SPORTS AND ENTERTAINMENT

Marketing Operations Research Event
Allen D. Nease High School
10550 Ray Rd, Ponte Vedra Beach, FL 32081

PRESENTED BY:
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I. EXECUTIVE SUMMARY

A. Business Overview
The Professionals Golfers Association was founded in 1929 by Rodman Wanamaker with the purpose of “promoting interest in professional golf, elevating the standards of the game, and advancing the welfare of its members.” The PGA headquarters is located in Ponte Vedra Beach Florida. The PGA wants to influence a new generation of golf players and continue to elevate the game of golf.

B. Core Objective
Due to the pandemic, employees faced decreasing workplace satisfaction and severe mental health issues. Employees worked virtually for months, with no external contact other than their family, and many, after coming back, were unhappy with the changes made to accommodate for the pandemic. PGA has now made it a goal to improve the lifestyle of the employee at the workplace. Furthermore, they want to upskill while also maintaining the wellness of all their employees.

C. Research Methods
HR Interviews were taken from the executives at The PGA Tour and The First Tee, and the surveys were provided to the employees at both companies.

ORGANIZATION AND MANAGEMENT

Jim Clarke
Vice President of Talent and Culture,
The PGA Tour

Jennifer Weiler
Senior Vice President of Network Relations,
The PGA Tour First Tee Foundation, Inc.

Jeff Willoughby
Executive Director, The PGA Tour First Tee Foundation, Inc.

Kacy Swanson
Human Resources Director, Member Benefits
D. RESEARCH FINDINGS AND CONCLUSIONS

After conducting interviews and surveys with both organizations, it was concluded that including resource groups, flexible work schedules, and assistance programs into the employee experience will help improve it significantly. Both organizations have reported their success with these practices, and after secondary research, it has been noted that 90% of Fortune 500 companies have ERGS, but do not utilize them effectively. Therefore, developing an objective method of employing the pre-existing ERGS and other initiatives are essential in enhancing the workplace.

E. Proposed Strategic Plan

**PLAN**

- **P** - Paid Mental Health Leave: This is an initiative in which employees can take days off for their mental health and still be paid a percentage of their salary as an incentive to prioritize their health.

- **L** - Lower turnover rates: This represents a KPI that hopefully sees a decrease in employees leaving the company.

- **A** - Assistance Programs: These will be completed with the help of a third party that ensures the voices of employees are heard.

- **Y** - Younger children: The kids of employees will be cared for after at programs such as summer camps.

- **E** - Employee Satisfaction: Quarterly surveys will be sent out to guarantee the initiatives put in place are effective.

- **R** - Resource Groups: These employee-led groups will lead to stronger connections between the employees and allow them to share personal concerns.

**TIMELINE**

- **Summer Camps** (Summer 2022)
- **Resource Groups** (Fall 2022)
- **KPI Surveys** (Winter 2022)
- **Assistance Programs** (Spring 2022)
**KEY PERFORMANCE INDICATORS**

- **4%** Decrease in current turnover rate by June 2023.
- **2%** Decrease in current annual absentee rate by year-mark.
- **25%** Growth in the number of employees taking mental health days annually.
- **15%** Increase in employee satisfaction quarterly through surveys.

**F. BUDGET**

- **Assistance Programs**
  - $14,000: $35/employee x 400 employees
- **Paid Mental Health Leave**
  - $201,600: 3 leave days, 75% of daily salary paid on leave days
- **Golf Camp Costs**
  - $600: Nonprofit for children of employees, $7-8 per shirt per student

Paid Mental Health Leave 93.2%

Assistance Programs 6.5%

Golf Camp Costs 0.3%