

Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

Focus Area: Athletics and Recreation

Leader(s): Anthony Bates (Director of Athletics) and Dean Jennings (Program Director of the Athletic and Recreation Center)

Implementation Year: 2016 - 2017

Goal 5: Through sound business planning and fundraising efforts, promote facilities development and expansion of competitive and recreational activities consistent with institutional and divisional goals.

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| Objective 1: | Create Athletic sponsorships with local or national businesses to generate revenue. |
| Action Items | Meet with local business, community leaders, and GSU Alumni to solicit sponsorship |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Working with the develop department and local business. We believe that the online games can possibly bring in commercial revenue. |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Athletic Director |
| Milestones (Identify Timelines) | Begin developing relationships for the 2015/16 season. |
| Desired Outcomes and Achievements (Identify results expected) | Generate \$250,000 in sponsorship revenue by 2020. We are truly behind on this effect . we need to work with department to establish better plans when it comes to this very important part of GSU athletic development. |
| Achieved Outcomes and Results | We are behind on this goal. We are in full force now with Development.. |
| Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | Progress towards this goal but not met. We have a team in place now that will get us rolling in the right direction. The 2017-18 targets will be much improved. |

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| Objective 2: | Create an athletic Booster Program to not only generate increased revenue but to also revigorate alumni pride and attachment to Governors State University. |
| Action Items | Alumni marketing and outreach. |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Have active booster members buy packages for all sports. We have an assistant basketball coach that has done this at another university. We hope to have it up next season. |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Athletic Director |
| Milestones (Identify Timelines) | Create the structure for the organization by 2016 |
| Desired Outcomes and Achievements (Identify results expected) | 50 active booster members of the completion of the 2017/18 season. This was not achieved due to lack of time and fundng. |
| Achieved Outcomes and Results | This achievement was at a minimum . |
| Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | The plan was actually months behind due to not having the individuals in place for success . how we do along with Development. |

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| Objective 3: | Provide equipment that meets or exceeds current fitness industry standards. Incorporating current bio-mechanic science and technology as well as personal user based technology interface. |
| Action Items | Develop strategic financial planning to purchase, lease or trade for new fitness and health equipment on a two and a half year cycle, alternating between cardio respiratory based equipment and resistance based equipment. |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Acquire client feedback on the following: <ul style="list-style-type: none"> • Equipment ease of use. • Equipment comfort of use. • Equipment availability. • Equipment maintenance reliability. • Equipment effectiveness both short term and long term • Advance features used by clients |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Program Director and Athletic and Recreation Center staff. |
| Milestones (Identify Timelines) | Evaluate bi-annually |
| Desired Outcomes and Achievements (Identify results expected) | To achieve positive client feedback. To increase student, faculty, staff and community usage as well as user retention. To provide adequate training resources for athletics. |
| Achieved Outcomes and Results | This goal was achieved. The members are very happy with the new equipment. |
| Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | We exceeded expectation with the highly new advanced equipment. |

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| Objective 4: | Continuation and development of youth sports camps. |
| Action Items | Offer camps in all related GSU sports to local community youth. |
| Indicators and Data Needed (Measures that will appraise progress towards the strategic objective) | Increase participant enrollment by 10% per season. |
| Responsible Person and/or Unit (Data collection, analysis reporting) | Athletic Director and coaching staff. |
| Milestones (Identify Timelines) | Evaluate annually |
| Desired Outcomes and Achievements (Identify results expected) | Generate \$50,000 in sports camp revenue by 2020. |
| Achieved Outcomes and Results | We are behind on this goal. |
| Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.) | We didn't have a camp this new due to budget limitations . We hope to have a plan for next summer regarding camps for volleyball and basketball. |