; 15; 6
- 213: 6; 5; 0
- 214: 2; 2; 0
- 229: 2; 2; 0
- 231: 4; 4; 0
- 232: 3; 3; 0
- C106: 6; 6; 0
- C117: 4; 4; 0
- C118: 2; 2; 0
- C138: 7; 2; 5
- C139: 8; 4; 4
- FLOOR: 46; 37; 9
- GA1: 42; 18; 24
- GA11: 6; 3; 3
- GA12: 2; 0; 2
- GA15: 2; 0; 2
- GA17: 11; 5; 6
- GA19: 4; 4; 0
- GA21: 4; 0; 4
- GA22: 5; 2; 3
- GA23: 4; 2; 2
- GA24: 3; 0; 3
- GA25: 2; 2; 0
- 211: 9; 6; 3
- 212: 21; 15; 6
- 213: 2; 2; 0
- 229: 2; 2; 0
- 231: 4; 4; 0
- 232: 5; 2; 3
- 233: 3; 3; 0
- 234: 5; 2; 3
- 235: 4; 4; 0
- 236: 3; 3; 0
- C106: 6; 6; 0
- C117: 4; 4; 0
- C118: 2; 2; 0
- C138: 7; 2; 5
- C139: 8; 4; 4
- FLOOR: 46; 37; 9
- GA1: 42; 18; 24
- GA11: 6; 3; 3
- GA12: 2; 0; 2
• GA17: 11; 4; 7
• GA19: 4; 4; 0
• GA21: 4; 0; 4
• GA22: 5; 1; 4
• GA23: 4; 2; 2
• GA24: 3; 0; 3
• GA25: 2; 1; 1

Iowa (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 13, 0
• 105: 37, 34, 3
• 106: 6, 6, 0
• 109: 82, 75, 7
• 110: 213, 186, 27
• 111: 252, 222, 30
• 112: 161, 135, 26
• 113: 249, 214, 35
• 114: 89, 72, 17
• 117: 75, 64, 11
• 118: 50, 44, 6
• 121: 31, 27, 4
• 122: 7, 2, 5
• 126: 53, 44, 9
• 127: 79, 70, 9
• 130: 90, 73, 17
• 131: 262, 203, 59
• 132: 232, 191, 41
• 133: 236, 190, 46
• 134: 260, 219, 41
• 135: 65, 56, 9
• 138: 40, 34, 6
• 139: 12, 10, 2
• 142: 8, 8, 0
• 211: 9, 8, 1
• 212: 21, 19, 2
• 213: 5, 5, 0
• 214: 2, 2, 0
• 229: 2, 2, 0
• 231: 5, 4, 1
• 232: 18, 14, 4
• 233: 30, 24, 6
• 234: 5, 2, 3

Arkansas-Pine Bluff (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 11, 2
• 105: 37, 20, 17
• 106: 6, 3, 3
• 109: 82, 52, 30
• 110: 213, 116, 97
• 111: 252, 176, 76
• 112: 161, 93, 68
• 113: 249, 162, 87
• 114: 89, 42, 47
• 117: 75, 50, 25
• 118: 50, 25, 25
• 121: 31, 17, 14
• 122: 7, 2, 5
• 126: 53, 31, 22
• 127: 79, 45, 34
• 130: 90, 47, 43
• 131: 262, 163, 99
• 132: 232, 143, 89
• 133: 236, 149, 87
• 134: 260, 191, 69

Alcorn State (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 13, 0
• 105: 37, 22, 15
• 106: 6, 4, 2
• 109: 82, 53, 29
• 110: 213, 128, 85
• 111: 252, 175, 77
• 112: 161, 99, 62
• 113: 249, 155, 94
Northern Arizona (Section: Sold, Scanned, Not Used):
• 114: 89, 53, 36
• 117: 75, 48, 27
• 118: 50, 23, 27
• 121: 31, 25, 6
• 122: 7, 2, 5
• 126: 53, 31, 22
• 127: 79, 49, 30
• 130: 90, 60, 30
• 131: 262, 153, 109
• 132: 232, 135, 97
• 133: 236, 143, 93
• 134: 260, 164, 96
• 135: 65, 38, 27
• 138: 40, 27, 13
• 139: 12, 4, 8
• 142: 8, 1, 7
• 211: 9, 5, 4
• 212: 21, 13, 8
• 213: 5, 4, 1
• 214: 2, 2, 0
• 229: 2, 2, 0
• 231: 5, 0, 5
• 232: 18, 12, 6
• 233: 30, 22, 8
• 234: 5, 2, 3
• 235: 4, 4, 0
• 236: 3, 3, 0
• C106: 6, 4, 2
• C117: 4, 2, 2
• C118: 2, 0, 2
• C138: 7, 4, 2
• FLOOR: 46, 33, 13
• GA1: 42, 19, 23
• GA11: 6, 2, 4
• GA12: 2, 2, 0
• GA15: 2, 2, 0
• GA17: 11, 5, 6
• GA19: 4, 3, 1
• GA21: 4, 0, 4
• GA22: 5, 1, 4
• GA23: 4, 0, 4
• GA24: 3, 3, 0
• GA25: 2, 0, 2

Oklahoma State (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 12, 1
• 105: 37, 12, 25
• 106: 6, 2, 4
• 109: 82, 42, 40
• 110: 213, 109, 104
• 111: 252, 153, 99
• 112: 161, 82, 79
• 113: 249, 116, 133
• 114: 89, 31, 58
• 117: 75, 31, 44
• 118: 50, 22, 28
• 121: 31, 17, 14
• 122: 7, 2, 5
• 126: 53, 27, 26
• 127: 79, 47, 32
• 130: 90, 45, 45
• 131: 262, 135, 127
• 132: 232, 135, 97
• 133: 236, 130, 106
• 134: 260, 123, 137
• 135: 65, 39, 26
• 138: 40, 18, 12
• 139: 12, 5, 7
• 142: 8, 7, 1
• 211: 9, 2, 7
• 212: 21, 5, 16
• 213: 5, 2, 3
• 214: 2, 2, 0
• 229: 2, 0, 2
• 231: 5, 5, 0
• 232: 18, 12, 6
• 233: 30, 22, 8
• C106: 6, 2, 4
• C117: 4, 2, 2
• C118: 2, 0, 2
• C138: 7, 4, 2
• FLOOR: 46, 33, 13
• GA1: 42, 19, 23
• GA11: 6, 3, 3
• GA12: 2, 0, 2
• GA15: 2, 2, 0
• GA17: 11, 7, 4
• GA19: 4, 3, 1
• GA21: 4, 0, 4
• GA22: 5, 0, 5
• GA23: 4, 2, 2
• GA24: 3, 2, 1
• GA25: 2, 0, 2
229: 2, 0, 2
231: 5, 2, 3
232: 18, 13, 5
233: 30, 23, 7
234: 5, 3, 2
235: 4, 4, 0
236: 3, 3, 0
C106: 6, 5, 1
C117: 4, 4, 0
C118: 2, 2, 0
C138: 7, 4, 3
C139: 8, 7, 1
FLOOR: 46, 43, 3
GA1: 42, 26, 16
GA11: 6, 4, 2
GA12: 2, 0, 2
GA15: 2, 0, 2
GA17: 11, 5, 6
GA19: 4, 4, 0
GA21: 4, 2, 2
GA22: 5, 1, 4
GA23: 4, 2, 2
GA24: 3, 3, 0
GA25: 2, 2, 0
131: 262, 184, 78
132: 232, 147, 85
133: 236, 158, 78
134: 260, 184, 76
135: 65, 42, 23
138: 40, 30, 10
139: 12, 3, 9
142: 8, 6, 2
211: 9, 6, 3
212: 21, 10, 11
213: 5, 5, 0
214: 2, 2, 0
229: 2, 0, 2
231: 5, 3, 2
232: 18, 9, 9
233: 30, 22, 8
234: 5, 0, 5
235: 4, 2, 2
236: 3, 2, 1
C106: 6, 3, 3
C117: 4, 2, 2
C118: 2, 2, 0
C138: 7, 7, 0
C139: 8, 8, 0
FLOOR: 46, 40, 6
GA1: 42, 27, 15
GA11: 6, 5, 1
GA12: 2, 0, 2
GA15: 2, 0, 2
GA17: 11, 10, 1
GA19: 4, 3, 1
GA21: 4, 0, 4
GA22: 5, 2, 3
GA23: 4, 2, 2
GA24: 3, 0, 3
GA25: 2, 0, 2
130: 90, 64, 26
131: 262, 184, 78
132: 232, 147, 85
133: 236, 158, 78
134: 260, 184, 76
135: 65, 42, 23
138: 40, 30, 10
139: 12, 3, 9
142: 8, 6, 2
211: 9, 6, 3
212: 21, 10, 11
213: 5, 5, 0
214: 2, 2, 0
229: 2, 0, 2
231: 5, 3, 2
232: 18, 9, 9
233: 30, 22, 8
234: 5, 0, 5
235: 4, 2, 2
236: 3, 2, 1
C106: 6, 3, 3
C117: 4, 2, 2
C118: 2, 2, 0
C138: 7, 7, 0
C139: 8, 8, 0
FLOOR: 46, 37, 9
GA1: 42, 20, 22
GA11: 6, 5, 1
GA12: 2, 0, 2
GA15: 2, 0, 2
GA17: 11, 8, 4
GA19: 4, 4, 0
GA21: 4, 0, 4

Kansas (Section: Sold, Scanned, Not Used):
101: 3, 1, 2
102: 13, 7, 6
105: 37, 25, 12
106: 6, 3, 3
109: 82, 53, 32
110: 213, 154, 59
111: 252, 171, 81
112: 161, 107, 54
113: 249, 169, 80
114: 89, 53, 36
117: 75, 51, 24
118: 50, 27, 23
121: 31, 22, 9
122: 7, 4, 3
126: 53, 34, 19
127: 79, 60, 19
130: 90, 64, 26

Baylor (Section: Sold, Scanned, Not Used):
101: 3, 1, 2
102: 13, 11, 2
105: 37, 29, 8
106: 6, 3, 3
109: 82, 66, 16
110: 213, 149, 64
111: 252, 202, 50
112: 161, 119, 42
113: 249, 179, 70
114: 89, 64, 25
117: 75, 57, 18
118: 50, 32, 18
121: 31, 27, 4
122: 7, 2, 5
126: 53, 44, 9
127: 79, 65, 14
130: 90, 67, 23
131: 262, 193, 69
132: 232, 163, 69
133: 236, 153, 83
134: 260, 215, 45
135: 65, 51, 14
138: 40, 35, 5
139: 12, 7, 5
142: 8, 4, 4
211: 9, 5, 4
212: 21, 17, 4
213: 5, 2, 3
214: 2, 2, 0
229: 2, 0, 2
231: 5, 2, 3
232: 18, 12, 6
233: 30, 23, 7
234: 5, 0, 5
235: 4, 4, 0
236: 3, 3, 0
C106: 6, 5, 1
C117: 4, 4, 0
C118: 2, 2, 0
C138: 7, 3, 4
C139: 8, 7, 1
FLOOR: 46, 37, 9
GA1: 42, 20, 22
GA11: 6, 5, 1
GA12: 2, 0, 2
GA15: 2, 0, 2
GA17: 11, 8, 4
GA19: 4, 4, 0
GA21: 4, 0, 4
• GA22: 5, 3, 2
• GA23: 4, 2, 2
• GA24: 3, 3, 0
• GA25: 2, 2, 0

TCU (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 13, 0
• 105: 37, 27, 10
• 106: 6, 6, 0
• 109: 82, 57, 25
• 110: 213, 163, 50
• 111: 252, 194, 58
• 112: 161, 109, 52
• 113: 249, 188, 61
• 114: 89, 60, 29
• 117: 75, 55, 20
• 118: 50, 28, 22
• 121: 31, 27, 4
• 122: 7, 4, 3
• 126: 53, 38, 15
• 127: 79, 59, 20
• 130: 90, 69, 21
• 131: 262, 187, 75
• 132: 232, 158, 74
• 133: 236, 146, 90
• 134: 260, 190, 70
• 135: 65, 46, 19
• 138: 40, 29, 11
• 139: 12, 8, 4
• 142: 8, 7, 1
• 211: 9, 8, 1
• 212: 21, 18, 3
• 213: 5, 4, 1
• 214: 2, 2, 0
• 229: 2, 0, 2
• 231: 5, 4, 1
• 232: 18, 11, 7
• 233: 30, 22, 8
• 234: 5, 4, 1
• 235: 4, 3, 1
• 236: 3, 2, 1
• C106: 6, 5, 1
• C117: 4, 4, 0
• C118: 2, 1, 1
• C138: 7, 4, 3
• C139: 8, 7, 1
• FLOOR: 46, 33, 13
• GA1: 42, 20, 22
• GA11: 6, 5, 1
• GA12: 2, 0, 2
• GA15: 2, 2, 0
• GA17: 11, 5, 6
• GA19: 4, 4, 0
• GA21: 4, 0, 4
• GA22: 5, 2, 3
• GA23: 4, 2, 2
• GA24: 3, 0, 3
• GA25: 2, 1, 1

Oklahoma (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 10, 3
• 105: 37, 21, 16
• 106: 6, 3, 3
• 109: 82, 57, 25
• 110: 213, 128, 85
• 111: 252, 179, 73
• 112: 161, 101, 60
• 113: 249, 164, 85
• 114: 89, 59, 40
• 117: 75, 49, 26
• 118: 50, 28, 22
• 121: 31, 16, 15
• 122: 7, 0, 7
• 126: 53, 32, 21
• 127: 79, 54, 25
• 130: 90, 56, 34
• 131: 262, 174, 88
• 132: 232, 132, 100
• 133: 236, 147, 89
• 134: 260, 172, 88
• 135: 65, 38, 27
• 138: 40, 30, 10
• 139: 12, 3, 9
• 142: 8, 8, 0
• 211: 9, 3, 6
• 212: 21, 13, 8
• 213: 5, 5, 0
• 214: 2, 2, 0
• 229: 2, 2, 0
• 231: 5, 4, 1
• 232: 18, 10, 8
• 233: 30, 23, 7
• 234: 5, 0, 5
• 235: 4, 4, 0
• 236: 3, 2, 1
• C106: 6, 2, 4
• C117: 4, 2, 2
• C118: 2, 2, 0
• C138: 7, 6, 1
• C139: 8, 5, 3
• FLOOR: 46, 35, 11
• GA1: 42, 21, 21
• GA11: 6, 4, 2
• GA12: 2, 0, 2
• GA15: 2, 0, 2
• GA17: 11, 5, 6
• GA19: 4, 3, 1
• GA21: 4, 0, 4
• GA22: 5, 2, 3
• GA23: 4, 2, 2
• GA24: 3, 3, 0
• GA25: 2, 2, 0

Texas (Section: Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 8, 5
• 105: 37, 25, 12
• 106: 6, 2, 4
• 109: 82, 57, 25
• 110: 213, 137, 76
• 111: 252, 181, 71
• 112: 161, 106, 55
• 113: 249, 166, 83
• 114: 89, 57, 32
• 117: 75, 50, 25
• 118: 50, 25, 25
• 121: 31, 21, 10
Texas Tech (Section: Sold, Scanned, Not Used):
- 101: 3, 0, 3

GA:
- GA25: 2, 2, 0
- GA24: 3, 0, 3
- GA23: 4, 2, 2
- GA22: 5, 2, 3
- GA21: 4, 0, 4
- GA20: 3, 3, 0
- GA19: 4, 3, 1
- GA18: 2, 2, 0
- GA17: 11, 5, 6
- GA16: 4, 0, 6
- GA15: 2, 1, 1
- GA14: 2, 2, 2
- GA13: 3, 2, 3
- GA12: 3, 1, 2
- GA11: 6, 6, 3
- GA10: 4, 4, 0
- GA9: 3, 1, 2
- GA8: 2, 2, 0
- GA7: 1, 1, 0
- GA6: 5, 4, 1
- GA5: 5, 2, 0
- GA4: 5, 3, 2
- GA3: 4, 4, 0
- GA2: 6, 5, 3
- GA1: 6, 7, 2

Kansas State (Section: Sold, Scanned, Not Used):
- 101: 3, 0, 3
- 102: 13, 10, 3
- 103: 37, 21, 16
- 104: 6, 4, 2
- 105: 37, 21, 16
- 106: 82, 49, 33
- 107: 144, 69
- 108: 144, 69
- 109: 184, 68
- 110: 184, 68
- 111: 161, 106, 55
- 112: 161, 106, 55
- 113: 249, 160, 89
- 114: 89, 61, 28
- 115: 75, 55, 20
- 116: 50, 25, 25
- 117: 31, 26, 5
- 118: 7, 4, 3
- 119: 5, 4, 12
- 120: 79, 54, 25
- 121: 90, 58, 32
- 122: 162, 188, 74
- 123: 232, 152, 80
- 124: 236, 155, 81
- 125: 260, 193, 67
- 126: 65, 52, 13
- 127: 40, 27, 13
- 128: 12, 5, 7
- 129: 8, 4, 4
- 130: 9, 8, 1
- 131: 21, 12, 9
- 132: 5, 4, 1
- 133: 2, 2, 0
- 134: 2, 2, 0
- 135: 29, 20, 10
- 136: 5, 4, 1
- 137: 2, 2, 0
- 138: 30, 20, 10
- 139: 36, 17, 2
- 140: 2, 2, 0
- 141: 8, 6, 2
- 142: 9, 5, 4
- 143: 21, 17, 4
- 144: 5, 2, 3
- 145: 2, 2, 0
- 146: 2, 2, 0
- 147: 5, 4, 1
- 148: 18, 10, 8
- 149: 30, 20, 10

FLOOR: 46, 34, 12
• 234: 5, 2, 3
• 235: 4, 3, 1
• 236: 3, 2, 1
• C106: 6, 4, 2
• C117: 4, 2, 2
• C118: 2, 2, 0
• C138: 7, 2, 5
• C139: 8, 6, 2
• FLOOR: 46, 36, 10
• GA1: 42, 24, 18
• GA11: 6, 4, 2
• GA12: 2, 0, 2
• GA15: 2, 2, 0
• GA17: 11, 5, 6
• GA19: 4, 2, 2
• GA21: 4, 0, 4
• GA22: 5, 1, 4
• GA23: 4, 2, 2
• GA24: 3, 0, 3
• GA25: 2, 2, 0
• 106: 6, 4, 2
• 109: 82, 52, 30
• 110: 213, 139, 74
• 111: 252, 177, 75
• 112: 161, 100, 61
• 113: 249, 155, 94
• 114: 89, 54, 35
• 117: 75, 63, 12
• 118: 50, 27, 23
• 121: 31, 17, 14
• 122: 7, 2, 5
• 126: 53, 41, 12
• 127: 79, 57, 22
• 130: 90, 47, 43
• 131: 262, 165, 97
• 132: 232, 150, 82
• 133: 236, 141, 95
• 134: 260, 163, 97
• 135: 65, 47, 18
• 138: 40, 34, 6
• 139: 12, 9, 3
• 142: 8, 8, 0
• 211: 9, 7, 2
• 212: 21, 15, 6
• 213: 5, 2, 3
• 214: 2, 2, 0
• 229: 2, 0, 2
• 231: 5, 4, 1
• 232: 18, 12, 6
• 233: 30, 21, 9
• 234: 5, 0, 5
• 235: 4, 3, 1
• 236: 3, 3, 0
• C106: 6, 3, 3
• C117: 4, 2, 2
• C118: 2, 2, 0
• C138: 7, 4, 3
• C139: 8, 7, 1
• FLOOR: 46, 32, 14
• GA1: 42, 22, 21
• GA11: 6, 4, 2
• GA12: 2, 2, 0
• GA15: 2, 2, 0
• GA17: 11, 5, 6
• GA19: 4, 2, 2
• GA21: 4, 0, 4
• GA22: 5, 1, 4
• GA23: 4, 2, 2
• GA24: 3, 0, 3
• GA25: 2, 2, 0
• 101: 3, 1, 2
• 102: 13, 10, 3
• 105: 37, 23, 14

West Virginia (Section:  
Sold, Scanned, Not Used):
• 101: 3, 1, 2
• 102: 13, 10, 3
• 105: 37, 23, 14

Appendix B – Example of how survey appeared in GoogleForms to Season Ticket Holder:
Basketball Season Ticket Holder Survey

We greatly appreciate your support of the Iowa State Women's Basketball program, and we highly value you as a season ticket holder. In order to enhance your game day experience, we are asking that you take a few short moments to fill out this brief survey. The survey will be used to help us understand your purchasing and attendance motivations, as well as other engagement opportunities we can provide to help make your experience as a season ticket holder even better.

Are you male or female?

- Male
- Female
- Prefer not to answer

What is your age range?

- 18-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65+
Appendix C – IRB Approval:

INSTITUTIONAL REVIEW BOARD (IRB)
Exempt Study Review Form

Title of Project: Basketball Season Ticket Holder Survey

Principal Investigator [PI]: Heather Bowe

Degrees: B.A. - currently working on M.S. (IGS degree)

University ID: 676097422 Phone: 715-214-6338 Email Address: boweha@iastate.edu

Correspondence Address: 1222 South 4th Street #203 Ames, IA 50010

Department: IGS Department (Marketing for Survey) College/Center/Institute: Iowa State University

PI Level: [ ]Tenured, Tenure-Eligible, & 5-yr Faculty [ ]Affiliate Faculty [ ]Collaborator Faculty [ ]Emeritus Faculty
[ ]Visiting Faculty/Scientist [ ]Senior Lecturer/Assistant [ ]Lecturer/Clinician, w/Ph.D. or DVM [ ]P&S Employee, PT & above
[ ]Extension to Families/Youth Specialist [ ]Field Specialist III [ ]Postdoctoral Associate [ ]Graduate/Undergrad Student [ ]Other (specify: )

FOR STUDENT PROJECTS [Required when the principal investigator is a student]

Name of Major Professor/Supervising Faculty: Dr. Russell N. Laczniak

University ID: 740190 244 E Phone: 515-294-9692 Email Address: laczniak@iastate.edu

Campus Address: 3183 Gerda Business Building Ames, IA 50011-1350 Department: Marketing

Type of Project: (check all that apply) [ ]Thesis/Dissertation Study, possibly turning into Creative Component

Alternate Contact Person: Debbie Johnson Email Address: djjohnson@iastate.edu

Correspondence Address: 1360 Gerda 2167 Union Drive Ames, IA 50011-2027 Phone: 515-294-5133

ASSURANCE

• I certify that the information provided in this application is complete and accurate and consistent with any proposal(s) submitted to external funding agencies. Misrepresentation of the research described in this or any other IRB application may constitute non-compliance with federal regulations and/or academic misconduct.

• I agree to provide proper surveillance of this project to ensure that the rights and welfare of the human subjects are protected. I will report any problems to the IRB. See Reporting Adverse Events and Unanticipated Problems for details.

• I agree that modifications to the approved project will not take place without prior review and approval by the IRB.

• I agree that the research will not take place without the receipt of permission from any cooperating institutions, when applicable.

• I agree to obtain approval from other appropriate committees as needed for this project, such as the IACUC (if the research includes animals), the IBC (if the research involves biohazards), the Radiation Safety Committee (if the research involves x-rays or other radiation producing devices or procedures), etc.; and to obtain background checks for staff when necessary.

• I understand that IRB approval of this project does not grant access to any facilities, materials, or data on which this research may depend. Such access must be granted by the unit with the relevant custodial authority.

• I agree that all activities will be performed in accordance with all applicable federal, state, local and Iowa State University policies.

Heather Bowe 8/2/16

Signature of Principal Investigator Date

Allegany 8/2/16

Signature of Major Professor/Supervising Faculty Date

(Required when the principal investigator is a student)

Russell Laczniak 8/3/2016

Printed Name of Department Chair/Head/Director

Signature of Department Chair/Head/Director Date

For IRB [ ] Exempt From Federal Regulations [ ] Minimal Risk Review Date: 8/24/16

Use Only [ ] No Human Participants

Office for Responsible Research

Revised: 8/15/13
Appendix D – Example of Link Sent to Season Ticket Holders for Focus Group:

Women's Basketball Focus Group

As the home women’s basketball season is coming to a close we are looking for individuals to participate in a focus group on Monday, February 13, 2017 at 6:00 p.m. to help us improve your experience as a season ticket holder for future seasons. The purpose of this focus group is to get feedback from our season ticket holders about their current experiences in Hilton Coliseum and help us as we plan for the next winter sports season. Please fill out the information below if you would like to participate.

Email address
Valid email address
This form is collecting email addresses. Change settings

Name:
Short answer text

Name on your season ticket account:
Short answer text

Email Address:
Short answer text

Age
Short answer text

Gender
- Male
- Female
Appendix E – Sample Questions for Focus Group

1. How would you describe your overall experience at a women’s basketball game from the minute you park your car to the minute you leave the lot? For example:
2. What recommendations could you make to better improve parking?
3. Upon entry and exit, do you feel you are able to receive assistance if needed? How do you feel about the lines and filing into seats? Are workers always available to help?
4. What do you think about the music/audio playing? Is it too loud/can you hear? Does the band help you get into the game?
5. What do you think of the person speaking on the announcer – can you hear him well?
6. What do you think of the concessions – are they overpriced, do they have good food?
7. Would you consider Hilton to have a good game day atmosphere? Do you like what plays on the JumboTron? What would you like to see more of on the JumboTron?
8. What do you think of half-time entertainment? What has been your favorite/least favorite promotion?
9. What do you think of the entertainment during timeouts? What has been your favorite/least favorite? What else would you recommend?
10. What opportunities would you like to have that we don’t currently provide?

Appendix F -- Examples of Emails from Season Ticket Holders:

Sent: Wednesday, February 15, 2017 1:54 PM
To: Cy [ATHDP] <cy@iastate.edu>
Subject: Fw: Focus Group Feedback

Megan,

Thanks for hosting the focus groups. I was great to hear want others were thinking and know that many of things that concern me are also things that concern others. Overall, though, our experience with women's basketball has been terrific. I forgot to mention one thing I love - when the team is on a trip overseas or over a holiday and the players write about their experiences. That really gives us a way to connect with them and learn about what they are getting out of the experience. Maybe you could expand on this and have the seniors write about their plans after they graduate or the new freshmen introduce themselves. We'd also love to hear more about what they alumni are doing.
Sent: Tuesday, February 14, 2017 9:58 PM  
To: Cy [ATHD] <cy@iastate.edu>  
Subject: Re: Focus Group Feedback

Hello and thanks for hosting this event. The best part was learning something about Heather's academic interests. I was also impressed with the many thoughtful comments from your loyal fans. The suggestions concerning Jr. Cyclones were particularly well reasoned.

Parking and concessions are important but are a small part of the experience to me. These women are amazing and I would like to more about them as STUDENT athletics. Not just their post game meal but what they are studying and their plans after basketball.

I would like to share two great experiences we have had in the past with ISU Woman's Basketball.

Attending a Gymnastic's meet and sitting in the concourse FAR away from the action because that is where the accessible seat are. Screaming at the top of our lungs trying to get a t-shirt. No Luck. At that moment Lindsey Medders walked by and noticed us. Five minutes later she delivered a T-Shirt. The T-Shirt is long ago worn out but that moment is our all time Cyclone Athletics favorite.

Don't even remember how we met Genesis Lightbourne. Maybe a post game autograph session. I did mention to her that she attended the same high school as my nephew. We met for lunch at least once a year until she graduated. COMPLIANCE ALERT She never let us buy her lunch. That it.... Don't much care how big a clone cone is but wish we had more access to these outstanding students and representatives of ISU.

To: Cy [ATHD] <cy@iastate.edu>  
Subject: Re: Focus Group Feedback

First I would like to thank you for allowing me to take part in one of the focus groups for the best women's basketball program in the country. I was a member of the 7 PM group and after going over my notes from the meeting here are some comments. On parking, I know that you in marketing have no control over decisions on construction so all you can do is tell those in charge about the need to repair the bad areas and look into lighting upgrades. I was aware of the problem of handcapped parking stalls as my late parents would get to the games 1 1/2 hrs before to get one of the few close spots. One suggestion is that in lot G2 there are a number of stalls marked as reserved I believe for the volleyball stall that could be used for handicapped cars/vans. It would take the parking people to put covers over the existing signs and then remove them after the game. You could also open all the lots at 15 minutes before tip off to everyone so late arrivals could park closer. The bus for students is an interesting idea maybe try to see if that would get more students to the games. On the building issues I was the one who asked about the possibility of a unit on the south for students to swipe their cards. The bag/umbrella issue could be handled with a letter with your tickets at the beginning of the season spelling out the rules. As to the lighting I LOVE it and I LOVE the introductions. It would be nice if the stats stayed up longer after a game on the ribbon board (I am a stat person and my group of 8-9 stay a little after and discuss the game). The other items talked about were things to look into. I also talked about the cost of the Little Clone Club. I think this is an area we need to really work to grow it back to the size it was in the past. While the cost is not an issue for me as I only have two left in the club it may be for some. I have watched as the area has had fewer and fewer kids each year. The comment that it was great for people who also attended football is nice but not everyone attends football games with their kids. I think many of the complaints were from people who are not members of the Cyclone Club as some of what they wanted was covered if you are a member. One item I talked to Heather (enjoyed talking to her after the session as she has been real asset to the team this year) about when I was leaving was the signed basketball programs that you have had in the past. Last year you gave one to long time season ticket holders at home games and even longer ago you held actions for signed balls. I have 4 signed basketballs, two I got as gifts from people close to coach Fennelly and two I bought at the auctions. I told Heather I needed one from the team that she had signed. My last comment which I made to one of you was about moving people down from the balcony once the game starts to fill up the lower bowl. My first season tickets I have 6 for my family and they would always tell us we could move down once the game started. Again thank you for the opportunity to take part in the process and I hope you came away with some constructive ideas for next year. Sorry for the long email but with two grand kids enrolled at ISU, a son who works for the university and two more grand kids who love this team (my granddaughters are the ones with the Canadian flag in the Jungle zone) I am a faithful supporter of this program. Go Cyclones!!
RE: Women’s basketball Focus group on Feb. 13

Thank you for this opportunity. I would love to participate, but am unable to attend on Monday due to my son’s basketball games ;)

We are 18-year season ticket holders for Coach Fennelly’s program. If I may, I’ll email in these observations:

— Guests who arrive after tipoff block the game view of those around them as they arrive to their seats, remove coats, etc. Is it possible (for the first 5-8 minutes of the game when this happens most frequently) for the ushers to hold people until a dead ball or timeout? Sort of like they do at arts performances?

— You might consider releasing more parking south of Center Drive to general public parking. It’s a morale buster on cold nights to be crossing nearly-empty lots on our trek north to Hilton.

— My strongest concern about the women’s program isn’t with the Hilton experience, but with the radio experience when the team is on the road. Rich Fellingham hasn’t been a good play-by-play announcer for the last 10 years. We know very little about what’s happening in the game (and I suspect we get the Cliff Notes version of what’s really going on!) and he sounds so personally affronted when the Cyclones are down in the score. Paring him with various color announcers is a waste of time and money because he ignores their commentary and radio listeners are dealing with two parallel monologues that don’t intersect. The program deserves better, more professional representation than what he’s providing. (For example, Brent Blum does a thorough, objective job of calling the games when he gets in the microphone. It’s very refreshing to hear a professional do the job.)

Thanks for your consideration. Again, I’m sorry I can’t join you on Monday.

Sincerely,

To: Cy [ATHDP] <cy@iastate.edu>
Subject: Re: Focus Group Feedback

Thank you for providing us the opportunity to share our thoughts. My wife and I sit in section 131.

- Handicap issues do not affect us.
- The ticket office has always been accommodating to our needs/requests
- Lighting issues have never affected our experience
- The folks scanning our tickets at the entrance and at the doors when we leave have always been very pleasant
- The ushers are always exceptional
- We expect concessions to be expensive at sporting venues
- We don’t mind walking a little for concessions.

- More background information on players would be wonderful
- Video board ‘fun stuff’ much appreciated
- Thoroughly enjoy activities involving students and children
- Cy is great fun
Sent: Wednesday, February 08, 2017 11:06 AM
To: Cy [ATHDP] <cy@iastate.edu>
Subject: RE: Women's Basketball Focus Group

RE: Women’s basketball Focus group on Feb. 13

Thank you for this opportunity. I would love to participate, but am unable to attend on Monday due to my son’s basketball games :)

We are 18-year season ticket holders for Coach Fennelly’s program. If I may, I’ll email in these observations:

— Guests who arrive after tipoff block the game view of those around them as they arrive to their seats, remove coats, etc. Is it possible (for the first 6-8 minutes of the game when this happens most frequently) for the ushers to hold people until a dead ball or timeout? Sort of like they do at arts performances?
— You might consider releasing more parking south of Center Drive to general public parking. It’s a morale buster on cold nights to be crossing nearly-empty lots on our trek north to Hilton.
— My strongest concern about the women’s program isn’t with the Hilton experience, but with the radio experience when the team is on the road. Rich Fellingham hasn’t been a good play-by-play announcer for the last 10 years. We know very little about what’s happening in the game (and I suspect we get the Cliff Notes version of what’s really going on!) and he sounds so personally affronted when the Cyclones are down in the score. Paining him with various color announcers is a waste of time and money because he ignores their comment! and radio listeners are dealing with two parallel monologues that don’t intersect. The program deserves better, more professional representation than what he’s providing. (For example, Brent Blum does a thorough, objective job of calling the games when he gets the microphone. It’s very refreshing to hear a professional do the job!)

Thanks for your consideration. Again, I’m sorry I can’t join you on Monday.

Sincerely,

Appendix G – Example of Player Personal Information – Getting to Know Your Cyclone: