

## Studentmobilization

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All authors:

Trine Syversen (corresp), Anders Lindstad

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Synopsis:

This paper will report from experiences (possibilities and challenges) we have made in a studentmobilization project, where students of Sport management have their practice in organizing committees for sportevents, especially in the Youth Olympic games 2016 in Lillehammer, Norway. A pracademic approach.

Abstract:

### STUDENTMOBILIZATION – EXAMPLES FROM A PRACADEMIC SPORTMANAGEMENT-PROGRAM

Assistant professor Anders Lindstad, Lillehammer University College, Norway  
Assistant professor Trine Løvold Syversen, Lillehammer University College, Norway

#### 1. STUDENTS AS VOLUNTEERS

- An extra pair of hands, or creative workforce with new ideas?

The aim of the paper is to present and discuss different ways of giving students relevant experience and skills through volunteer activities in different sport events during their study program.

#### 2. PRACTICE, CONTEXT AND ACTORS

Lillehammer University College started a new bachelor program in Sport Management in August 2014. The University College is one of the most important results of the Olympic Games in 1994 – together with excellent sport facilities for almost all winter sports. The facilities attract both students and athletes – and make the region a perfect venue for a lot of sport events. The events vary from mass events like the Birkebeiner Events – the world's largest MTB (MountainBike) competition in the summer, one of the largest cross country events in winter and a half marathon in June. All together, these three events have about 65 000 participants.

While Birkebeineren has experiences and challenges for everyone, the region also has its share of elite sport events. In December, the World Cup-circus in cross country, ski jumping and nordic combined has one weekend where the former Olympic city of Lillehammer is the host.

In March, Kvitfjell is hosting the FIS Alpine World Cup. And – not to forget: In February 2016 Lillehammer will host the Youth Olympic Games – where it is expected to be almost 2500 volunteers working to make this an unforgettable experience to the participants, volunteers and other stakeholders.

The Youth Olympic Games (YOG) is a relatively new concept from the International Olympic Committee (IOC). As a part of the Studentmobilization project, our Sport Management students are tightly connected with the organizing committee for the YOG2016 in Lillehammer,

Sport Management – Lillehammer University College

Lillehammer has a vision saying that the region aims to be Europe's leading region on education, R&D, sport, events and experiences within winter sport. To fulfill this vision, there is a need for new competence and knowledge. The Sport Management program is one of the answers to that need.

The Sport Management program has a pracademic profile, which means that an important part of the program will be to learn from working within the organizing committees of the relevant events during the program.

The program is (still) developing in cooperation with the numerous event organizers in the region. The aim is to give the students a relevant competence for jobs within events, the sport industry or in the administrative part of sport clubs or associations. This paper will focus on the cooperation between the organizing committees for the events and the Lillehammer University College, concerning the project "studentmobility" at the Bachelorprogram in Sportmanagement.

### 3. IMPLICATIONS AND LEARNING

As stakeholders, the organizing committees of the events are very supportive in developing the internships and practice for the Sport Management students. The organizing committees look upon the students as a great resource in the sport events. The students have new ideas and can promote innovation to the events. At the same time the organizers for the events are in need for volunteers to all the different tasks that are to be performed.

The interests of the organizing committees and the academic institution are mostly overlapping, but sometimes they're not, and here is the interesting question: How can students be involved in the production of sport events, and produce the "win-win" aspects for the different stakeholders?

How can we involve students and use their expertise? How can we give the students valuable practice, which promotes the learning of the subject of Sport

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Management? In the end – how can we avoid students just organizing parking and selling tickets, when their ideas in product development, in social media communications and in new marketing methods would be valuable resources for the Sportevents.

In this presentation we will give some examples on how we think and how we work to solve these questions. We will discuss some of the challenges we meet, concerning the different needs of the different stakeholders involved in the relevant sportevents. Our aim in presenting at EASM is to report on an ongoing project and to highlight interesting ways of collaboration between professionals and students in the field of Sport Management. By presenting our Studentmobilization project, we hope to discuss with professionals and academics about similar projects and to explore new possibilities in this kind of cooperation.

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