Online Assessment Tracking Database

Sam Houston State University (SHSU) 2014 - 2015

Athletics, Director

Goal

Student-Athlete Achievement P

The department is committed to academic achievement and athletic excellence that strengthens learning opportunities within an everchanging environment where the student-athlete excels in the classroom and on the field of competition.

Objective (P)

Student-Athlete Academic Environment P

Provide an environment for student-athletes necessary to enhance the university's educational enterprise, NCAA/Southland Conference policies, promote graduation and enhance life skills experiences.

KPI Performance Indicator

Athletic Performance Indicator Report-Academic Achievement

- Graduation Rates
- · Academic Awards
- Grade Point Average
- NCAA Academic Performance Rates (APR)

The department reviews key criteria data collected by the NCAA, Southland Conference and appropriate university departments consisting of graduation rates and NCAA Academic Progress Rate (APR). An ongoing evaluation by the President and the director of athletics is performed.

- 1. The department will maintain a graduation rate higher than the general student graduation rate.
- 2. All sports teams will maintain an APR ratio where no reductions in scholarships or additional penalties are applied.

Result

Athletic Academic Achievement Performance Indicators \mathscr{I}

The department experienced a 3% increase in the student-athlete graduation rate over the previous year. In addition, the student-athlete graduation rate was 5% higher than the university student graduation rate. Another factor that contributed to the increase in graduation rates was that the department did not receive any scholarship reductions based upon NCAA Academic Progress Rate (APR) results.

The department received 27 Southland Conference academic awards that placed us in the top quarter of the Southland Conference. Three student-athletes were named Southland Conference Student-Athletes of the Year in their respective sports. The department achieved the highest grade point average ever by posting an overall grade point average of 3.10. This demonstrates that the department is competing at a high academic level and this recognition confirms the indicators success. The intensive focus in academic advisement and tutorial services within the Athletic Learning Enhancement Center (LEC) engage student-athletes in preparation for a successful academic learning environment.

Objective (P) Student-Athlete Athletic Recruitment

Identify student-athletes who will assist teams in achieving a top four standing in Southland Conference competition.

KPI Performance Indicator

Athletic Performance Criteria Report-Commissioners Cup Standings, Team Conference/Tournament Standings, NCAA Post-Season Participation

The department reviews key criteria data from the NCAA and Southland Conference consisting of:

- Commissioner's Cup Standings
- Team Records
- Winning Percentage
- Tournament Participation

The criteria establishes that the department will finish in the top four of the Southland Conference Commissioner's Cup, Men's All-Sports and Women's All-Sports standings. Additionally, the department will have at least 60% of all its teams achieve an overall winning percentage above 50% and at least 60% will finish in the top four of the final conference rankings. The President and the director of athletics perform annual evaluations on the status of each program and the overall department.

Result

Athletic Excellence Performance Indicators

The department finished third in the overall Southland Conference Commisioner's Cup standings. Men sports won their 4th overall trophy while the women placed 4th. This is due to 14 of 17 sports (82%) having an overall winning percentage of at least 50%, with 11 of 17 sports (65%) finishing in the top four of the Southland Conference final standings. Five sports, football, men's & women's indoor/outdoor track, men's golf and bowling earned NCAA post-season tournament appearances. Both football and women's bowling returned to NCAA Division I Championship as a semi-finalists.

Goal

Institutional Control

The department is committed to excellence in the areas of institutional control through compliance, diversity and equitable opportunity, which provides an environment that is supportive of all university, NCAA Bylaws and Southland Conference Operating Principles for minorities and women.

Objective (P)

Policy And Guideline Compliance

Maintain compliance with all federal, state, university, NCAA and Southland Conference policies and guidelines.

KPI Performance Indicator

Athletic Performance Criteria Report-Compliance

The department reviews key criteria data collected by the NCAA, Southland Conference and appropriate university departments. The indicators consist of NCAA major/secondary violations and Title IX plans.

Result

Athletic Compliance Performance Indicators

The department did not have any NCAA major violations and eight secondary violations. We have seen a slight increase of one secondary violation, that is not an issue, due to an enhanced compliance education program that ensures department staff and student-athletes are implementing appropriate standards. Implementation of Southland Conference and university internal audits continue to assist the department in identifying and correcting issues. This is a positive process that proactively assists the compliance coordinator to promote an environment of NCAA compliance.

Goal

Brand Expansion

The department is committed to superior branding performance in market share growth, increasing attandance and visibility of the program.

Objective (P)

Media Opportunities, Market Share Growth And Licensing

Increase local and national media opportunities, market share growth, game attendance and visibility of the athletic program through advertising and control of officially licensed products.

KPI Performance Indicator

Athletic Performance Indicator Report-Marketing Expansion And Branding Opportunities

The department reviews key criteria data tracked internally by the associate director of athletics for external operations. The criteria establishes that the department will increase the total game attendance by 5%. Team appearances will occur with one national televised game and three regional televised games per year. Market share growth will be determined by the number of licensed retail businesses who register to produce licensed apparel. A marketing strategy is currently being developed in conjunction with LLP to determine the appropriate levels of market share growth. The goal is to have this developed by fall 2015.

Result

Athletic Marketing Expansion And Branding Opportunities Performance Indicators

The department experienced a drop in attendance with football (including the Battle of the Piney Woods at NRG Stadium) due to fewer home games and Stephen F. Austin University selling less tickets to the BOTPW game. Our tickets sales for that event saw a slight increase of 142 tickets sold from the previous year. Men's and women's basketball, baseball and

softball attendance decrease by 646 tickets. This reflects a slight decrease in attendance due to baseball having a rain out versus Texas A&M. Men's and women's basketball had attendance increase of 3795 and 2208 respectively due to playing more double header home contests.

The number of total of licensees for 2014-2015 is 186. This is a total of 16 new licensees. This is due to the new marketing brand company that monitors the University's logo and brand being able to oversee a full contract year.

The department apperared on ESPN-1 time, ESPN2-1 time, ESPN 3-15 times, Longhorn Network-2 times, SEC Network-2 times and Mountain West Network-1 time. This is a total of 17 national appearances and 5regional appearances, which is 5 less appearances than 2013-2104. This due to regional networks Root Sports and Fox Sports not being able to carry our games due to Southland Conference agreements with ESPN3.

Goal Revenue Generation

The department is committed to promoting active financial participation in student centered athletic programs and activities.

Objective (P) Revenue Enhancement

Expand ticket sales, annual and major gifts, media revenue, concessions, royalities and coporate sponsorships and endowments that will generate revenue to enhance academic and athletic services.

KPI Performance Indicator

Athletic Performance Indicator Report-External Revenue

The department reviews key indicator data generated by outside revenue streams. The criteria establishes that the department will increase revenues by a total of 5% from ticket sales, annual and major gifts, media revenue, concessions, royalities and coporate sponsorships and endowments. Additionally, attendance levels will exhibit actual levels in order to determine future attendance benchmarks. The department will also increase corporate revenue opportunities through the addition of new scoreboards and videoboards by the fall of 2015.

Result	Athletic External Revenue Performance
	Indicators & P

The prelimnary close out revenue totals reflect an 5.66% decrease in ticket sales, annual and major gifts, media revenue, concessions, royalities and coporate sponsorships and endowments.