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## Designing for All?



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# The 3 traditional tasks of sport development

- ① Get 'em in
- ② Keep 'em in
- ③ Move 'em through (up)





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### Get 'em in

- Who do you need to convince?
- What are they seeking?

- What are you offering?
- What is the landscape of youth sport in your town?



## UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN Keep 'em in

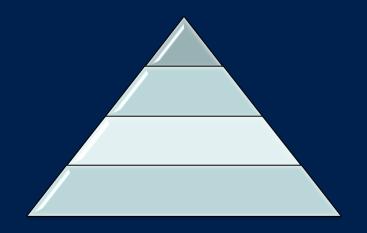
- Not the same as attracting them
- About the experience
- Maybe you shouldn't keep them



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#### Move 'em through/up

- One Direction?
- Alternatives to out
- Partnerships





Sport+Development Lab at UIUC