

SWOT analysis of volleyball development at Anhui agricultural university

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Abstract: Against the backdrop of the national emphasis on school sports and the vigorous promotion of "three major ball games" in campuses, the SWOT analysis method in modern management science is applied to analyze the current situation of volleyball in Anhui Agricultural University. This paper outlines the strengths, weaknesses, opportunities, and challenges of the development of volleyball in Anhui Agricultural University and proposes corresponding countermeasures to promote the sustainable development of volleyball in the university.

Keywords: Anhui Agricultural University, Volleyball, SWOT Analysis, Sustainable Development

1. Introduction

Volleyball is a highly collective sport that has a positive impact on the physical and mental development of individuals. Anhui Agricultural University is a higher education institution with a long history. The school has always attached great importance to the development of sports, especially volleyball. Over the years, it has produced many sports talents and maintained a thriving sports culture. In recent years, the university has achieved remarkable results in the volleyball competitions for college students in Anhui Province. However, along with these achievements, some problems have also emerged: the participation of students in volleyball is uneven, and the investment in the construction of sports venues is seriously insufficient. These problems severely restrict the development of volleyball at Anhui Agricultural University. Therefore, from the perspective of modern management science, this paper uses the "SWOT" analysis method to analyze the development status of volleyball at Anhui Agricultural University, outlines the strengths, weaknesses, opportunities, and challenges faced by the development of volleyball at the university, and proposes corresponding countermeasures to promote the sustainable development of volleyball at Anhui Agricultural University.

2. The basic principle of the "SWOT" analysis method

The "SWOT" analysis method is an analytical tool in modern management science. It is an effective means for managers to conduct objective analysis and scientific judgment. It requires managers to comprehensively consider various factors of the internal conditions of the organization and the external environment for systematic evaluation. The four letters in "SWOT" stand for Strength(advantage), Weakness (disadvantage), Opportunity (opportunity), and Threat(threat) [1].

The "SWOT" analysis method involves listing the main internal strengths, weaknesses, opportunities, and threats closely related to the research object through investigation. It uses a systematic analysis approach to match these factors and analyze them to draw a series of corresponding conclusions [2]. Through comparison and analysis, it provides a comprehensive and accurate overall analysis of the research object and formulates strategic plans or countermeasures that suit the actual situation.

3. SWOT analysis of volleyball at Anhui agricultural university

3.1. Strengths of the development of volleyball in Anhui agricultural university

3.1.1. *Strong faculty advantage*

The faculty members of the Physical Education Department at Anhui Agricultural University have always carried forward the fine traditions of the older generation, characterized by dedication to their jobs, hard work, patience, and selfless dedication. These fine traditions have not only created a harmonious working environment within the department but also shaped a positive image of physical education teachers as respectable friends in the eyes of students. The university also adheres to the tradition of experienced teachers mentoring new ones. Senior teachers pass on their knowledge and experience to new teachers without reservation, enabling them to quickly adapt to their work requirements. Under this mentorship, new teachers become familiar with their duties and improve their teaching and professional skills rapidly.

The volleyball teaching team, as one of the teams in the Physical Education Department, has established a well-structured hierarchy with a mix of senior, middle-aged, and young teachers. The age difference between teachers is more than ten years, and the title structure is rational. The head of the volleyball team, who is also an athlete by background and an associate professor with over 30 years of teaching experience, is fully committed to the volleyball cause at Anhui Agricultural University. Under his patient guidance, the other two teachers in the team have grown rapidly and become his capable assistants. All three teachers have been awarded the title of "Outstanding Volleyball Coach" in Anhui Province multiple times. They have cultivated a large number of volleyball talents, which has promoted the rapid development of volleyball at Anhui Agricultural University.

3.1.2. *Strong interest in volleyball among students*

Anhui Agricultural University has consistently offered a variety of volleyball courses and activities to stimulate students' interest in volleyball. Over the years, the university has explored and preliminarily established the following courses and activities:

Extracurricular Volleyball Tutoring Classes: During extracurricular activity time, teachers are assigned by the Physical Education Department to provide tutoring at various colleges, once or twice a week, to address problems students encounter in their self-study and classroom learning. This helps improve students' self-management and self-supervision skills.

Regular Volleyball Competitions: The university holds annual volleyball tournaments for college students and 4+2 volleyball friendly matches between classes of various colleges. These diverse volleyball competitions not only increase students' interest and enjoyment in physical exercise but also enhance their communication, unity, and team spirit.

Volleyball Team Training at School and College Levels: Each college at Anhui Agricultural University has its own volleyball team that trains year-round and supplies volleyball talents to the university's team. The training of these teams not only meets the needs of some students to improve their technical and tactical skills but also enhances the campus volleyball culture.

In summary, the introduction of volleyball courses and activities has not only developed students' individuality and improved their practical and creative abilities but also solved the problem of students being unable to freely choose the time for physical education courses due to schedule conflicts, thereby stimulating college students' interest in participating in volleyball.

3.1.3. *Rational Team building and outstanding achievements of the volleyball team*

Good sports results require good competitive form, which in turn depends on the rational arrangement of training. Unlike competitive sports, where athletes begin professional and systematic training from a young age, school sports competitions do not follow the same pattern. In schools, players who enter the professional team usually have a certain foundation and interest in volleyball and are selected through tryouts.

The training and selection of the volleyball team follow a four-year cycle, which is consistent with the four-year interval of the provincial volleyball competition. After the provincial games, college volleyball teams enter a rest period, which lasts about one to one and a half years. During this period, players mainly

rely on university-level leagues to maintain their form and technical level. After the rest period, to compensate for the loss of senior players, the volleyball team begins to recruit new members from first and second-year students. Once the new team is formed, regular training begins. Initially, the training frequency is low, with sessions lasting about two hours. As players' technical levels gradually improve, the training frequency and duration are increased to enhance coordination among team members. Intensive training begins about half a year before the competition. Overall, the training schedule and content are reasonably arranged, and the flow of players effectively maintains the team's overall tactical level.

This is mainly reflected in the good sports results of our university in recent years: the women's team has won the championship of the provincial volleyball competition for university students for three consecutive sessions (the 11th, 12th, and 13th sessions); the men's team won the championship in the 10th session, came in fourth in the 11th session, and won the championship again in the 12th and 13th sessions. These achievements are the result of the joint efforts of coaches and players. The formation of the volleyball team not only provides a platform for students and teachers to communicate and learn together but also offers a stage for them to bring glory to the school and showcase their abilities.

3.1.4. Geographical location advantage of the university

Anhui Agricultural University is located in the city center, with convenient transportation and a large flow of people, providing a good platform for communication among many volleyball enthusiasts in society. Therefore, Anhui Agricultural University has become a base for volleyball enthusiasts in Hefei to train and communicate. Every weekend, they organize some enthusiasts to come to the university's indoor hall for exchange matches. These social enthusiasts play a significant role in the development of volleyball at Anhui Agricultural University. They often spare their valuable time to form teams and compete against the university team, simulating real combat. This not only improves the volleyball level of Anhui Agricultural University but also hones the technical and tactical qualities of one batch after another of university team players. The passion and love for volleyball of social enthusiasts and university team members have infected and inspired many students' interest in volleyball. Over time, the volleyball atmosphere at Anhui Agricultural University has gradually become more intense, and a good tradition and style have been formed.

3.2. Weaknesses in the development of volleyball at Anhui agricultural university

3.2.1. Insufficient volleyball facilities to meet students' exercise needs

School sports facilities are the material basis for schools to carry out all sports activities and an effective guarantee for completing school sports work. School sports facilities generally refer to the venues and equipment used by schools for physical education, sports competitions, and extracurricular sports activities. According to the relevant provisions of the Notice of the Ministry of Education on Strengthening School Physical Education (Document No.6[2004]), universities with more than 20,000 students (including postgraduates) are required to have 80 volleyball courts. Currently, our university has more than 20,000 students, but it only has one indoor volleyball court and 11 outdoor volleyball courts, of which eight are asphalt courts and three are concrete courts. The spacing between outdoor volleyball courts is only about two meters, posing significant safety hazards. It is evident that the volleyball facilities at Anhui Agricultural University are far from meeting the national requirements, especially with a severe shortage of indoor volleyball courts.

3.2.2. Insufficient funding

Adequate funding is a basic guarantee for schools to carry out various activities. It is understood that the competition funds at Anhui Agricultural University are allocated through special school funds, with a total annual allocation of 400,000 yuan for teaching, training, and competition. Since the university's sports competitions are well-developed, with a wide range of projects and outstanding results, the leaders of the Physical Education Department generally encourage all projects to participate in competitions. However, due to limited funding, each project can only choose to participate in one competition per year, with volleyball receiving only about 50,000 yuan.

3.2.3. Lack of volleyball background among new students

High-quality students can better facilitate subsequent training. Although Anhui Agricultural University is one of the key provincial universities and recruits students nationwide every year, very few of the admitted students have volleyball specialties. Some volleyball enthusiasts who are admitted either have rough techniques or poor physical fitness. This also brings troubles to the subsequent selection and training of team members.

3.2.4. Limited large-scale and high-level competitions

There are few volleyball competitions in Anhui Province's universities, and the only competition with a certain scale and influence is the provincial games' university volleyball competition held every four years. The opportunity to participate in national volleyball competitions is even rarer. Volleyball competitions are a platform for students to showcase their skills and an important way to increase their interest in volleyball. The scarcity of competitions will inevitably hinder the development of volleyball at Anhui Agricultural University.

3.2.5. Monotonous volleyball course settings

School sports volleyball teaching is carried out through systematic guidance and instruction by teachers, enabling students to accept volleyball as a form of physical exercise and actively engage in volleyball activities. The physical education courses at Anhui Agricultural University adopt a combination of basic required courses and elective courses. In the first year, a general required course (basic course) is offered, and in the second year, students can choose their courses freely, with a total of 60 class hours. How to use the limited time to provide the best teaching for students with different needs is the primary issue.

3.3. Opportunities for the development of volleyball at Anhui agricultural university

In recent years, the state has attached great importance to school sports, making important deployments to strengthen physical education and extracurricular exercise, and has put forward clear requirements for the development of school sports. Various regions and departments have continuously introduced policies and measures to accelerate the development of school sports and vigorously promote the Sunshine Sports Movement. On May 6, 2016, the General Office of the State Council issued the "Opinion on Strengthening School Physical Education to Promote the Comprehensive and Healthy Development of Students." The Opinion, from the perspective of improving physical education courses, pointed out the need to vigorously promote collective sports such as football, basketball, and volleyball [5]. The introduction of this Opinion has provided an opportunity for the vigorous development of volleyball in schools. We must seize this rare opportunity to formulate a corresponding "Volleyball Development Plan," strengthen the training and construction of volleyball faculty, establish a volleyball league mechanism, and reform the curriculum to promote the development and popularization of volleyball in schools and achieve sustainable development of volleyball at Anhui Agricultural University.

3.4. Challenges Facing the development of volleyball at Anhui agricultural university

3.4.1. Uneven development of volleyball in Anhui province's universities

The development of volleyball in universities in Anhui Province is uneven and not widespread. In recent provincial games, the top three places have almost been monopolized by universities under the jurisdiction of the provincial capital. There is also a significant gap in the technical and tactical levels among the top eight teams. Since it is difficult to find players of high caliber, other universities' participation in competitions is intermittent. Given that our university's volleyball team is significantly stronger than those of other universities, it is hard for other teams to challenge our dominant position, leading to a situation where some teams give up participating in volleyball competitions.

3.4.2. Impact of emerging sports on the development of volleyball

Emerging sports seem to act like a panacea, encouraging college students who "like but are unwilling to take" physical education classes. Most college students today are only children, who have a strong curiosity about new sports but lack the spirit of hard work and endurance. When participating in volleyball, they have a very low tolerance for the psychological and physiological demands of the sport. Often, they become bored with volleyball before they can truly experience the joy it brings.

4. Strategies for volleyball sustainability at Anhui agricultural university

4.1. Hosting various large-scale volleyball competitions

With its advantageous geographical location, convenient transportation, and adequate sports facilities, Anhui Agricultural University has the "geographical advantage" to host volleyball competitions at all levels. Hosting competitions can further stimulate the enthusiasm of all teachers, students, and staff to pay attention to volleyball. Moreover, the improvement of volleyball skills cannot be separated from the extensive development of extracurricular competitions. Regularly and vigorously organizing a three-tier student league ("class—college—university" level), teacher-student exchange matches, and regional university exchange matches can stimulate students' interest. This is an effective way to promote the prosperity and development of extracurricular competitions and an important measure to improve the level of volleyball in the university and increase the base number of participants in volleyball.

4.2. Improving the university's sports facilities

The university's advantageous geographical location provides a strong environmental condition for the development of volleyball. Under permissible conditions, the university should add three indoor volleyball courts and improve the utilization rate of sports facilities. This will create a good environment for students, stimulate their interest in volleyball, and promote the comprehensive popularization and development of volleyball in the university.

4.3. Broadening development perspectives and raising funds from multiple sources

The development of volleyball in universities must be supported by resources in terms of human, material, and financial resources; otherwise, it will remain an empty talk. The funding for volleyball at Anhui Agricultural University mainly comes from "special allocations for school sports work." With the continuous development and expansion of the university's educational level, cooperation and exchanges between Anhui Agricultural University and enterprises and institutions are increasing. Therefore, in the development of volleyball in the university, it is necessary to broaden ideas and raise funds through multiple channels and ways to ensure the sustainable development of volleyball.

4.4. Actively leveraging the role of volleyball associations

Sports associations serve as a bridge and link between physical education teaching and extracurricular sports activities. The quality of association activities directly affects the development of school sports.[6] The development of sports associations in universities is an important direction for the reform and development of university sports activities and teaching organization forms in the future. The university should establish an incentive mechanism: Increase the allocation of human resources to associations, leverage the professional advantages of physical education teachers, and improve the technical level of association members through teaching features; Provide sports associations with support in terms of venues, facilities, and funding to ensure the smooth conduct of association activities; Recognize and reward teachers and students who perform well in association activities and include their performance in the annual assessment. The activities organized by sports associations can not only improve students' physical fitness and sports skills but also promote the development of campus-wide fitness activities and provide new ideas for accelerating school sports reform. The university should fully utilize the role of volleyball associations, encourage them to conduct a variety of activities, and provide certain material and spiritual support to attract more students to join the volleyball association and contribute to the development of volleyball at Anhui Agricultural University.

4.5. Creating a diverse volleyball activity atmosphere

Extracurricular sports activities centered on volleyball are an extension of volleyball teaching. Therefore, it is essential to actively carry out mass volleyball activities outside of class. For example, through organizations such as the university, faculties, volleyball associations, and volleyball clubs, a variety of colorful volleyball games and different forms of practice matches, friendly matches, and competitive matches should be organized to increase college students' exposure to volleyball and stimulate their interest

in the sport, thereby contributing to the creation of a positive volleyball atmosphere at Anhui Agricultural University.

4.6. Updating volleyball courses and diversifying course offerings

Volleyball is a major component of the physical education curriculum at Anhui Agricultural University. Currently, only hard volleyball is offered, and the concept of "big volleyball" has not yet been established. To promote the future development of volleyball at Anhui Agricultural University, it is necessary to update the volleyball courses: First, diversify the content by adding beach volleyball and soft volleyball courses on the basis of hard volleyball to meet the needs of different students. Second, offer beginner and advanced classes to cater to students of different skill levels. Third, use a variety of teaching methods to improve students' volleyball tactics and skills. For example, by reasonably arranging the difficulty of tactics and skills, students can learn quickly and digest the information in a timely manner. By organizing a variety of interesting teaching matches, students' interest can be stimulated, making them more willing to accept and enjoy volleyball.

5. Conclusion

In response to the analysis presented above, this paper proposes a series of feasible strategies, including hosting various large-scale volleyball competitions, improving school sports facilities, broadening funding sources, leveraging the role of volleyball associations, creating a diverse volleyball activity atmosphere, and updating volleyball course offerings. These strategies aim to fully leverage the university's strengths, seize opportunities, overcome weaknesses, and meet challenges to promote the sustainable development of volleyball at Anhui Agricultural University. We believe that through the joint efforts of all teachers and students and the support of all sectors of society, volleyball at Anhui Agricultural University will surely usher in a brighter future and make greater contributions to the development of the university's sports endeavors.

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