

Input wanted for Playing Conditions Index



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Kim Heck, CEO of STMA, announced at Conference in January the organization was conducting a pilot program for its Playing Conditions Index (PCI) initiative.

Members' input is needed for this program.

The STMA PCI will be a tool for you to use to assess the current playing conditions of an athletic field at a given point in time.

In 2004, the STMA board hired Ackerman PR out of Nashville to propose ways that the association might increase its visibility and market the on-field expertise of the sports turf manager. They designed the current STMA logo and developed new image materials. Ackerman also had an idea to create a metric that could be used on athletic fields, similar to the slope rating of a golf course, to assess that field's playability. The STMA board put together a group of experts to begin evaluating such a program, and after receiving positive feedback, the board created the STMA PCI Task Force.

The PCI Task Force went through numerous draft editions of the STMA PCI before coming up with an instrument that they believed would serve the membership well. This instrument was then sent to a focus group spanning all STMA membership segments and from all regions of the country. After making some adjustments, the task group came up with the STMA PCI Worksheet Pilot.

The PCI is currently in a worksheet form that allows you to allot points for each question and then total the points, giving the STMA PCI for that field at that time. There are detailed instructions on the cover sheet of the program to help you through the process. If you have any questions while filling out the STMA PCI, please contact 800-323-3875 or PCI@STMA.org.

STMA members who have used the PCI in tests pointed out several reasons why it will be useful, ranging from "will allow me to go to my administration to justify additional resources," to "a tool for my media relations department," to "it will help me to communicate with all the constituent groups involved in my field."

Only STMA members can contribute to this program, which is in the process of being copyrighted.

You can find the STMA PCI beginning this month on the Members Only side of www.STMA.org and send your feedback to PCI@STMA.org or fax 800-366-0391 or 785-843-2977. STMA asks that every time you use the tool, you provide the results and feedback to STMA so that they may refine the tool.

STMA plans to wrap up this soft rollout phase and refine the tool by December, and then unveil it at next year's Conference in San Jose.

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