

MY LEADERSHIP FOR CHANGE INITIATIVE

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Change Statement

Problem: UW Student Section Tickets are too expensive.

Change Initiative: Switch to a virtual ticket system that would limit resales.

Goal: To make Badger games more accessible for all students to create a better overall experience.

How are things done currently?

- All student tickets sold as package (~\$180)
- Facebook Ticket Exchange
- Massive markup on resold tickets

Facebook Exchange

PINNED POST

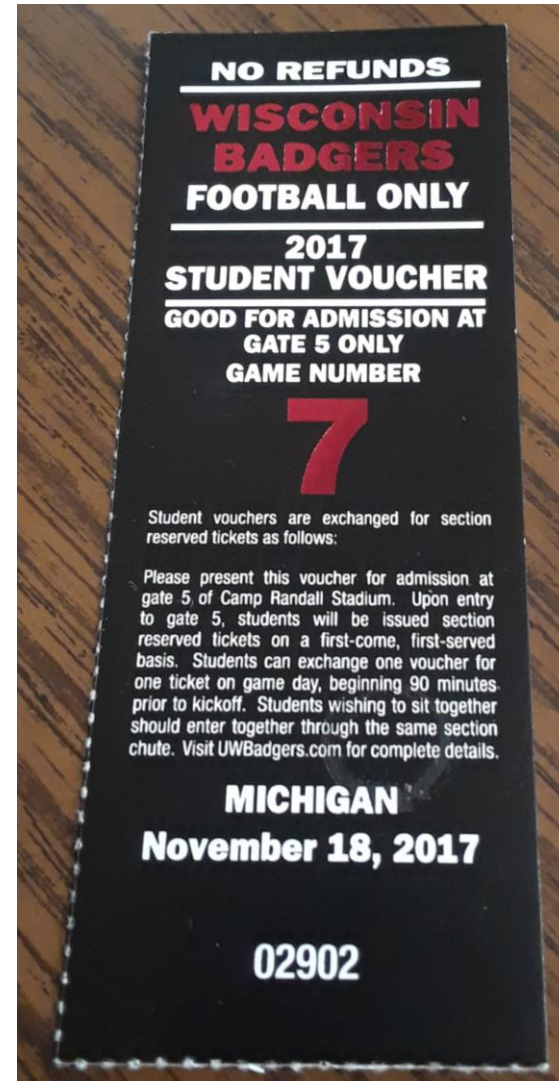


Paul Boyer updated the description.

Admin · July 10

PLEASE NOTE:

Resale and purchase of tickets for greater than the price printed on the face of the tickets is illegal in the City of Madison and on the University campus and violators may be fined up to \$500. In addition, resale of student tickets for greater than face value is a violation of the terms and conditions for purchasing student tickets and violators are subject to revocation of their remaining tickets and/or revocation of the privilege to purchase student tickets i... [See More](#)



Who is hurt by this secondary market?

- Low-Income students
- Students who only want to go to a few games



The Solution

- Replace physical vouchers with virtual tickets on WisCard
- Tickets are only sold the week of the game
- Introduce Rewards Program for football
- Establish a greater student presence in UW Athletic boards

Value – Connection and Community

Ex.) Service experiences – working with communities

- Improving the community experience of going to Badger games
- Work with athletic offices to implement a plan
- Make sure students are adequately represented

Competency – Interpersonal Communication

Ex.) ODC Experiences – Giving feedback- honesty and tactfulness

- Convincing UW Athletics leadership of necessity and urgency
- Gathering student opinions on current system
- Stating problems with current system in a tactful manner

Competency – Honoring Context & Culture

Ex.) Working with people I have never met

- Develop understanding of the current ticket system
- Accounting for needs of diverse student population
- Communicate with relevant stakeholders regularly

Competency – Decision-Making

Ex.) Badger Volunteers – Deciding on transportation

- Key Decisions regarding implementation
- Value input from Athletic Directors
- Consider alternative solutions and implementation methods

Competency – Moving Ideas into Action

Ex.) ACOA 2017 – connecting leaders to resources

- Draft a timeline and keep stakeholders in the loop
- Work with Athletic Department to implement

What will success look like?

- Lower overall prices for student tickets
- Student section continues to sell out



Challenges/Obstacles

- Unforeseen inside knowledge about the ticket market
- Changing the Status Quo
- Profitability

Sustaining Change Over Time

- Increased student presence on Athletic Fan Board



Getting Necessary Support

- Recruit a group of students who are also interested
- Make mutually beneficial partnerships with powerful stakeholders
- Direct communication, clearly stating vision
- Sticking to a concrete plan with time-sensitive goals

THANK YOU!