

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: Results and Analysis for 2015 – 2016 Objectives

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.

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.
Desired Outcomes and Achievements (Identify results expected)	Generate \$250,000 in sponsorship revenue by 2020
Achieved Outcomes and Results	Our Soccer club has successfully gained sponsorship for team uniforms. We have successfully reached a cooperative deal with Chicago Dough company for the procurement of event pizza for our concession sales.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	Although some progress was made, it is our desire to work more closely with GSU community outreach to solicit a substantially greater external sponsorship. Our 2016 goal is to have at least three additional sponsors in place with at least \$10,000 in sponsor related revenue.

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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.
Desired Outcomes and Achievements (Identify results expected)	50 active booster members of the completion of the 2016/17 season
Achieved Outcomes and Results	The booster program has not yet been implemented.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	We will target the start of this program to 2017.

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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.
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	New technology based cardiovascular equipment was fully purchased for the fitness room in June of 2015. Consisting of treadmills, recumbent bikes, and elliptical machines.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	While community and staff memberships have seen a significant drop, our student usage of the fitness room had an increase of over 75 average visits per week compared to the last two years. User feedback has been overwhelmingly positive. In fact the only negative feedback we have received was based on a lack of special needs 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)	Due to the current budget situation, summer camps have been suspended until 2017.