

Assessment Plan Documentation

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<p>Goals <i>(Link 3 goals to the Strategic Plan [CAFE] Goals)</i></p>	<p>Goal Assessment: How was this goal assessed, and what were the results?</p>	<p>Use of Results: What changes, if any, will be made to improve goal achievement?</p>
<ul style="list-style-type: none"> Stabilize team operations, maximize recruiting, and student-athlete retention through a commitment of multi-year contracts to Head Coaches. (CAFE: F1, F2, E1) 	<ul style="list-style-type: none"> Entering the 2018-19 academic year all six full-time Head Coaches were signed to 4-year contracts with performance bonuses based on performance benchmarks reached for achievement on team win-loss results, academics (3.10 GPA), student-athlete retention (90%), and fiscal responsibility (balanced budget). The all student-athlete weighted Grade Point Average for the 2017-18 academic year was a 3.11, the highest in recent years and up from 3.08 in 2016-17. Retention rate for 2017-18 academic year was .902 a decrease from .933 recorded during the 2016-17 academic year. 	<ul style="list-style-type: none"> Continue to measure team performance goals based on improvements from previous seasons and to adjust expectation levels <i>accordingly</i> from year-to-year.
<ul style="list-style-type: none"> Increase external revenues via community partnerships by 10% or better in sponsorship, ticket sales, and fundraising to work to balance budget and improve resources for the program. This includes a revamping of sponsorship program, creation of a consistent marketing and communications infrastructure to promote ticket sales, and an extend-the-hand relationship with former Letter Winners and alumni to secure financial support. (CAFE: F1, F2, F3) 	<ul style="list-style-type: none"> 2017-2018: Annual revenues were reported and measured for rate of increase/decrease over the previous year. 2017-18 Sponsorship = Decrease of 27.4% (\$43,358 to \$31,485) due in large part to key staff departures in spring/summer of 2017. 2018-19 Sponsorship = Increase of 344.7% increase (\$31,485 to \$140,000). 2017-18 Ticket sales = 14.4% decrease (\$227,515 to \$194,778) due in part to staffing departures no resolved until late Fall 2017. 2018-19 Ticket Sales = TBD. Note: First sellout crowd 3,875 recorded in more than a decade on 11-3-2018. 	<ul style="list-style-type: none"> Consider eventually expanding sales and marketing personnel to cover more ground.

	<ul style="list-style-type: none"> • 2017-18 Fundraising = Net Activity Fund Revenue increased by 39.8% (\$76,603 in 2016-17 to \$107,121) in concerted effort by coaching staffs to raise revenues for their sports. 	
<ul style="list-style-type: none"> • Expand awareness of LSSU Athletics and LSSU via building of infrastructure of website, social media, and direct placement via: • Increase in website traffic by 10% year over year. • Increase in LSSU Athletics followers on Facebook, Twitter, and Instagram by 10% year over year. • Increase in followers for each LSSU team for Facebook, Twitter, and Instagram by 10% year over year. • In doing so, create a positive cultural experience for the LSSU campus community and the Sault Ste. Marie community. (CAFE: C2, E2) 	<ul style="list-style-type: none"> • 2017-18 LSSULakers.com released a new format in February 2018. We are now on Google Analytics which will give us an opportunity to properly measure web traffic numbers going forward. Additionally, efforts began in December 2017 to proactively increase the number of followers on social media. In the first five months the LSSU Athletics Facebook page increased its number of followers by 46.5% (1633 to 2376). Twitter followers increased by 10.8% (1646 to 1823) and a new Instagram page was introduced collecting 294 followers in the first few months. Hockey followers increased on Facebook by 13% (3003 to 3394), on Twitter by 19.7% (1646 to 1823), and on Instagram by 22.9% (897 to 1102). Also, new social media pages were introduced to ensure each team had a team Facebook and Twitter page. • Approximately a dozen LSSU athletic stories were placed in industry trades such as the DI or D2 Ticker. As a new initiative, these were the first placements in these types of trades. • 2018-19: LSSU athletic communications will place 20 student-athlete features in <i>Sault Evening News</i> in an effort to showcase athletics as well as LSSU academic programs. 	<ul style="list-style-type: none"> • Focus on improving content with increased emphasis on video, feature stories, and promotional graphics. • Focus on improving promotional efforts to draw social media followers.

<ul style="list-style-type: none"> • Improve student-athlete experience and retention with a series of mentoring programs (Alumni mentoring, Faculty mentoring). (CAFE: A2, A3, E2) 	<ul style="list-style-type: none"> • In 2018-19, an alumni mentoring pilot program will be introduced through the women’s basketball team matching four freshman student-athletes with four women basketball alumni for the duration of their time as a student-athlete at LSSU. Criteria for selection also includes an effort to match the student-athlete area of study and career interest to a mentor with a compatible degree and professional career. Student-athletes will complete monthly journal entries to track satisfaction levels with the program and to determine new directions for the alumni mentoring program. • In 2018-19, a pilot program will be introduced through the men’s and women’s tennis programs with Ralf Wilhems (Professor, Lukenda School of Business) serving as a Faculty mentor providing advice and interacting with the teams. Exit surveys will be completed by both mentors and mentees at the end of the season. 	<ul style="list-style-type: none"> • Continue to measure the impact of the various initiatives through student-athlete satisfaction surveys and retention analysis.
<ul style="list-style-type: none"> • Improve cultural bond with Sault Ste. Marie community through key community alliances with the United Way of the EUP and the Diane Peppler Resource Center as well as other community appearances and interactions. Alliances include: • Athletic Director is participating in Cohort #3 of Sault Ste. Marie Chamber Leadership Program. • Athletic Director was officially named a member of Board of Directors of the United Way of the EUP in March 2018. 	<ul style="list-style-type: none"> • Dr. Paitson’s involvement in the Chamber Leadership has benefited the university by quickly connecting the new AD to key members of the business community and leading to relationships for partnerships and alignments in the community. • Dr. Paitson’s naming to and participation in the United Way Board directly links LSSU Athletics to an important agency serving the needs of the Sault Ste. Marie community and provides positive public relations for the university. In 2017-18, 	<ul style="list-style-type: none"> • Continue to measure the impact of the various Athletic community initiatives to improve the town and gown relationship.

<ul style="list-style-type: none"> • Participation in United Way of EUP events such as the Thanksgiving Food Distribution Project; United Way Citizens Review Panel; Global Youth Service Day, and Reading Buddies programs. • Alignment with the Stand Up Campaign in association with LSSU Title IX office and Diane Peppler Resource Center including staff and student-athlete training. Additionally, Lake State teams up with the Diane Peppler Resource Center and several agencies in the local community to create the Sexual Violence Prevention Team of the Eastern Upper Peninsula, they present the "White Out". The goal of the 'White Out' night is for Laker hockey fans to wear as much white as possible to bring awareness and help end domestic and sexual violence. • Check. Slash. Survive. is an exciting new twist on a long standing fundraising event formerly known as Pink in the Rink at LSSU. This event combines a Laker Hockey game with raffle items, silent auction for Laker Hockey jerseys, apparel sales, skate with the Lakers after the game and more. All proceeds from the event go directly to support local organizations that help fight all types of cancer. • Swishes for Wishes. Swishes for Wishes began as a business class project, it soon became a staple in Sault Ste. Marie and the surrounding areas. All age ranges are represented at the tournament with different brackets for each. On the Saturday of Swishes for Wishes you will see future, current, and former Lakers show off their skills in this 3-on-3 basketball tournament. Funds raised from this event go directly to the Make a Wish Foundation. • (CAFE: C2, C3) 	<p>with the assistance of the LSSU Hockey team more than 15,000 pounds of food was distributed to more than 200 families as part of the United Way Thanksgiving Project. Six members of the Laker Athletic administrative and coaching staff participated in the United Way Citizens Review Panel reviewing donor grant applications and making recommendations on the distribution of approximately \$100,000 in funds. Women's basketball participated in Global Youth Service Day with a local service project. Various athletes participated in the Reading Buddies program.</p> <ul style="list-style-type: none"> • 2017-18 White Out resulted in approximately 1,000 fans in attendance at the hockey game. In 2018-19 all 25 LSSU staff, coaches, and support staff as well as approximately 175 student-athletes participated in the Stand Up campaign. Stand up focuses on sexual assault prevention and active bystander/up stander invention. This multi-faceted campaign includes a series of on-campus sexual violence awareness events, an educational video series, student focus groups, on-campus training opportunities for students, faculty, and staff, and multiple community outreach events. Additionally, LSSU Athletics continued to raise awareness for the Stand Up initiative through in-house marketing (dasher boards, program advertising, PA announcements, etc.). • Check. Slash. Survive. 2017-18 net income decrease of 40% 2017= \$17,562.12 & 2018 = \$10,600.25. Decrease perhaps due to later than normal setting of event date, 	
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	<p>decrease in attendance, change in format from Pink in the Rink.</p> <ul style="list-style-type: none"> • Swishes for Wishes raised approximately \$4,000 the best in its history. • 2018-19 LSSU Athletics will again participate in the United Way's Thanksgiving Project, Citizens Review Panel, and Global Youth Service Day. Additionally, Laker Athletics will participate in Reading Buddies spending time on a regular basis reading to young students. Also, LSSU Athletics will host Light the Lamp with United Way at the 11-30-18 hockey game to promote the agency. 	
<ul style="list-style-type: none"> • Expand enrollment via the addition of NCAA II intercollegiate athletic programs in phases over the next few years, including a new women's team (addressing Title IX issues as outlined in the 2018 OCR report). Expansion will require the creation of new facilities and enhancement of current facilities; proposal to Senior Management in 2018-19. (CAFE: E1, E2, E3) 	<ul style="list-style-type: none"> • Data on enrollments attributable to the addition of new NCAA II intercollegiate athletic programs will be reported each year and will be analyzed by Athletics and Senior Management to determine new directions or adjustments to help us continue increasing enrollments through these programs. 	