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Team Sports Academy - Final Presentation

Project Overview

The three goals of our project include determining the ideal applicant that Sports Academy & Racquet Club is looking for, conducting a successful analysis on the current job description and recruiting efforts, and creating a strategic plan for better targeting applicants for the Kids Klub position.

The Business Problem

The Sports Academy & Racquet Club has been dealing concerning different issues with regard to the Kids Klub. These issues include retention and recruitment, lack of employees, a general misunderstanding of the compensation structure, and a limited applicant pool.

The HR Topics

Concerning human resource management topics, there are several topics that this project has dealt with. These topics include recruitment, hiring, application wording and presentation, retention, employee motivation, and the interviewing/screening process.

Client Profile

Sports Academy & Racquet Club (SARC) is a local gym and athletic club in Logan, UT. SARC offers an array of different services and amenities. In addition to being a local gym, they host USU sports teams such as the USU Tennis teams. They have an indoor pool, an outdoor pool, multiple basketball courts, cardio rooms, Zumba rooms, racquetball courts, indoor and outdoor tennis courts, tanning beds, a preschool, a physical therapy facility, and the Kids Klub. We were able to work directly with the Human Resource Director, Sara Atkin.

Our Approach

- Determine the ideal applicant profile for the Kids Klub position
 - Talk to Sara Atkin and Heather (who is over interviewing) about the kinds of employees they like to hire for the position
- Analyze the current job description and recruitment efforts
 - Talk to current and former employees to get a better idea
 - Create a bulleted list on the new job description to clearly state what qualifications applicants need to have to get an interview

- Create a strategic plan for more effectively targeting applicants
 - Search for more applicants through multiple avenues
 - Printed Job Flyers
 - Indeed
 - Aggie Handshake

Our Problems, Concerns, & Issues

- Lack of employee retention and recruitment
- Lack of employees in the Kids Klub position
- Applicant misunderstanding of compensation structure
- Limited applicant pool

Our Accomplishments

- Delivered and deployed the new job description (11/11/19)
 - 42 new applicants
- Strategically posted over 25 job flyers on the USU campus (with USU permission) on 11/22/2019.
 - Currently no quantifiable results due to lack of measurement time.
- Successfully interviewed 60+ current and former Kids Klub employees on 11/21/2019 and 11/22/2019.
 - All qualitative data will be presented to our client on 12/6/2019.

Phone Interviews

- Sara Atkin provided a list of current/former Kids Klub employees
- In collaboration with Sara, we conducted phone interviews of current/former Kids Klub employees
- In total, our phone interviews lasted 2-hours or 6-8 man-hours.

Most Common Answers From The Phone Interviews

- The Full-Family Membership was the biggest benefit to current/former Kids Klub employees
- Current/Former Kids Klub employees love taking their kids to work
- Current/Former Kids Klub employees love the 4-hour and two 4-hour shifts
- Longer training and/or more specific expectations would be valued
- Current/Former Kids Klub employees suggested Sports Academy pay for their uniforms
- Current/Former Kids Klub employees want more structure in the Kids Klub

Our Results

- Applicant increase of 110% within 4 weeks
- Identification of possible training improvements
- Identification of valued job areas

Our Recommendations

- Regularly re-post the job description and keep it up to date
- Consider possible training or orientation updates
- Continue keeping a regular schedule for Kids Klub employees

Team Sports Academy

Sara Atkin,

Thank you for letting us have access to the Sports Academy & Racquet Club. We appreciate the opportunity to perform this project. We desire to help you and the Sports Academy & Racquet Club to the best of our abilities.

Team Sports Academy has decided, from our multiple conversations with you, that we will work to resolve the following issues:

1. Lack of Kids Klub employees/applicants.
2. Misunderstanding of compensation employees will be receiving ("In Trade" employment).
3. A high turnover rate of current Kids Klub employees.
4. Job description/posting (i.e. title, summary, about).

Throughout our time working on this project, we'll provide you with the following deliverables:

1. Assisting the Sports Academy & Racquet Club with determining the type of applicants that they're seeking.
2. Conduct an analysis of Sports Academy & Racquet Club's current job description and recruiting efforts.
3. Deliver Sports Academy & Racquet Club a new job description and strategic plan for targeting better applicants for the Kids Klub position.

Team Sports Academy plans to present our final results to you on December 6, 2019.

We look forward to working with you.

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Job Flyer



**SPORTS ACADEMY & RACQUET
CLUB**

KIDS KLUB: EMPLOYEES WANTED

Get A Free Family Membership!

Work in Trade for a Full Family
Membership to Sports Academy (valued
at \$1,400 per year)

ONLY ONE 4 HOUR SHIFT A WEEK

Email Heather at
hhellstern@sportsacademy.com if interested



Kids Klub Job Posting

Job Description

Kids Klub Employee - Sports Academy & Racquet Club

Sports Academy & Racquet Club, Part-Time, Logan, UT

Job Description:

Kids Klub – Work in trade for a full family membership to Sports Academy

- Compensation: non-monetary, a full family membership to Sports Academy & Racquet Club (full family membership is valued at \$1400/year)
- Flexible hours, work one 4-hour shift per week
- Responsibilities include playing with and supervising children, communicating with parents, and sanitizing Kids Klub equipment
- Experience with children highly preferred (i.e. babysitting, parenting, etc.)
- Red Cross certification training for CPR, First Aid, and AED provided by Sports Academy & Racquet Club

Kids Klub open Mon-Thurs 8:00am-8:00pm, Fri 8:00am-6:30pm, Sat 8:00am-1:00pm

Sports Academy & Racquet Club is an amazing place to work, most of our positions are flexible so you can go to school and work at the same time. We love hiring students of all majors but especially those with an interest in the health and fitness world. Please apply online if you are interested in joining our team.

Please email Heather at hhellstern@sportsacademy.com with your resume or cover letter.

About us:

The Sports Academy is Cache Valley's Family Health Club. Our goal is to keep you motivated by offering the best Group Fitness Classes, Equipment, Activities, and Facilities. We pride ourselves on offering something for all ages and abilities. Offerings include Personal Training, Stott Pilates, All Academy Preschool, Swim America Swimming Lessons, Swim Team, Tennis Lessons, Tennis Leagues, Tennis Tournaments, Tennis Summer Camps, Kids Klub, High Point Gymnastics and Tumbling, and Senior Classes. Once you've finished the activity of your choice, pamper those muscles with a Deep Tissue or Swedish Massage. See for yourself why the Sports Academy is Your Club, For Your Results, For Your Life!

www.sportsacademy.com | (435) 753-7500x133

Applications close on _____