

# PGB in the University?



“You’ve inspired me to empower myself!” - MSU student



Montana State University

## How Pink Gloves Boxing Became the Perfect Fit

### TOPICS

#### 1.1

#### WHY THEY CHOSE PGB

What made Pink Gloves Boxing win out over other paid-for programs?

#### 1.2

#### THE FIRST FIVE MONTHS

What challenges did trainers and directors have? How did they use summer as a time to ensure future success?

#### 1.3

#### THE NUMBERS THAT WORK

See how the Fitness Director found pricing where everybody wins: the college, the trainers, and the members.

#### 1.4

#### WHAT ARE THEY SAYING?

Hear the early feedback from MSU.

#### 1.5

#### LOOKING TO THE FUTURE

How win the program continue to flourish at MSU? What future problems are waiting? Why is the program poised for long-term success?

Although not the first college to run Pink Gloves Boxing (PGB), Montana State University represents the first college running it through their Campus Recreation Department.

This study will look into the early successes and challenges at MSU, as well as glimpse into the future of Pink Gloves at the university. The conclusion will focus on the likelihood of this program working at other universities.

### Choices, Choices, Choices

#### 1.1 Why MSU Chose PGB

In the Spring of 2010, Fitness Director Kelly Crosby had a difficult question to answer: “What paid-for fitness program should MSU buy into?” At the time, MSU had no other paid-for program. They were unsure about buying one. Along with her staff, they thought long and hard about whether they wanted to or not. Initially, there was support for the popular Les Mills program Body Pump. Then Kelly heard about a new program offering not just a workout, but *empowerment*. That program was Pink Gloves Boxing.

Kelly chose PGB because it was much more unique to everything else she was doing. “Les Mills is very good, but very similar to everything else. It’s like buying a pre-choreographed workout.” With PGB, she saw a real draw beyond the workouts - in the interpersonal connections that Pink Gloves fosters. Additionally, she liked that it can be tailored to all levels of fitness.

### Growing the Program

#### 1.2 The First Five Months

Pink Gloves Central came to Montana State at the start of April to train ten instructors in the PGB way.

As Fitness Director, Kelly wanted to use instructors who had already demonstrated their ability to teach. The university would pay for their training, so it was a volunteer option.

At the end of their crash course, they became Tier 3 Trainers (in-training). To become official Tier 3 Trainers, they had to finish the follow-up requirements over the course of the summer.

During the summer, MSU offered two classes as a sort of “Pilot Program” to get their trainers ready for the onslaught of the fall semester. Kelly employed a “team teaching” format for the whole summer, where two instructors ran PGB classes together. They were at half-pay during this time. Not only was this a great method for instructors to learn the program, but it also identified which instructors didn’t want to continue with PGB.

“That way they can drop out before they have the responsibility of a full class. It made everyone much more comfortable to have their own class.”

Fall classes have been limited to 10 participants to keep the ratio of participant to instructor at 10:1 (The level 2 is actually 12:2).

*“I’ve always appreciated my workout partner, we help motivate and push each other.” - MSU faculty member*



## Success in the Fall

### I.3 The Numbers That Work

MSU is in a unique position, similar to many other Campus Recreation departments: they don't want to make money off of their students, but they have to at least break-even. Expenses include:

- 🥊 Initial instructor training
- 🥊 PGB monthly licensing fee
- 🥊 Instructor pay
- 🥊 Additional Admin costs (because PGB does require a little bit of admin time)

Kelly still wanted to make it affordable to students. She had to find a balance and predict (based on summer classes) how many classes to have, and (based off that figure) how much to charge. They went with five Level 1 classes and one Level 2 class. **50% of the members returned for another semester!**

They offered a break to people already signed up with the Group Fitness Pass (\$40), and gave them half off PGB for the semester (normally \$60). If someone signed up for PGB (\$60), then the Group Fitness Pass was \$10. Both plans came to \$70/semester.

Regardless, they all had to initially buy their PGB Training Kit. Some people said they already had gloves, but for the program's Tier System to function properly, everyone had to start with the same gear. For every kit sold, MSU gained \$10 profit to cover any additional admin fees.

Kelly's trainers are paid based on their level of certification and experience (ranging from \$15-\$22 per class). Doing the math, MSU makes just over \$200 per semester. "Just the right amount," according to Kelly. They can provide a

unique service and be just above the break-even point.

## Making a Difference

### I.4 What are They Saying?

*"I have to tell you...I would estimate that at least 30% of all my correspondence and inquiries right now are about Pink Glove Boxing! The "Buzz" on campus (and off campus) is that this is the best thing that's happened since the new gym opened." - Kelly Crosby - MSU Fitness Director*

*"Pink Gloves Boxing is the next high-quality cutting edge group fitness program. It includes components of lifestyle improvement and self-empowerment which are elements not found in typical group fitness classes." - Steve Erickson - MSU Director of Sports Facilities*

*"PGB is always a challenge. Who doesn't like a challenge? And... it's SO MUCH FUN!" - MSU Member*

## Continuing Success

### I.5 Looking to the Future

With the 50% retention rate as a guideline, Kelly expects she'll need more classes. She is anticipating four Level 1 classes, three Level 2 classes, and one Advanced class.

When asked what the limiting factor will be she replied it will be the less popular training times.

As instructors progress through the PGB program, they advance up the Trainer's Tiers. Naturally, Kelly is planning for this through giving raises to those dedicated instructors. In future years, this may increase the student fee by \$5 per semester.

Both Kelly and Steve are excited to be on board at the start of the potential Pink Gloves phenomenon, which they believe is the perfect fit for almost any university.

## THE REFLECTIVE ESSAY

The Tier System in PGB (which resembles the martial arts belt system) has members dig deep within and cultivate a better version of themselves.

One part of the Tier System is the Mental Test (MTs). For new members, their first MT is the Reflective Essay. Below are some of the responses.

"PGB has inspired me to WANT to workout... a first!"

"My PGB instructor has inspired me to empower myself that no matter what the scale says; I will not give up!"

"I have noticed a significant increase in strength in both my upper and lower body."

"It has given me an extra kick in my life!"

### Contributors

Kelly Crosby - MSU Fitness Director; [kcrosby@montana.edu](mailto:kcrosby@montana.edu);  
Nick Milodragovich - PGB Co-Owner; [nick@pinkglovesboxing.com](http://nick@pinkglovesboxing.com)

**Pink Gloves Boxing**  
350 Janet St. Condo 1B  
Helena, MT 59601