Gameday the DIII Way
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Introduction and Development of Project
Common Purpose Statement
For Gameday Service

We create a respectful and engaging educational environment through athletics, for everyone.
Prioritized Service Standards

1 - Safety = An environment that provides for the health and wellbeing of our student-athletes and all others.

2 - Responsiveness = Anticipating and effectively addressing situations that arise.

3 - Dignity = Demonstrating respect and value for others.

4 - Experience = Creating a positive atmosphere.
Role of Ambassadors and Project Next Steps

• 60 membership ‘Ambassadors’ received facilitator training this past weekend.

Fall 2017 = Soft Launch
• The ambassadors will roll out the program’s first phase this fall, offering training at the conference level, throughout Division III.
• Concurrent finalization of online training and ‘toolkit’ of complementary resources.

January 2018 = Full Program Release
• 1 ½ hour division-wide training session will occur at the 2018 Convention.
• Rollout of finalized online components.

2018 – 2020
• Additional ambassador (facilitator training) sessions provided by the Disney Institute.
• Continued promotion of the project.
Development of Online Toolkit Resources

3 Primary Components

Coaching/Service  Recovery/Conflict Resolution – Develop tools to address conflict and assist with a positive game experience.

Training – Develop recommendations to help the game management staff understand how their role supports the fan experience (using the established service framework).

Communication – Provide intentional messages that inspire employee action, such as storytelling and leveraging different methods for communicating the service framework.
Questions?