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sidelines**Student opinions**

College students rank education as the most important issue they would like presidential candidates to address.

Source: *Greenfield Online*, YouthStream, Pulsefinder, On-Campus Market Study.

Watch your mail for vital NIRSA information tools for your career!

**LeagueLink gets new name, new look**

NIRSA's strategic alliance partner Active.com has announced that ActiveLeagues is the new name for its LeagueLink product. While the functionality of the product will not change, the new look and feel of ActiveLeagues offers NIRSA members easier navigation of the entire Active.com product line. NIRSA members can streamline the administration of their recreational sports programs with three technological tools:

- **ActiveLeagues** provides league administrators free online registration, scheduling, data management and communication.
- **ActiveEvents** offers event directors the same, along with tools to track and manage every aspect of an event.
- **ActiveParks** is a free feature developed by Active.com and the National Recreation and Park Association that provides professional exchanges, and a facilities inventory, as well as the online registration for classes, events and leagues.

Technology Internship program adopted by NIRSA Foundation

NIRSA member Nora Hudson said it best: "I like what NIRSA is doing with the advancement of technology and software," she mentioned at the recent School of Recreational Sports Management in Colorado. "But, I'm 'technology-illiterate' and don't know how to take advantage of it. How can I learn?"

Nora isn't the only technology neophyte. The Internet has dramatically changed the way we do business, and many recreational sports administrators find they must constantly learn the technology of this evolving medium on their own. However, thanks to a new initiative from the NIRSA Foundation, administrators in college and university settings may soon receive a helping hand in learning the latest in this technological medium, which will then boost

The following points may be helpful:

1. Your league and organization's homepage will not be affected by this name change. Your URL address will eventually be updated to the new URL root of "ActiveLeagues." Active.com will work individually with you to guarantee this happens successfully.
2. NIRSA members will receive personalized attention through a nationwide network of field representatives, account managers and service support.
3. Other companies may contend they have greater expertise in certain areas or in sports, but NIRSA and Active.com believe that no one can compete in the area of web applications and data management.

For a complete list of answers about ActiveLeagues, visit nirsa.org, active.com or call 888-309-1322.

their department's use of this technology.

In July, the NIRSA Foundation adopted the Technology Internship program, sponsored by NIRSA's strategic alliance partner, Active.com. Interns will receive guidance in both the use and application of Internet technology from representatives at Active.com. Recreational sports administrators will provide the direction for technological expansion, and then the skilled interns will in turn assist their administrators with knowledge and technical training.

This fall, the internship program opens to a limited number of institutions and there are plans to expand in spring 2001. The program is not limited just to programs with leagues and

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Army Reserve Flag Football and Target Training/Fitness presented by Red Zone

These sponsored sport events expand to 200 NIRSA Institutions this fall. Eligible institutions will receive information directly from Campus Concepts, Inc., NIRSA's marketing partner for sponsored sport events. For information about Flag Football regional and national tournaments, visit nirsa.org/nirsa17e.htm.

Super Hoops hiatus

National Media Group announced that last year's Super Hoops title sponsor, efollett.com, has withdrawn its support of the Super Hoops program due to its recent reorganization and budget cutbacks. While NMG intends to seek support from

other potential sponsors, it is unlikely that funding for the 2000-2001 academic year can be secured at this late date. National Media Group intends to resell the program to a new sponsor for fall 2001. NIRSA may consider the endorsement of a 3-on-3 basketball program in the future, if another qualified sponsor be identified.

NIRSA Sports Boards Network

NIRSA Institutions that participate in the Sports Board Network will have the option to bring two additional boards to their campus, thus earning additional revenue and advertising opportunities. Institutions opting to post additional boards may also renew their contract for five years.

Active.com Blue Ribbon Committee appointed

With the recent formation of a Blue Ribbon Committee, ActiveLeagues is well on its way to becoming truly "NIRSA-built." In August, NIRSA President Bill Sells appointed 15 members to this committee with representatives from every region, varying institution sizes, and a broad scope of uses for the ActiveLeagues product. This NIRSA committee serves as a formalized communication channel to provide Active.com with input, ideas, and feedback—sustaining ActiveLeagues' status as the best web solution for NIRSA's members. Our thanks go to the tremendous number of volunteers who responded to serve. Term-lengths are one year, but half of the inaugural members were randomly appointed to stagger the two-year terms. Progress and communications will be reported in upcoming eFAST NEWS announcements and on nirsa.org.

NIRSA Blue-Ribbon Committee for ActiveLeagues

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(00) and (01) - Year 2000 or 2001 - Term transition occurs at the NIRSA Annual Conference

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teams, but offers technological assistance in all areas of recreational sports. As the program expands, the Foundation hopes to secure other corporate sponsors to provide increased value, such as compensation

for interns or computer hardware for participating institutions. Interns may also arrange for academic credit for the instruction through their institution. Look for more information about this program in future NIRSA eFAST NEWS updates.

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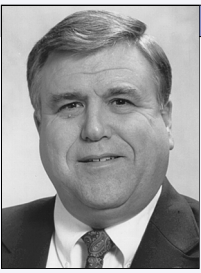
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NIRSA's Mission Statement

The mission of the National Intramural-Recreational Sports Association is to provide for the education and development of professional and student members and to foster quality recreational programs, facilities and services for diverse populations. NIRSA demonstrates its commitment to excellence by utilizing resources that promote ethical and healthy lifestyle choices.



NIRSA: Where? How? Why?

William T. Sells, NIRSA President, Ohio University

As I watched my grandson and his friends play on a sunny Florida beach, and I gazed at the calm ocean waves, I began thinking about NIRSA. The following questions came to mind...Where are we going? How do we get there? Why does it matter?

I recalled NIRSA's mission statement: "The mission of the National Intramural-Recreational Sports Association is to provide for the education and development of professional and student members and to foster quality recreational sports programs, facilities, and services for diverse populations. NIRSA demonstrates its commitment to excellence by utilizing resources that promote ethical and healthy lifestyle choices." In fulfilling this mission statement, again I thought: Where are we going? How do we get there? Why does it matter?

Where are we (NIRSA) going? As a result of NIRSA's very existence and the career choices and dedication of its members, our association has made a commitment to lead in the promotion of activities that develop positive attitudes and actions through the beneficial use of leisure time and to encourage healthy lifestyles of people at all ages, from early childhood through seniors. It is who we are and what we do.

How do we get there? In *The Seven Habits of Highly Effective People*, Stephen Covey identifies "First Things First" as Habit III. As individuals and as an organization, we must determine "what matters most." We must protect ourselves, as Covey states, "from getting caught up in the thick of thin things by reacting to the 'little rocks' ... the distractions of those things that are of lesser importance. NIRSA must identify what is truly important to fulfill our mission; we must first focus on the big rocks, so there will then be time for the little rocks. Through effective planning, we attempt to minimize situations that are "important and urgent" (those situations and unexpected issues

that become a crises as Covey calls Quadrant I in Habit III), and maximize situations that are important but not urgent (those situations and issues that we effectively planned for and address with foresight (Quadrant II in Habit III).

NIRSA accomplishes this in many ways through:

- Member input to identify what is important (what matters most)
- The development of committees and the tasks they are charged with—their responsibility of addressing (first things first)
- Synergy – not only through collaboration with each NIRSA member, but by forming partnerships with other recreation and health-related associations and other professionals in diverse environments.
- The NIRSA Board of Directors and your NIRSA National Center Staff.

As individuals, we accomplish this in our jobs by first identifying our roles and goals, then implementing them through effective weekly and long-range planning. We accomplish this in what we say and what we do ("walking the talk" according to Covey), in what we stand for, by our integrity, dedication, by our commitment to our profession, and our beliefs and our mission.

Why does it matter? It matters because we care about others. Our profession, by its very nature, is a caring and

service-oriented profession. Because young people are asked to make a myriad of choices from an early age, it is our job to stress the choice of principles and positive values. We attempt to be good role models and mentors and to provide young people with the opportunity develop positive attitudes by promoting healthy lifestyles through the wholesome and worthwhile use of their leisure time. In our individual professions, and our professional association, we have the opportunity to influence those positive choices and to make a difference in their lives.

This is why it matters! It matters to my grandchildren, to all children, to all young and older adults, to everyone. Through NIRSA, each member of our profession has the exciting and challenging opportunity to have an enormously significant impact on society and the future of the 21st century. I am confident that NIRSA will embrace this opportunity.

As I watched the beautiful Florida sunset, I wondered, *How will I accept this opportunity, challenge and responsibility? How will you?*

Contact William T. Sells, NIRSA President, by writing to him at Division of Campus Recreation, Ohio University, Ping Student Recreation Center, Athens, OH 45701-2979; or calling (740) 593-9907; faxing (740) 593-9903; emailing bsells1@ohiou.edu

Campuses gear up to promote alcohol awareness

During the week of October 15-21, college and university students on 3,000+ campuses nationwide will promote National Collegiate Alcohol Awareness Week by participating in events designed to reinforce personal responsibility with the consumption of alcohol. NIRSA has joined in this effort and urges members to showcase healthy lifestyles free from the abuse of alcohol.

"Participation in NCAAW helps college administrators launch or strengthen year-round prevention efforts. New students want to fit in. They often believe that everyone is getting drunk on a regular basis. We need to let them know that, based on campus research, the true norm is that more students make healthy choices than drink," said Todd Cotton, NIRSA's Natural High Program Coordinator.

For examples of ways to promote NCAAW, see model programs at the Inter-Association Task Force Web Site at www.iatf.org.

Members on the Move

Nichole Bendt is the new Equipment Manager for Rec Sports at the Univ. of Wisconsin, Whitewater.

DeJuan Benford is the new Intramural and Sport Clubs Coordinator at San Diego State University.

Matthew Boyer, CRSS, is the new Assistant Director for Intramural Sports and Special Events at the Univ. of NC.

Jason Boyle is the new Coordinator of Sport Clubs at Texas A&M at College Station.

Elizabeth Brunelle is now the Program Assistant at Ithaca College, Ithaca, NY.

Mark Bryant is the new Director of Campus Recreation at Belmont University, Nashville, TN.

Daniel Byrnes is the new Director of Sports Facilities and Rec Programs at Ball State University, Muncie, IN.

Karen Cataldo is now the Assistant Director of Wellness/Rec at the UT-San Antonio.

Brian Choplin is now the Facility Coordinator at the Univ. of Georgia, Athens.

Doug Ewing, CRSS, is the new Assistant Director of Employee Development/Informal Rec at Arizona State University, Tempe.

Jay Gallagher is the new Coordinator of Recreation at Franklin and Marshall College, Lancaster, PA.

Lee Graves is now Fitness Coordinator with the University of North Carolina at Wilmington.

Franklin Harrison, CRSS, is the new Assistant Director of Rec Services, College of William and Mary, Williamsburg, VA.

Eric Hawkes is now Program Manager for Rec Sports at the University of Missouri, Columbia, MO.

Daniel Houlden is the new Director at the University of Tennessee - Health Science Center, Memphis.

Dan Krone has left the Aquatics Department at Ball State University to enter private business in Rock Hill, SC.

Scott Levin, CRSS, is the new Director of Rec Sports at Georgia State University, Atlanta, GA.

Gerald Maas, CRSS, will be the new Director of Health, Physical Education and Safety for the Wyoming Dept. of Education.

Annie Melick is the Assistant Director of Aquatics at Indiana University.

Marikate Murren is the new Director of Campus Rec at Gettysburg College, Gettysburg, PA.

Joel Nieusma is now the Coordinator of Facility Operations at Oakland University, Rochester, MI.

Jason Popoff is the new Assistant Director of Rec Services/Fitness at Mount Saint Mary's College, Emmitsburg, MD.

Molly Prasher is now the Assistant Director of Programs at Ball State University, Muncie, IN.

Steve Riccomini, CRSS, is the new Campus Rec and Wellness Coordinator at the Univ. of Nevada in Reno, NV.

Natalie Sherako is the new Fitness and Facility Coordinator at San Diego State University.

Ron Siliko is the new Associate Director of Facilities and Special Events at Miami Univ., Oxford, OH.

Caroline Spencer has left Xavier University (Cincinnati).

Michelle Stewart is now the East Campus Rec Coordinator at the University of Nebraska, Lincoln.

Jeffrey Straw is the new Director of Recreation at Franklin Pierce College, Rindge, NH.

Wayne Taylor, CRSS, is the new Director of Rec Sports, Lamar University, Beaumont, TX.

Troy Vaughn is the new Associate Director, Sports Facilities and Rec Programs at Ball State University, Muncie, IN.

Mark Zakzrewski has accepted the position of Facility Coordinator at the University of Arizona, Tucson, AZ.

Jason Zeck is the new Coordinator, Intramural Sports at the State University of New York - Brockport.

Editor's Note: Anne Zielinski has left Indiana University to become the new Assistant Director for Facilities and Aquatics at Ball State University in Muncie, IN. This is a correction from our previous newsletter. We're sorry for the error, Anne.

Kim Daley: Membership Services Coordinator

Kim Daley, 24, may be NIRSA's newly appointed Membership Services Coordinator, but she is not new to NIRSA. Since she was hired in 1997, Kim has worked here around her school (college) schedule. She's taken on the meticulous, detailed jobs of data entry for membership, coordinated mass mailings, entered data for Annual Conference registration and for the Recreational Sports Directory ... and anything else that has needed to be done ... always with an upbeat, positive attitude. She receives constant praise for her outstanding customer-service.

A philosophy major in her senior year at Oregon State University, Kim is a fan of all kinds of music and plays the piano. She is not only interested in making a difference in the lives of those around her, but elsewhere in the world. Last summer she spent her time as a Youth Activities Counselor coordinating volunteers who were working in the heat on a Hopi Indian res-

ervation in Arizona. A summer before, she went with a group from her First Christian Church to the mountains of Quito (the capital of Ecuador in South America) to help build a school, and this summer, she's spending a month as part of a work crew building houses for Habitat for Humanity in Botswana, in southeast Africa. It is swampland located in "one of the largest inland deltas of the world" at the mouth of the Okavango River.

A native Oregonian, she was born in Albany, located 11 miles from Corvallis where the NNC is located.

"Kim wants to be helpful to others," says her grandmother June Daley. "We are very proud of Kim and of the kind of person she's grown up to be."

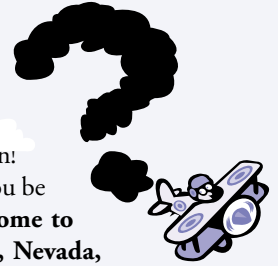
So are we at NIRSA!

How many advertising messages does the average American see in one day?

- A) 35 B) 320 C) 600

The answer is C — and that's just for the *average* American!

Competing with so many other messages, how can you be certain your message will be retained and acted on? **Come to one of the world's best marketed sites — Las Vegas, Nevada, November 30-December 2** — and learn from professionals. Contact the NIRSA National Center for details or visit our website for information on the 2000 NIRSA Marketing Symposium.



important dates to remember

September 30, 2000

Deadline for National Service Award Nominations

October 4-7, 2000

NIRSA Facilities Symposium, Austin, TX

October 12-14, 2000

NIRSA Board of Directors Mid-Year Meeting, Reno, NV

November 11, 2000

Nominations for student candidates for office due @ NNC.

November 15-18, 2000

NIRSA Soccer Sport Club Championships, Austin, TX

November 30 - December 2, 2000

NIRSA Marketing Symposium, Las Vegas, NV

December 10-11, 2000

Executive Committee Meeting, Athens, OH

December 15, 2000

Deadline for Honor Award Nominations

December 31, 2000

Deadline for Regional Award of Merit Nominees

January, 2001

Reg. III Conf. & Lead On - TBA

February 22, 2001

National Recreational Sports & Fitness Day

March 5, 2001

Committee Reports due to NNC

March 8-10, 2001

USA Team Tennis Championship, location TBA

March 27-31, 2001

52nd NIRSA Annual Conference & Recreational Sports Exposition, Reno, NV

April 11-14, 2001

NIRSA Volleyball Sport Club Championships, Kansas City, MO

April 9-13, 2002

53rd Annual Conference & Recreational Sports Exposition, San Antonio, TX

*Deadlines for submitting classified ad text for position listings on the NIRSA Website are the 10th and 25th of each month. *Certification Exam Site.*