

# 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: 2018 - 2019**

**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.

<b>Objective 1:</b>	<b>Create Athletic sponsorships with local or national businesses to generate revenue.</b>
<b>Action Items</b>	Getting in contact with Alums and Corporate Sponsors
<b>Indicators and Data Needed</b> (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.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director and Assistant Directors
<b>Milestones</b> (Identify Timelines)	The Spring of 2019 to have 20 plus new sponsors
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Generate \$150,000 in sponsorship revenue by 2020. We are truly behind on this effect . we will be hiring a Soccer Coach that will have duties regarding Athletic Revenue goals
<b>Achieved Outcomes and Results</b>	.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	

# 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: 2018 - 2019**

**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.

<b>Objective 2:</b>	<b>Create an athletic Booster Program to not only generate increased revenue but to also revigorate alumni pride and attachment to Governors State University.</b>
<b>Action Items</b>	Alumni marketing and outreach.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Have active booster members buy packages for all sports. We will be hiring a Soccer Coach will be focused on Athletic Booster funds . We will have this up and running next season.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director
<b>Milestones</b> (Identify Timelines)	Create the structure for the organization by 2018
<b>Desired Outcomes and Achievements</b> (Identify results expected)	35 active booster members of the completion of the 2018/19 season. We plan on more in the future years.
<b>Achieved Outcomes and Results</b>	
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	

## 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: 2018 - 2019**

**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.

<b>Objective 3:</b>	<b>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.</b>
<b>Action Items</b>	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.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Acquire client feedback on the following: <ul style="list-style-type: none"> <li>• Equipment ease of use.</li> <li>• Equipment comfort of use.</li> <li>• Equipment availability.</li> <li>• Equipment maintenance reliability.</li> <li>• Equipment effectiveness both short term and long term</li> <li>• Advance features used by clients</li> </ul>
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Program Director and Athletic and Recreation Center staff.
<b>Milestones</b> (Identify Timelines)	Evaluate bi-annually
<b>Desired Outcomes and Achievements</b> (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.
<b>Achieved Outcomes and Results</b>	.
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	

# 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: 2018 - 2019**

**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.

<b>Objective 4:</b>	<b>Continuation and development of youth sports camps. We hope to do volleyball and basketball.</b>
<b>Action Items</b>	Offer camps in basketall, volleyball and soccer in 2019.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	Increase Athletic aid for our sports teams.
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director and Head coaching staff.
<b>Milestones</b> (Identify Timelines)	Evaluate annually
<b>Desired Outcomes and Achievements</b> (Identify results expected)	Generate \$50,000 in sports camp revenue by 2020.
<b>Achieved Outcomes and Results</b>	
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	