

UNIT REPORT

Athletics, Director
SACSCOC REPORT

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:

In the process of inputing APR data for 16-17 to the NCAA and waiting for them to review and calculate for all 17 teams. Should have APR complete by mid October, then we can complete the assessment plan. Items will be reported by Nov. 1, 2017.

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:

In the process of inputing APR data for 16-17 to the NCAA and waiting for them to review and calculate for all 17 teams. Should have APR complete by mid October, then we can complete the assessment plan. Items will be reported by Nov. 1, 2017.

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 coporate 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 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.

Results Description:

In the process of inputing APR data for 16-17 to the NCAA and waiting for them to review and calculate for all 17 teams. Should have APR complete by mid October, then we can complete the assessment plan. Items will be reported by Nov. 1, 2017.

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:

In the process of inputing APR data for 16-17 to the NCAA and waiting for them to review and calculate for all 17 teams. Should have APR complete by mid October, then we can complete the assessment plan. Items will be reported by Nov. 1, 2017.

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:

In the process of inputing APR data for 16-17 to the NCAA and waiting for them to review and calculate for all 17 teams. Should have APR complete by mid October, then we can complete the assessment plan. Items will be reported by Nov. 1, 2017.