

Opinion # 3
The University Park Undergraduate Association (UPUA)
of the 2007 - 2008 Session
 October 17th. 2007

Be it Enacted by the Association a

OPINION

on

Student Football Ticket Proposed Sales Process & Changes

(Decided: [16/2/3])

Nature of the Problem:

With the recent success of the Penn State football team, tickets for the games have become a highly desired item among students. Student tickets have traditionally been sold on a first come, first served basis. Student tickets normally go on sale on a specified date and time, and are sold online through tickemater.com. This past summer, student tickets for the Fall, 2007 season sold out in record time – 21,820 tickets in 59 minutes¹. Many students were extremely upset by this as they were now forced to buy tickets at an inflated price if they wanted to attend any of the games. A big concern among students has been the topic of scalped tickets. Many students have been buying season tickets for the sole purpose of selling them individually for a profit. Though this is not illegal, it is especially frowned upon by other students. Ticket scalping is inevitable, but we hope to minimize it. Therefore, it has been widely voiced by the students that a more fair process of purchasing season tickets be formed.

Purpose of Request:

With this opinion, The Assembly hopes to propose a fair and efficient means of selling student tickets. When devising a process, it is important that students at other campus locations are remembered and included, including graduate and Penn Tech students. For informational purposes, the Fall 2007 Undergraduate enrollment numbers are provided below.

Year	Total (UP & Campuses)	% of Overall Total
1 st	19,284	22.53
2 nd	16,893	19.73
3 rd	13,831	16.16
4 th	11,098	12.96
5 th +	2,676	3.13
Other *	4,168	4.87
Graduates	8,240	9.63
Dickinson	675	.79
Med Students	815	.95
Penn Tech & G. Valley	7,920	9.25
TOTAL	85,600	100

Source: <http://www.budget.psu.edu/FactBook/StudentDynamic/StudentTableofContents2006.aspx>

*Includes non-degree, provisional, and UP students classified as "Other Areas"

Recommended Course of Action:

After student season tickets selling out in record time, we believe that it is necessary that a new system be implemented that gives more students a fair chance of obtaining season tickets. To achieve this, we propose the following recommendations:

Tiered Distribution:

Tickets should continue to be sold on a first come, first served basis, but be broken into tiers, and occur during the second half of the spring semester – not the middle of summer. On the day that tickets are to go on sale, they should do so in tiers for each class. This will help avoid a long wait for transaction processing – the main problem of last summer. The first main change should be that ticket sales start at noon instead of 9am. This will be more fair for students that are currently living in other time zones (study abroad). According to the Athletics Department, historically, ticket sales have been evenly distributed among all registration levels, and other campus locations only accounting for 13% of total student season ticket sales. Therefore, we have not included any distribution numbers or percentages.

Noon Day 1: Ticket sales start for senior status students lasting only twenty-four hours.

Noon Day 2: Ticket sales start for junior status students also lasting only twenty-four hours.

Noon Day 3: Sophomore and freshman tickets are made available to students. These tickets are to remain available for twenty-four hours. On this day, tickets for Penn Tech, Dickinson School of Law, Med and Grad student tickets will also be available.

Incoming Freshman: The remaining tickets will be reserved for incoming freshman tickets and will be sold on a separate, freshman-only system. During FTCAP, students will have the option to enter their name into this freshman-only ticket lottery system. Because FTCAP is held at different times for different campuses, it is too hard to find one day that would suit all incoming freshman. At the end of the last FTCAP session, all the lottery entrant's names will be compiled and the lottery will occur. Lottery winners will be notified via e-mail and a letter sent to their house. These winners will have three (3) weeks from the date of the lottery to claim their season ticket package.

Remaining Tickets: In the event that, after the completion of the freshman lottery, there are still tickets available, they will be made available to all students. These tickets will be sold through the ticket exchange website. An e-mail should be sent to the entire student body from the Athletic Department notifying them of the availability quantity of the tickets.

Student ID Cards: Student season tickets should be placed on each student's ID card instead of a packet of paper tickets. This will help prevent the sale of entire season ticket packets on the black market. When entering the stadium, students will swipe their ID card instead of hand in a ticket. They will still receive a paper ticket that will assign them a seat.

Ticket Exchange: To help further prevent scalping, we propose that all tickets be sold on an anonymous ticket exchange website. Students would post their ticket for sale by their ticket classification (FS, JR, SR). The ownership of the ticket will then be transferred between parties without either participant knowing the other's identity. Students buying tickets from the website will be limited to buying only from their grade and below. By doing this, we can come very close to eliminating the ability of ticket profiteering. In conjunction with this exchange system, students will be limited to the resale of three (3) tickets per season. The purpose of this is to combat the ability of a person to re-sell an entire season ticket package for a profit.

Scalping Penalty: If the selling maximum is not enacted, we recommend that students caught selling their entire student season ticket package be penalized by being banned from purchasing season tickets for the remainder of their college career.

Acknowledgements:

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Respectfully submitted,

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Signature of a UPUA officer:

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ⁱ The Philadelphia Inquirer. June 13, 2007. “Ticket Quick-Snap: 59-minute Sellout Has Happy Valley Riled”