Motivation of joining a registered student organization?
Problems encountered in this new RSO?
Important factor for organizing an RSO activity?
Ultimate purpose of establishing Orienteering Illini?

Current Condition
Club organizers tried hard to promote the sport. However, it doesn’t seem effective enough.

For the current club members, over 80% claimed that they had orienteering experience before joining the club. Put another way, only 20% of people are attracted to try the sport because of the promotional activities. We can see that the majority of people joining the club did so because they enjoy the sport rather than because of the promotion.

For certain, gathering people with the same interest is one of the goals of the clubs. But more important would be recruiting new members. And the insufficient promotion now can be a big problem.

The number of members can be meaningless if they are not active in joining the activities. The reasons why people decline joining the activities are shown below.

Main problems encountered now
1. Recruiting new members
2. Activate current members
3. Insurance & Funding

Suggestions
The main difficulty of running the club is because of the special nature of the sport. You can’t do orienteering as you practice basketball. Courses have to be set by others.

There are also some other clubs in UIUC like climbing club and outdoor adventure club that hold activities far away from Champaign. If you can hold combined events with them, for example offering climbing practice in the morning and an orienteering event in the nearby area in the afternoon, it could be a good way to get more people knowing about orienteering.

With more people knowing the sport, the diversity of the club can be improved. For beginners, they may not have any experience with orienteering, even in reading the orienteering map. If the club can give some small lectures about the basic knowledge and skills at the end of each general meeting, it could be a great help for them.

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The importance of our research
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Methodology
Some qualitative methods such as participation and observation were applied to conduct this research. Two interviews with the organizers were done to learn how they are running their new-born RSO and the difficulties they are facing. We also collected information from the club members, which helped us to know more about the condition of the club and their expectations.