

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: 2017 - 2018

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
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 and Assistant Directors
Milestones (Identify Timelines)	Begin developing relationships for the 2017/18 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 didn't hit our goal.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	We will be hiring a Coach Head Coach / Booster finder to develop a plan for GSU Athletics to meet these goals in 2018-19 school year.

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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 will have this up and running next season.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Create the structure for the organization by 2017
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	We didn't hit our goal.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	We will be hiring a Head Soccer Coach / Booster to go out and create a plan to bring in dollars for GSU Athletics .

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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	We accomplished our goal .
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	The new leased equipment has worked well with our members and Student-athletes.

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Objective 4:	Continuation and development of youth sports camps. We hope to do volleyball and basketball.
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 didn't achieve our goal.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	We will get an earlier start for next summer to plan for different sports camps with Volleyball and Basketball.