

# AY 2017-18 Assessment

## Athletic Department

**Divisions: Academics/Life Skills, Business Management, Compliance, Marketing/Development, Sports Information**

**Prepared by: Dustin Eubanks**

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**Approved by: Jerry Pierce**

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## Northwestern State University Mission Statement

Northwestern State University is a responsive, student-oriented institution that is committed to the creation, dissemination, and acquisition of knowledge through teaching, research, and service. The University maintains as its highest priority excellence in teaching in graduate and undergraduate programs. Northwestern State University prepares its students to become productive members of society and promotes economic development and improvements in the quality of life of the citizens in its region.

## Athletic Department Vision Statement

To embrace a sustained effort of developing student-athletes as competitors, scholars, and role models.

## Athletic Department Mission Statement

The Northwestern State University athletic program endeavors to support the University's mission and strategic framework that is centered on preparing students with the academic and personal skills necessary to become productive members of society. The athletic program will achieve its vision by instilling the qualities of self-discipline, integrity, teamwork, and sportsmanship within its student-athletes, coaches, staff, administration, and fan base. An environment that supports diversity and inclusion while making community outreach a high priority will support these initiatives.

## Athletic Department Core Values

Academic Achievement, Personal Responsibility, Competitive Success....Every Minute, Every Hour, Every Day.

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## Methodology

The assessment process for the Athletic Department is as follows:

- (1) Data from assessment tools are collected and returned to the program coordinator;
- (2) The program coordinator will analyze the data to determine whether measurable outcomes have been met
- (3) Results from the assessment will be discussed with Athletic Department subcommittee of the University Assessment Committee (UAC);
- (4) The Athletic Department subcommittee of the UAC will decide if measurement changes are warranted or if program changes need to occur after discussion

## Division: Academics/Life Skills

### Service Outcomes:

**SO 1:** Student-athletes will understand the importance of community service by engaging in several projects.

**Measure 1.1:** The Academic Service staff will provide data concerning student-athlete participation in life skill workshops. An annual participation rate of 50% has been established.

**Finding:** Goal not met.

**Analysis:** In 2016-2017 the target was not met. However, there was an increase in participation rates from 2016-17 (44.25%) to 2017-18 (46.2%) respectively. But the 50% goal was not met. Based on the analysis of the results, the action plan from 2016-17 stated that all student-athletes would be required to attend at least two life skills events each year. That action was not completed. Also, the action plan included the development of a calendar which lists all life skill events for the 2017-18 academic year. This calendar was intended to be distributed to all student-athletes and coaching staffs. The calendar was developed and was circulated to all Student-Athlete Advisory Council (SAAC) members, but it is unknown if all student-athletes received this calendar, as well as the coaching staffs. It is believed the transition in staff members could have led to shortcomings in this area. There were 13 life skill workshops held during the 2017-18 academic year. Six events were held during the Fall 2017 semester and no participation data was found by the new Assistant Athletic Director for Student-Athlete Development (hired at the beginning of the Spring 2018 semester). However, data was collected for each of the seven events held during the Spring 2018 semester. A total of 1,095 student-athletes attended these events during the spring semester. With a total

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possible attendance of 2,373, this led to a participation rate of 46.2% during the Spring 2018 semester.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, a calendar of life skill events/workshops will again be developed for the 2018-19 academic year. This time, however, the calendar will be provided to each student-athlete at the beginning of the year, as well as each respective coaching staff. Communication of these events still tends to be the driving force behind increased attendance.

**Source:** 2017-18 Participation Rate in Life Skill Events/Workshops

**Measure 1.2:** The Academic Service staff will provide data concerning student-athlete participation in community service projects. An annual participation of no less than 4000 hours has been established.

**Finding:** Goal met.

**Analysis:** During the 2016-17 academic year, a total of 2,611.50 hours was reported. Four sports were below 100 hours of community service. This led to an action plan involving athletic administration speaking individually with these teams. All four teams increased their community service hours, with the highest achieved total of 699.5 hours reported, and lowest reported at 230.25. It was believed a clear definition of how Southland Conference institutions should count community service hours should have been provided from last year's action plan. This action occurred. Also, it was discovered that some community service hours were not properly documented in the "Google Docs" system last year. Proper documentation occurred this year. Of the 10 varsity sport programs, seven recorded higher community service hours this year as compared to last year. Based on the analysis of the results from 2016-2017, a total of 4,377 community service hours were recorded for the 2017-18 academic year. This represents an increase of 1,765.50 hours of community service from 2016-17 to 2017-18. This improvement also led to a second-place finish in the 2017-18 "Southland Strong Community Service Award" competition, missing the top spot by 481 hours.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, a goal of 4,000 community service hours will be maintained for the 2018-19 academic year.

**Source:** 2017-18 Participation Rate in Life Skill Events/Workshops

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**SO 2:** Student-athlete will be academically successful.

**Measure 2.1:** The Academic Service staff will provide data per semester on the total Athletic Department grade point average (all teams combined). A goal of no less than a 3.0 grade point average per semester has been established.

**Finding:** Goal met.

**Analysis:** In 2016-2017 the target was met. The Fall 2016 Athletic Department GPA was 3.12, .08 points higher than the Fall 2017 semester. However, a 3.0 Spring 2017 department GPA was .048 lower than the Spring 2018 department GPA. With the Fall 2017 and Spring 2018 Athletic Department GPA measuring above a 3.0, this represents the fourth consecutive semester this has occurred. Based on the analysis of the results in 2016-17, the staff continued to provide such programs as Summer Bridge and the Enhanced Academic Program, as well as providing tutors in additional academic areas. These programs and actions have proven to play a vital role in the academic success of student-athletes.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, it was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2018-19 academic year. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continued to be explored as well.

**Source:** 2017-18 Athletic Department GPA Spreadsheets

### Division: Business Management

#### Service Outcomes:

**SO 1:** Balance the Athletic Department budget on an annual basis.

**Measure 1.1:** A final budget to actual analysis will be provided following the end of each fiscal year.

**Finding:** Goal met.

**Analysis:** For the 2015-16 fiscal year, a surplus of \$112,875 was reported. The Athletic Department had revenues that exceeded expenses by \$6,226 for the 2016-17 fiscal year. This is a difference of \$106,649 less from the 2015-16 to 2016-17 fiscal years. The 2016-17 Athletic Department Budget Report showed in detail that revenues did in fact exceed expenses during the 2016-17 fiscal year. Although that difference was less than the 2015-16 fiscal year, the 2016-17 surplus represented a second consecutive year of balancing the Athletic Department budget.

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**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17 report, the goal of a balanced budget will be maintained for future assessments.

**Source:** 2016-17 Athletic Department Budget Report

**SO 2:** To operate with no audit findings.

**Measure 2.1:** The Business Manager will provide documentation from the state audit (NCAA agreed upon procedures).

**Finding:** Goal met.

**Analysis:** The 2015-16 Agreed Upon Procedures Audit Report showed a discrepancy related to signatures for complimentary admissions to a football and men's basketball contest. The policy was updated in February of 2016. No audit findings were discovered during the 2016-17 fiscal year. This represents an improvement from the 2015-16 audit.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17, the goal of no audit findings will be maintained for future assessments. Policies and procedures will continue to be monitored and updated as needed. The audit cycle for 2017-18 will begin in the Fall of 2018.

**Source:** 2016-17 Athletic Department Budget Report

**Measure 2.2:** The Business Manager provided documentation from the Demons Unlimited Foundation audit.

**Finding:** Goal met.

**Analysis:** No audit findings were reported during the 2015-16 fiscal year as well. The 2016-17 Demons Unlimited Foundation Audit Report showed no exceptions during that fiscal year. This represents the second consecutive year with no findings.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17 report, the goal of no audit findings will be maintained for future assessments. Policies and procedures will continue to be monitored and updated as needed. The audit cycle for 2017-18 will begin in the Fall of 2018.

**Source:** 2016-17 Demons Unlimited Foundation Audit Report

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## Division: Compliance

### Service Outcomes:

**SO 1:** Each student-athlete will earn their baccalaureate degree.

**Measure 1.1:** The Compliance Office completes the annual NCAA Federal Graduation Rates report. The annual target of 55% graduation rates among student-athletes has been set.

**Finding:** Goal met.

**Analysis:** The 2016 Federal Graduation Rate report listed a 59% graduation rate. The 2017 NCAA Federal Graduation Rate Report showed that student-athletes at Northwestern State University graduated at a 62% rate, which exceeded the target by 7%. It also exceeded the 2016 rate by 3% (59% rate measured).

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017 report, it was determined to increase the Federal Graduation Rate goal to 57% for the 2018 Federal Graduation Rate Report. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Source:** 2017 NCAA Federal Graduation Rate Report

**Measure 1.2:** The Compliance Office completes the annual NCAA Federal Graduation Rates report. In comparison with the student body, an annual target of 15% higher graduation rates by student-athletes has been set.

**Finding:** Goal met.

**Analysis:** The 2016 Federal Graduation Rate Report showed a difference of 20% between student-athletes and the general student body. The 2017 NCAA Federal Graduation Rate Report listed student-athletes at Northwestern State University graduating at a 62% rate, while the student-body graduated at a 32% rate, resulting in a difference of 30%. An increase in this difference also occurred from last year to this year’s report, as a 20% difference was measured between student-athletes and the general student body on the 2016 report. This represents an increase of 10% respectively.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017 report, it was determined to maintain a 15% higher graduation rate by student-athletes in comparison to the student body for future assessments. The NCAA will be introducing a “values based” reward system in future years, which could earn funds based on different academic criteria. One of the criteria involves student-athletes graduating at a 13% higher percentage than the general student body. The maintained goal is actually 2% higher than the minimum required to earn additional NCAA funds.

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Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Source:** 2017 NCAA Federal Graduation Rate Report

**Measure 1.3:** The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 70% Graduation Success Rate for the Athletic Department has been set.

**Finding:** Goal met.

**Analysis:** The 2016 Federal Graduation Rate report shows a 71% Graduation Success Rate for student-athletes at Northwestern State University. The 2017 NCAA Federal Graduation Rate Report listed a 74% Graduation Success Rate, exceeding the set goal by 4%. This also exceeded last year’s Graduation Success Rate by 3% (71% was measured on the 2016 NCAA Federal Graduation Report).

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017 report, it was determined to increase the NCAA Graduation Success Rate goal to 71% for the 2018 Federal Graduation Rate Report. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Source:** 2017 NCAA Federal Graduation Rate Report

**SO 2:** Each student-athlete will make academic progress towards earning a baccalaureate degree.

**Measure 2.1:** The Compliance Office completes the annual NCAA Academic Progress Rates report. The annual target of no less than a .940 Academic Progress Rate for each team has been set.

**Finding:** Goal met.

**Analysis:** All sports exceeded the .940 goal during the 2015-16 academic year as well. Each sports team at Northwestern State University exceeded the minimum goal during the 2016-17 report, with the lowest single-year score measured at .941, while the highest score was a perfect 1.000 (recorded by three teams). The 2015-16 report showed a low mark of .956, while six teams achieved perfect 1,000 scores. Although decreased scores in some sports were reported in 2016-17 report, this change was not considered significant.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17 report, it was determined to maintain a .940 minimum Academic Progress Rate

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(all teams) for the 2018-19 Academic Progress Rate Report. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Source:** 2016-17 NCAA Academic Progress Rate Institutional Report

**Measure 2.2:** The Compliance Office completes the annual NCAA Academic Progress Rates report. A goal of incurring zero penalties has been set.

**Finding:** Goal met.

**Analysis:** No penalties were incurred by any sports per the 2015-16 Academic Progress Rate Penalty Report. The 2016-17 Academic Performance Program Penalty Report also list zero penalties incurred. This represents the second consecutive year that no penalties occurred.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17 report, the goal of a no Academic Performance Program penalties will be maintained for future assessments. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Source:** 2016-17 NCAA Academic Performance Program Penalty Report

### Division: Marketing/Development

#### Service Outcomes:

**SO 1:** Improved attendance at ticketed sporting events.

**Measure 1.1:** The Marketing and Development staff provided an annual report of revenues at ticketed sporting events (baseball, men’s basketball, women’s basketball, football, softball, track and field). A goal of 5% increase from the previous year was established.

**Finding:** Goal not met.

**Analysis:** The 2015-16 academic year reported \$319,878 in tickets revenues, while 2016-17 showed a slight increase to \$321,019.50 (\$1,141.50 or .03% increase). However, ticket revenues dropped from to \$274,906.00 in 2017-18. This represents a drop of \$46,113.50 in revenue or 14.3% decrease. Two sports, Baseball and Softball, increased ticket revenue from 2016-17 to 2017-18, however, Men’s Basketball, Women’s Basketball and Football all recorded lower revenues, with the latter recording the largest decrease of \$34,280 (14.7%). The two sports that increased revenue both had winning records in 2017-18, while the three sports with lower revenues had losing records this past year. The Marketing and Development staff continued to try new

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promotions for game-day atmosphere in an attempt to attract more fans to games. The unveiling of a new video board and sound system, as well as new chair-back seats, were all positive additions to the football stadium. A survey was provided to ticket holders for feedback (discussed in Service Outcome 3.1). Coaches and staff members continued to interact with the community, as well as explore new opportunities for support. These were all listed in last year's action plan for this area. In the end, as proven by the ticket revenue report, the teams with winning records attracted more fans to their games, while the teams with losing records has less fans attend from last year to this year. Competitive success continues to be the driving force behind ticket revenues.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, the goal of a 5% increase is still set for next year. With the hiring of a new football coach, who has ties to the university and the community, an increase in football ticket revenue is expected. Baseball is also expected to have improved attendance with the success from the past season, as well as a home game vs. LSU next season. With that said, the Marketing and Development staff will continue to develop new ideas and promotions to attract, and keep, people at games. Surveys will continue to be circulated to gauge ticket holder satisfaction, while coaches and staff members must continue to foster relationships throughout the community. However, competitive success will continue to be at the top of the list as it relates to ticket revenues. Coaches and staff members will continue to strive for an improvement in this area.

**Source:** Ticket Sales Comparison Chart (from 2012-13 to present)

**SO 2:** Improved self-generated revenues

**Measure 2.1:** The Marketing and Development staff will provide an annual report of self-generated revenues and compare to previous year's total. A goal of 10% increase from the previous year has been established.

**Finding:** Goal not met. In comparison to last year's report, revenues were \$2,003,635 in 2014-15, representing an increase in revenue of \$789,106 from 2014-15 to 2015-16.

**Analysis:** 2015-16 revenues were at \$2,792,741, an increase of \$789,106 from the 2014-15 reporting year. However, revenues decreased to \$2,429,537 in 2016-17. Although revenues dropped by \$363,204, the drop can be explained by a one-time \$500,000 donation that was made in 2015-16 for the seating project in Turpin Stadium. Without this one-time donation, revenues in the Demons Unlimited Foundation would have increased by \$136,796 from 2015-16 to 2016-17.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2016-17 report, the goal of a 10% increase from year-to-year will still be maintained. New avenues and sources of revenue are always being explored by the Marketing and

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Development staff, as well as continued cultivation of current donors. Events, such as the NSU Scholarship Auction, the annual Legends Gala (which the 2017 event included current head football coach for LSU and former student-athlete at Northwestern State, Ed Orgeron) and the LSU-NSU Baseball Tailgate, will continue to be held for the sole purpose of garnering financial support for the Demons Unlimited Foundation.

**Source:** 2015-16 & 2016-17 Demons Unlimited Foundation Budget Reports

**SO 3:** Enhance fan and donor experiences at sporting events and special events.

**Measure 3.1:** The Marketing and Development staff will collect and analyze data from customer satisfaction surveys as specified below:

**Measure 3.1.1:** Ticket holder surveys

**Finding:** Goal met.

**Analysis:** 109 surveys were received. 66 fans surveyed rated the quality of game-day experience as either “excellent” (39) or “good” (27), representing a 64% positive experience. Some of the areas that received high marks included the value of the season ticket, cleanliness of the stadium, competency and friendliness of the staff and our band. Two areas which received the lowest marks were the loudness/selection of music and concessions, with concessions receiving the lowest scores of any area.

**Action – Decision or Recommendation:** Based on the analysis of the results from the survey, the low scores received concerning concessions will be discussed with Sodexo. With the new scoreboard and sound system, new options are being explored to satisfy the different “tastes” of fans at the event as it relates to music. The proper balance will always be a goal, albeit a tough goal to achieve. The football season ticket survey will continue to be administered next year. Season tickets surveys for baseball and softball will also be administered next year for the first time.

**Measure 3.1.2:** Student-athlete surveys

**Finding:** Goal not met.

**Analysis:** Questions concerning student-athlete satisfaction at contests were included on student-athlete exit surveys, however, the data has not been compiled or analyzed at this time.

**Action – Decision or Recommendation:** The data will be analyzed from these surveys to determine a plan of action moving forward. Also, questions will be added to the “Student Experience Survey” which is administered to the general student population. This will hopefully help to determine if students know about our contests, and if they do,

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how often do they attend. It could also be beneficial to gauge their experience at the sporting events they attend.

**Measure 3.1.3:** Special events surveys

**Finding:** Goal met.

**Analysis:** A satisfaction survey was administered for the 2017 Scholarship Auction. Only 21 surveys were completed, but 75% of the individuals that completed the survey had either “excellent” or “good” marks for all areas on the survey. People enjoyed the food, felt like the length of the event was appropriate and though the overall experience was organized and fun.

Another survey was administered for the NSU Tailgate event at the LSU baseball game this spring. 13 people responded to the survey, with every individual listing either “excellent” or “good” as a response concerning their enjoyment of the overall event. Most attendees believed the Athletic Department should plan more of these events instead of relying on the Alumni Office to do so. Also, high marks were received for the food and beverages served, as well as the environment of the event.

**Action – Decision or Recommendation:** Based on the analysis of the results from the surveys, the goal moving forward is to administer more surveys at Special Events.

**Source:** 2017 Football Season Ticket Survey and 2017-18 Special Events E-mail

### Division: Sports Information

#### Service Outcomes:

**SO 1:** Promote academic and athletic accomplishments of student-athletes.

**Measure 1.1:** Monitor media for earned media coverage, determine a baseline and expand it on a yearly basis.

**Finding:** Goal not met.

**Analysis:** 717 press releases were issued by the Sports Information Office during July 2016 to April 2017, while 669 were issued between July 2017 to April 2018. Three new television platforms (Eleven Sports, ESPN Plus and ESPNU) aired Northwestern State University telecasts in the sports of Football, Men’s Basketball and Baseball during the past year. With the baseball team’s appearance in the 2018 NCAA Regional, telecasts on ESPNU and ESPN3 were measured at \$4.2 million in earned media income, the largest in school history. Although the Sports Information Office continues to monitor and expand on earned media coverage, a baseline has still not been determined, which means growth in earned media coverage cannot be truly measured from one year to the

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next. However, with the information listed above, it is believed that growth did occur, especially with the record-setting performance in the 2018 NCAA Baseball Regional.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, the Northwestern State University's Marketing Department has now purchased Meltwater, which is a media intelligence software. This will help the Sports Information Office in determining a baseline for earned media coverage, beginning with next year. Once established, year-to-year comparisons will be readily available.

**Source:** 2017-18 Sports Information Earned Media Report

**Measure 1.2:** Continue to expand social media footprint by 5% on a yearly basis. Footprint will be measured by various metrics, including Twitter/Instagram followers, Facebook likes as well as impressions and interactions on posted material across the various platforms.

**Finding:** Goal met.

**Analysis:** Compared to 2016-17, the main NSU Athletics Facebook page increased by 13.3%, while other sports pages increased by a collective 31.6%. Twitter followers on the main NSU account increased by 26% last year, with nine primary sport accounts seeing an increase of 14% in followers. During 2017-18, the highest follower growth rate in Facebook occurred with soccer, which recorded a 29% increase, followed closely by Tennis (22%), Baseball (21%) and Softball (20%). Track and Field recorded the lowest growth rate in followers with a 3% increase from last year to this year. However, in Twitter followers, Track and Field (51%) and Cross Country (55%) experienced the highest growth rate of any sport. Football was second with a 34% increase, while Baseball and Softball were tied for third with a 28% increase in Twitter followers from 2016-17 to 2017-18. Men's Basketball had the lowest growth rate at 14%.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, it was determined to increase the social media footprint goal to 6% on a yearly basis moving forward into next year's assessment. The Sports Information Department would also like to include Instagram in social media measurements for future years.

**Source:** 2017-18 Sports Information Social Media Report

**SO 2:** Prepare student-athletes for authentic situations involving media and job interviews.

**Measure 2.1:** Assess interview skills with mock media and job interviews with the assistance of Academic Service employees. The data will be measured by an interview assessment form.

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**Finding:** Goal partially met.

**Analysis:** Student-athletes in football and volleyball participated in media training exercises in August, participating in mock television interviews. Also, randomly selected student-athletes from all teams were interviewed during the academic year in “Demon of the Day” videos. These interviews allowed the student-athletes to showcase their personalities, while providing the opportunity to participate in a live video recording. However, no assessment surveys were provided following the mock interviews, or “Demon of the Day” filming. Therefore, no data was collected to gauge student-athletes’ satisfaction in these exercises.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, mock interviews will continue to occur, including other sports in the future. “Demon of the Day” videos will continue to occur. The Athletic Director will add questions on the “Student-Athlete Exit Survey” concerning media relations and media training moving forward.

**Source:** 2017-18 Sports Information Mock Interview Report

### Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results

#### Division: Academics/Life Skills

In the Life Skills area, a calendar listing on Life Skills’ events was developed for the 2017-18 academic year, and it was circulated to all members of the Student-Athlete Advisory Committee (SAAC). This could have led to a slight increase (1.95%) in participation rates as measured from the 2016-17 academic year as compared to the Spring 2018 semester.

An increase of 1,756.50 hours of community service was measured from 2016-17 to 2017-18. A clear definition of how Southland Conference institutions should count community service hours was provided. This clarity, coupled with proper documentation of community hours, which did not occur last year, played a major role in the increase. Also, athletic administration spoke to the four sports that were below 100 hours of community service last year. These four sports all increased their community service hours, with highest recording 699.5 and the lowest 230.25. All total, seven of the ten athletic programs increased their community service total from last year to this year, leading to one of more successful community service years in the Athletic Department’s history, which in turn landed Northwestern State University second on the “Southland Strong Community Service Award” for this past academic year.

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## **Division: Business Management**

One finding occurred during the 2015-16 Agreed Upon Procedures Audit Report. Specifically, the process of securing signatures for complimentary admissions in the sports of football and men's basketball was found to have issues. In February of 2016, the complimentary admission policy was updated. Since that time, no findings have been reported in this area, including the 2016-17 Agreed Upon Procedures Audit Report.

## **Division: Marketing/Development**

A survey was distributed to all 2017 football season-ticket holders. With 109 responses, valuable data was collected concerning both positive aspects of game-day experience (value of the season ticket, cleanliness of the stadium, competency and friendliness of staff and the band) and negative (loudness/selection of music and concessions). The data collected from this survey will only lead to improvements in game-day experience during upcoming football seasons.

Two special event surveys (2017 NSU Scholarship Auction and 2018 LSU/NSU Baseball Tailgate) were administered after each event. Both of these surveys included positive feedback concerning food/beverage selection, atmosphere and organization of each event. The data collected from these surveys will be utilized by the Marketing and Development staff in planning future events, as well as continue to provide a satisfying experience at annual events.

## **Plan of Action Moving Forward**

### **Division: Academics/Life Skills**

A calendar of life skill events/workshops will again be developed for the 2018-19 academic year. This time, however, the calendar will be provided to each student-athlete at the beginning of the year, as well as each respective coaching staff. Communication of these events still tends to be the driving force behind increased attendance. A goal of 4,000 community service hours will be maintained for the 2018-19 academic year.

The new Academic Service staff will administer satisfaction surveys after each life skill event during the 2018-19 academic year. If staff transition occurs again in this area, the new staff will be educated on this action plan, which should alleviate in shortcomings moving forward.

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It was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2018-19 academic year.

### **Division: Business Management**

The goal of a balanced budget will be maintained for future assessments. Also, a goal of no findings for NCAA Agreed Upon Procedures Audit and the Demons Unlimited Foundation Audit will continue to be maintained.

### **Division: Compliance**

It was determined to increase the Federal Graduation Rate goal from 55% to 57% for the 2018 Federal Graduation Rate Report. It was also determined to increase the NCAA Graduation Success Rate goal from 70% to 71% for next year's report. It was determined to maintain a 15% higher graduation rate by student-athletes in comparison to the student body for future assessments.

A goal of .940 minimum Academic Progress Rate (all teams) will be maintained for the 2018-19 Academic Progress Rate Report, while a goal of incurring no penalties will continue. Also, the Athletic Department will begin measuring a department Academic Progress Rate score beginning with next year's assessment. A goal of .950 has been established.

### **Division: Marketing/Development**

The goal of a 5% increase in ticket revenue is set for the 2018-19 academic year, while a 10% increase in Demons Unlimited Fund revenues has been maintained for next year. With the hiring of a new football coach, who has ties to the university and the community, an increase in football ticket revenue is expected. Baseball is expected to have improved attendance with the success from the past season, as well as a home game vs. LSU next season. With that said, the Marketing and Development staff will continue to develop new ideas and promotions to attract, and keep, people at games. Surveys will continue to be circulated to gauge ticket holder satisfaction, while coaches and staff members must continue to foster relationships throughout the community. However, competitive success will continue to be at the top of the list as it relates to ticket revenues. Coaches and staff members will continue to strive for an improvement in this area.

Data collected from the 2017 Football Season Ticket Holder survey has been analyzed. The low scores received concerning concessions will be discussed with Sodexo. With the new scoreboard and sound system, new options are being explored

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to satisfy the different “tastes” of fans at the event as it relates to music. The proper balance will always be a goal, albeit a tough goal to achieve. The football season ticket survey will continue to be administered next year. Season tickets surveys for baseball and softball will also be administered next year for the first time.

A satisfaction survey was administered for the 2017 Scholarship Auction. Only 21 surveys were completed, but 75% of the individuals that completed the survey had either “excellent” or “good” marks for all areas on the survey. People enjoyed the food, felt like the length of the event was appropriate and though the overall experience was organized and fun.

Another survey was administered for the NSU Tailgate event at the LSU baseball game this spring. 13 people responded to the survey, with every individual listing either “excellent” or “good” as a response concerning their enjoyment of the overall event. Most attendees believed the Athletic Department should plan more of these events instead of relying on the Alumni Office to do so. Also, high marks were received for the food and beverages served, as well as the environment of the event.

Although data was collected on student-athlete exit surveys concerning game day experience, this data has not been analyzed. Once analyzed, this feedback will lead to a plan of action moving forward. Also, questions will be added to the “Student Experience Survey” which is administered to the general student population. This will hopefully help to determine if students know about our contests, and if they do, how often do they attend. It could also be beneficial to gauge their experience at the sporting events they attend.

### **Division: Sports Information**

The Northwestern State University’s Marketing Department has now purchased Meltwater, which is a media intelligence software. This will help the Sports Information Office in determining a baseline for earned media coverage, beginning with next year. Once established, year-to-year comparisons will be readily available.

Due to the measured increases, it was determined to increase the social media footprint goal from 5% to 6% moving forward into next year’s assessment. The Sports Information Department would also like to include Instagram in social media measurements for future years.

Mock interviews will continue to occur, including other sports in the future. “Demon of the Day” videos will continue to occur. The Athletic Director will add questions on the “Student-Athlete Exit Survey” concerning media relations and media training moving forward.