

COLLEGE GOLF SURVEYED

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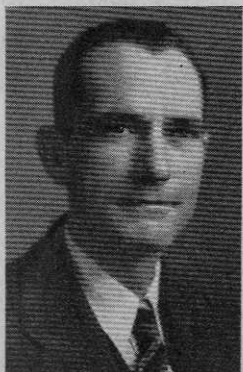
FOR some time serious-minded men in the business and game have realized the potential possibilities in young people as the means of building interest in golf. These young people are the solution to the problem of filling vacancies in club membership ranks, the foundation of income for public courses, and a valuable source of revenue to all branches of the game. The PGA is well aware of this fact and has taken the initiative in promoting junior golf instruction. Much has already been done in this line and more complete plans are in the making. In fact, this is one of the major promotional movements of the PGA.

Being actively engaged in golf instruction in one of our major colleges, I am naturally very much interested in this phase of development and have been studying the golf situation in American colleges. And so, working in conjunction with

GOLFDOM, a survey of colleges was made covering many angles of golf interest and activity, with the result that some very beneficial information has been secured. As a whole, executives in charge of this college activity showed a fine appreciation of our efforts and aim in making this survey. They gladly responded with the data requested. Over 600 questionnaires were sent out covering all classes of college institutions and from those returned, I have been able to compile some significant information.

It is not my intention to go into the details of statistics and figures, but rather to give a summarized opinion of the golf situation in colleges, with the hope it may awaken those interested from various angles to the possibilities in this field. May I add here, that while I am dealing with colleges, the same conditions hold true to some extent in high schools, and especially those in the larger cities.

In studying these returns, I grouped them as major institutions, smaller schools and women's colleges. Obviously, each group presents different conditions; yet in general their problems and desires are much the same. In the major group are placed state universities and colleges and other schools with a large enrollment. Naturally we would expect this class to lead in the facilities and program of golf promotion because of their financial resources



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STATISTICS
COLLEGE GOLF SURVEY

(Based on 200 returns from 75 major colleges, 25 women's colleges and 100 smaller colleges.)

Type of School	Major	Smaller	Women's
Schools owning courses	21%	8%	16%
Now constructing courses	2	2	0
Employ pro as instructor	17%	4%	4%
Have playing arrangements at other courses	48%	35%	32%
Need better golf facilities	58%	30%	36%
Offering golf in physical education program	53%	30%	50%

and large enrollments. We find that federal aid has been used by several institutions in constructing courses, but is not available to other colleges.

The depression years, cutting in on revenues and attendance, have caused curtailment in athletic and physical education programs, while all the time a growing demand for expansion in these programs has been apparent. In many cases the minor sports, and golf is classed as one of these, has suffered most. Because the initial cost of properly constructing courses is always a serious problem, colleges have been forced to put this item on their calendar as a future development. Only a small portion of schools in all classes own and operate their own golf courses, but there is a very definite desire and hope with a great many others that some means can be devised to provide the facilities for this development.

Several School Courses Rate A1

In the major group we find about an equal number of 9 and 18-hole courses, and several of these rank right up with the private clubs of the country. In the other two groups the courses are almost without exception 9 holes or less. Several colleges are now constructing courses or are formulating plans for construction.

One very encouraging fact is that there is a quite general realization in the minds of physical directors that golf has a very definite value as a carry-over activity after the student has finished college. The greater part of the present-day college

athletic and physical education program is useful during the students college years, but none too valuable in later life. In many instances the carry-over value seems to be lost in the minds of those in charge of physical training. From this standpoint, golf ranks at the top as having the most value to all ages and classes of people.

The recreational problem in the college today is causing much head-scratching by many administrations. The modern co-educational institution is a community in itself, and the proper recreational activities for students outside of class hours is a matter for serious consideration. A college golf course is a fine step toward the solution of this problem.

Students Want Golf as Physical Education Credit

The manifest interest in golf is proved conclusively by the demand in all classes of colleges for golf instruction as a physical education course. A large number of the schools are attempting to offer some sort of golf instruction, and wherever this is done, golf interest is reported as medium or high and on the increase. But this fact is outstanding: too many colleges are lacking in proper instruction. In too many instances those in this important work are students, instructors in some other branch of physical training, or some faculty member. In any case, the main interest and training of these people lies in some other field, and they can not be expected to get proper results as golf instructors. In no way am I reflecting upon these people, and their purpose and efforts command nothing but praise. But that does not solve the problem of giving students sound and practical training in the fundamentals of golf.

Golf instruction is a science, and experience has proven that satisfactory results call for special training and study before the instructor is truly qualified for such work. Many schools spend large sums for efficient instruction in the major sports and other courses in physical education, but have little or nothing to spend on an activity like golf that has by far a greater permanent value to the student. But the signs point to a change in this respect, and improved facilities for golf is in the minds of progressive administration heads.

As an intercollegiate sport, golf is fast becoming one of importance. Practically every major school and a good number of the smaller colleges sponsor golf teams

that participate in a regular schedule of college tournaments. Some of the nation's best amateur players today are from college golf teams. An interesting point in this connection is that these outstanding college players generally come from schools that have their own courses and have the facilities to offer their golf teams the proper training and experience to become ranking players.

This survey shows that a good many schools are situated too far from any golf course to be accessible for the students. Others are unable to make satisfactory arrangements with club officials for student play. In some instances playing rates are so high as to be prohibitive for the average student. Still others are badly in need of adequate instruction and classroom facilities to carry on the work as they would like.

Naturally the best solution to these and the many other angles of the situation is the college-owned golf course. The schools so equipped are well satisfied and successful in the venture. Others are in the process of development and many more have expressed the desire for this expansion, but so far have been unable to solve the problem. These institutions are desirous of working out a solution, and I am sure will welcome the suggestions and cooperation of manufacturers, course architects, professionals and the PGA alike.

Whole Golf Industry in Line to Benefit

All of these groups of the industry should be interested in promoting this movement. When golf becomes a universal activity in colleges, each branch of the industry will benefit materially. As I see it, this situation affords one of the greatest possibilities for the growth and development of the game. The interest, yes demand, for golf activity in colleges is apparent. The value of golf in their programs is quite generally recognized by the physical directors of these institutions, but their problem is to create the facilities to place golf in the position it deserves in their student activity program.

In this connection I see some opportunities for the various branches of the golf industry to expand their activities. As new college courses are constructed the manufacturers will come in for their share of increased business, and it is to their interest to give this movement all the support possible. Many of the schools

SUMMARY COLLEGE GOLF SURVEY

College heads recognize value of golf as a carry-over activity.

Better playing facilities urgently needed in the majority of our colleges.

Need of a higher standard of golf instruction in many colleges.

Need of better facilities for offering golf as a physical education course.

Placing golf on a par with other college sports.

Better supervision and promotion of golf in the schools.

Making golf opportunities general in colleges is a problem that concerns all branches of the industry.

are in need of professional instruction and in some cases have expressed this desire.

Professionals in these college centers should endeavor to make a connection for themselves or their assistants. By so doing they will increase their teaching income, and at the same time will be giving these students a practical and sound knowledge of the game.

In many instances, club officials and public course operators have right in their locality the material for an increase in playing revenue for their clubs. Encouraging student play will not only materially help themselves, but will be assisting in the further promotion of golf interest.

College administrators must face this proposition squarely, and wherever feasible and practical, should include in their future plans means to provide their students with the facilities for playing golf. Their main purpose is to equip the student with the fundamentals for a successful career in life after college is completed. In the present day, recreation and health are a part of that success, and these college heads can get behind no finer or more valuable movement than golf.

JUNE, in the family of Willie Ogg, veteran Worcester (Mass.) pro-supt., was a month in which joy and sorrow mingled. Willie's son, Wilfred Robertson Ogg, was married on June 12, at Grafton, Mass., to Miss Frances Ware McGarry.

On June 15, Willie's father, a well known old-timer in greenkeeping, died after a prolonged and painful illness. He was 76 at the time of his death.