

# Athletics, Director

## Brand Expansion

**Goal Description:**

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

RELATED ITEM LEVEL 1

**Media Opportunities, Market Share Growth And Licensing**

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

**Athletic Performance Indicator Report-Marketing Expansion And Branding Opportunities**

**KPI Description:**

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.

**Results Description:**

The department experienced a 12.86% increase in total game attendance, due to an increased number of home football games. Our tickets sales for BOTPW saw a slight increase of 285 tickets sold from the previous year. Men's and women's basketball, baseball and softball attendance increased by 7,155. This is in large part due to the 7,439 increase of baseball attendance and 1,512 increase in softball. Men's basketball had an attendance decrease of 1,873, mostly due to having 2 less home games from the year before. Women’s basketball saw just a slight increase of 77.

The number of total licensees for 2015-2016 is 191, which was an increase of 5 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 appeared on ESPNU-1 time, ESPN 3-31 times, Fox College Sports-4 times, Fox SW-2 times, Longhorn Network-2 times, SEC Network-2 times, America Sports Network-3 times and Pac 12 Network-1 time. This is a total of 36 national appearances and 10 regional appearances, which is 22 more appearances than 2014-2015. Due to our contract agreements with Fox Sports and ESPN3, this has allowed us to increase our media opportunities.

## Institutional Control

**Goal Description:**

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.

RELATED ITEMS

RELATED ITEM LEVEL 1

**Policy And Guideline Compliance**

**Performance Objective Description:**

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

RELATED ITEM LEVEL 2

**Athletic Performance Criteria Report-Compliance**

**KPI Description:**

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.

**Results Description:**

The department had one NCAA major violation and eight secondary violations. We are currently working with the NCAA in response to the major violation. The secondary violations are 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.

**Revenue Generation**

**Goal Description:**

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

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**Revenue Enhancement**

**Performance Objective Description:**

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

RELATED ITEM LEVEL 2

**Athletic Performance Indicator Report-External Revenue**

**KPI Description:**

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, royalties and corporate 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.

**Results Description:**

The preliminary close out revenue totals reflect a 12.71% increase in ticket sales, annual and major gifts, media revenue, concessions, royalties and corporate sponsorships and endowments.

**Student-Athlete Achievement**

**Goal Description:**

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

RELATED ITEMS -----

RELATED ITEM LEVEL 1

**Student-Athlete Academic Environment**

**Performance Objective Description:**

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.

RELATED ITEM LEVEL 2

**Athletic Performance Indicator Report-Academic Achievement**

**KPI Description:**

- 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.

**Results Description:**

Over the previous year, the student-athlete graduation rate remained constant. In addition, the student-athlete graduation rate was 8% 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. For the 2015-16 academic year the department experienced an all-time high with an overall APR average of 980. The addition of an Assistant Director of Athletics for Certification and Compliance helped the department in identifying key admission success indicators leading to positive results with APR.

The department received 29 Southland Conference academic awards that placed us in the top quarter of the Southland Conference. Two 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 3.18. 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.

#### RELATED ITEM LEVEL 1

##### **Student-Athlete Athletic Recruitment**

##### **Performance Objective Description:**

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

#### RELATED ITEM LEVEL 2

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

##### **KPI Description:**

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.

##### **Results Description:**

The department finished second in the overall Southland Conference Commissioner's Cup standings. Men sports won their 5th overall trophy while the women placed 4th. This is due to 11 of 17 sports (65%) having an overall winning percentage of at least 50%, with 11 of 17 sports (65%) also finishing in the top four of the Southland Conference final standings. Four sports, football, men's & women's indoor/outdoor track, and baseball earned NCAA post-season tournament appearances. Football returned to NCAA Division I Championship as a semi-finalist. In addition, the department had four conference champions.