

UNIVERSITY OF ILLINOIS AT URBANA-CHAMPAIGN

Designing for All?



Sport+Development Lab at UIUC

The 3 traditional tasks of sport development

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



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?



Keep 'em in

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



Move 'em through/up

- One Direction?
- Alternatives to out
- Partnerships

