

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 2: Athletics and Recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni and strengthening institutional visibility and connections to the Chicago and Chicago Southland community.

Objective 1:	Create an athletic Booster Program to not only generate increased revenue but to also revegetate 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)	The formation of the GSU club. We are hoping to tap into alumni and student groups to start the program.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Implementation of a Booster program by 2016/17 season
Desired Outcomes and Achievements (Identify results expected)	50 active booster members at the completion of the 2016/17 season. we didn't achieve this goal due to lack of time and budget crisis. Hope next year we can be in a better situation to achieve.
Achieved Outcomes and Results	We didn't achieve this goal but are well on our way for the 2017-18 season.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	We didn't achieve this goal. We are now working with the Development team and are well on our way to exceeding this goal next season.

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Objective 2:	Create community building events such as the yearly Jaguar Jamboree (Intra scrimmage), and Preseason scrimmages against local community colleges.
Action Items	In addition to the Jamboree, host a minimum of three preseason scrimmage games against local community colleges.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Student life did a good job with activities doing welcome week. There was a student vs employee basketball.
Responsible Person and/or Unit (Data collection, analysis reporting)	Head Coaches
Milestones (Identify Timelines)	2015 and 2016
Desired Outcomes and Achievements (Identify results expected)	To make the local community aware of the GSU transformation. The GSU jamboree has continued to be a great hit with students and campus groups.
Achieved Outcomes and Results	This has been a very popular event that is growing.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	We met our goal but will like more participation in 2017-18

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Objective 3:	Hire a Sports Information Director to give greater marketing to the athletic department and GSU.
Action Items	Create job description, develop funding plan, review position with HR, post by April 1, 2016
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Daniel was hired and is doing a great job. The online games have been a great hit. The GSU athletic website is top notched .
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Post by March 1, 2016; Hire by May 1, 2016
Desired Outcomes and Achievements (Identify results expected)	To have SID in place prior to the beginning of the 2016 season. This was achieved . Daniel has been a great asset to our Athletic Department.
Achieved Outcomes and Results	Achieved by hiring Daniel our new SID
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY17 Objectives.)	This goal was exceeded with a high caliber hire in Daniel. He will redo the GSU athletic website for the 2017-18 season.