

# **Assessment Cycle**

## **Academic Year 2016-17**

### **Athletic Department**

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

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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 Mission Statement**

Northwestern State University Athletics endeavors to support the University's mission of preparing students with the academic and personal skills necessary to become productive members of society and promoting economic development in the community. Sporting events offer the opportunity to bring the University stakeholders – including current, past, and future students, citizens of the community, and fans nationally and internationally – together in a spirit of camaraderie.

The Athletic Department achieves these goals by instilling the qualities of discipline, integrity, teamwork, and sportsmanship in the student-athletes, coaches, staff, and administration. It is these characteristics that will result in success both on and off the field of play now and in the future.

### **Methodology**

The assessment process for the Athletic Department is as follows:

(1) Data from assessment tools are collected and returned to the program coordinator;

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(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 provided data concerning student-athlete participation in life skill events/workshops. An annual participation rate of 50% was established.

**Finding:** Goal not met. Data shows that a 44.25 average student-athlete participation rate in life skill events/workshops occurred during the 2016-17 academic year.

**Analysis:** During the process, key factors were identified which led to the missing the goal. The transition of staff members in this area caused a lack of relationships occurring between the staff and student-athletes. Moving forward, that should not be an issue. It was determined that each student-athlete should be required to attend life skill events/workshops each year. It was also determined that a proper schedule of life skill events/workshops was not provided to student-athletes, but rather other methods (e-mail, social media, memos, etc.) were used to advertise these workshops, which could have led to lack of proper planning on the part of the student-athletes to attend such events.

**Action – Decision or Recommendation:** Each student-athlete will be required to attend at least two life skill events/workshops each year. A calendar of life skill events/workshops will be provided to each student-athlete at the beginning of the year during team academic orientation meetings. The coaching staff for each sport will also receive the same calendar.

**Source:** 2016-17 Participation Rate in Life Skill Events/Workshops

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

**Finding:** Goal not met. Data shows that 2,611.50 hours of community service by student-athletes was documented during the 2016-17 academic year.

**Analysis:** For the 2016-17 year, the Southland Conference changed rules concerning the definition of “community service”. One change no longer allowed institutions to count hours earned for community service performed on-campus. The Natchitoches Boys and Girls Club was closed for six months, which accounted for loss of community service hours. It is believed that some community service hours were not entered into the “Google Docs” system that is used for tracking such hours. Specifically, each sport was responsible for entering such data into the system. Data showed four sports (baseball, soccer, men’s track & women’s track) were well below all other teams in performing community service projects.

**Action – Decision or Recommendation:** A clear definition of what is considered “community service” will be sought and obtained from the Southland Conference Office. The committee believes that not counting community service hours during on-campus events should be reconsidered. One individual on the Student-Athlete Advisory Council will be responsible for logging all community service hours for all sports. A discussion will be held with sports below 100 hours of community service earned.

**Source:** 2016-17 Participation Rate in Community Service Projects

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

**Measure 2.1:** The Academic Service staff provided data for each semester during the academic year 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 was established.

**Finding:** Goal met. Data shows a 3.12 Athletic Department GPA for the Fall 2016 semester, while a 3.0 Athletic Department GPA was earned for the Spring 2017 semester.

**Analysis:** Both fall and spring semester GPA averages met or exceeded the goal of a 3.0, with the Fall 2016 semester actually setting a record for the highest department GPA ever recorded.

**Action – Decision or Recommendation:** It was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2017-18 academic year.

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#### **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 was provided documenting the 2015-16 fiscal year.

**Finding:** Goal met. The Athletic Department had revenues that exceeded expenses by \$112,875 during the 2015-16 fiscal year.

**Analysis:** The 2015-16 Athletic Department Budget Report showed in detail that revenues did in fact exceed expenses during the 2015-16 fiscal year.

**Action – Decision or Recommendation:** The goal of a balanced budget will be maintained for future assessments.

**Source:** 2015-16 Athletic Department Budget Report

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

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

**Finding:** Goal not met. One finding in the area of tickets was disclosed.

**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.

**Action – Decision or Recommendation:** The complimentary admission's policy was updated to require signatures for complimentary admissions issued at all contests. This update occurred in February of 2016 and the policy has been followed since that time.

**Source:** 2015-16 Athletic Department Budget Report

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

**Finding:** Goal met. No audit findings were discovered during the 2015-16 fiscal year.

**Analysis:** The 2015-16 Demons Unlimited Foundation Audit Report showed no exception during that fiscal year.

**Action – Decision or Recommendation:** Goal will be maintained for future assessments.

**Source:** 2015-16 Demons Unlimited Foundation Audit Report

#### **Division: Compliance**

#### **Service Outcomes:**

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

**Measure 1.1:** The Compliance Office completed and provided the annual NCAA Federal Graduation Rates report. An annual target of 55% graduation rates among student-athletes was established.

**Finding:** Goal met. The 2016 Federal Graduation Rate for student-athletes exceeded the target percentage.

**Analysis:** The 2016 NCAA Federal Graduation Rate Report showed that student-athletes at Northwestern State University graduated at a 59% rate, which exceeded the target by 4%.

**Action – Decision or Recommendation:** It was determined to maintain a 55% graduation rate for student-athletes for the 2017 Federal Graduation Rate Report.

**Source:** 2016 NCAA Federal Graduation Rate Report

**Measure 1.2:** The Compliance Office completed and provided the annual NCAA Federal Graduation Rates report. In comparison with the student body, an annual target of 15% higher graduation rates by student-athletes was established.

**Finding:** Goal met. The 2016 Federal Graduation Rate for student-athletes exceeded the target percentage in comparison to the student body.

**Analysis:** The 2016 NCAA Federal Graduation Rate Report showed that student-athletes at Northwestern State University graduated at a 59% rate, while the student-body graduated at a 39% rate, resulting in a difference of 20%.

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**Action – Decision or Recommendation:** 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.

**Source:** 2016 NCAA Federal Graduation Rate Report

**Measure 1.3:** The Compliance Office completed and provided the annual NCAA Federal Graduation Rates report. An annual target of 70% Graduation Success Rate for the Athletic Department was established.

**Finding:** Goal met. The 2016 NCAA Federal Graduation Rate Report showed the Graduation Success Rate for Northwestern State University was 71%.

**Analysis:** The 2016 NCAA Federal Graduation Rate Report showed that student-athletes at Northwestern State University earned a 71% Graduation Success Rate, exceeding the set goal by 1%.

**Action – Decision or Recommendation:** It was determined to maintain a 70% Graduation Success Rate for the 2017 Federal Graduation Rate Report.

**Source:** 2016 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 completed and provided the 2015-16 NCAA Academic Progress Rates report. An annual target of no less than a .940 Academic Progress Rate for each team was established.

**Finding:** Goal met. All sports exceeded the .940 Academic Progress Rate benchmark for the 2015-16 academic year.

**Analysis:** Each sports team at Northwestern State University exceeded the minimum goal, with the lowest single-year score being .956, while the highest score was a perfect 1.000 (recorded by six teams).

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**Action – Decision or Recommendation:** It was determined to maintain a .940 minimum Academic Progress Rate (all teams) for the 2016-17 Academic Progress Rate Report.

**Source:** 2015-16 NCAA Academic Progress Rate Institutional Report

**Measure 2.2:** The Compliance Office completed and provided the 2015-16 NCAA Academic Progress Rates report. A goal of incurring zero penalties has been set.

**Finding:** Goal met. No penalties were incurred by any sports.

**Analysis:** Per the 2015-16 Academic Performance Program Penalty Report, no sports incurred penalties at Northwestern State University per data provided from the 2015-16 Academic Progress Rate Institutional Report

**Action – Decision or Recommendation:** The goal of a no Academic Performance Program penalties will be maintained for future assessments.

**Source:** 2015-16 NCAA Academic Performance Program Penalty Report

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

##### **Service Outcomes:**

**SO 1:** Improve 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. Ticket revenues for 2016-17 showed a decrease from the previous year.

**Analysis:** A decrease in ticket revenues of \$8,887.00 occurred between 2015-16 and 2016-17, resulting in a 2.8% drop. It was determined that lack of competitive success occurred in the main ticketed sports of baseball, men's basketball, women's basketball, football and softball, with all five of those teams suffering a losing record during the 2016-17 year. The report also showed that the only track and field event that sold tickets (The Leon Johnson Invitational) was cancelled due to inclement weather, resulting in 405 fewer tickets sold from the previous year's event.

**Action – Decision or Recommendation:** The Marketing and Ticket staff will continue to develop new ideas and promotions to attract more people to games. Coaches and athletic department staff members will explore different avenues for community involvement. It was determined

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that two different surveys should be developed to gauge attendance at events: a fan satisfaction survey (for fans that actually attend ticketed sporting events) and an affinity survey which will be circulated throughout the community to gauge analyze attendance and/or non-attendance at ticketed sporting events. It is believed data collected from both surveys could help to increase attendance at tickets sporting events, despite the win-loss records of the teams involved.

**Source:** 2015-16 & 2016-17 Ticket Sales Comparison Chart

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

**Measure 2.1:** The Marketing and Development staff provided annual report of self-generated revenues and compared to previous year's report. A goal of 10% increase from the previous year was established.

**Finding:** Goal met. The Demons Unlimited Foundation showed an increase in revenue occurred from the 2014-15 to 2015-16 fiscal year.

**Analysis:** Revenues rose by \$789,106 during 2015-16 fiscal year for the Demons Unlimited Foundation, which is an increase of 39.4% from the previous year.

**Action – Decision or Recommendation:** A goal of 10% increase from year-to-year will be maintained.

**Source:** 2014-15 & 2015-16 Demons Unlimited Foundation Budget Reports

**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. An earned media coverage baseline was not established.

**Analysis:** Although multiple forms of media coverage was monitored and documented, a baseline for earned media coverage was not established.

**Action – Decision or Recommendation:** The University Marketing Department has recently subscribed to an "Earned Media Report" for use by the university as a whole. The Sports

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Information staff will coordinate with the University Marketing Department to determine a baseline moving forward, which will allow for comparisons on a year-to-year basis.

**Measure 1.2:** Continue to expand social media footprint by 3% on a yearly basis. Footprint was measured by various metrics, including Twitter followers, Facebook likes as well as impressions and interactions on posted material across the various platforms.

**Finding:** Goal met. An increase, exceeding the 3% goal, occurred over multiple platforms from last year to this year.

**Analysis:** Followers of all sports increased by 5,099, represented a 26.4% improvement from last year. Impressions increased by 72%, increasing by a total of 5,483,331, while profile visits improved 18.5% by increasing from 546,991 to 648,258 (a difference of 101,267).

**Action – Decision or Recommendation:** Due to the measured increases, it was determined to increase the social media footprint goal to 5% on a yearly basis moving forward into next year's assessment. The Sports Information Department would also like to find a way to gather data concerning Instagram so comparisons can be measured in the future.

**Source:** 2015-16 & 2016-17 Sports Information Social Media Report

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

**Measure 2.1:** Measure data from student-athlete exit surveys.

**Finding:** Goal not met. Student-athlete exit surveys did not have questions related to media and job interviews.

**Analysis:** Since question(s) were not included on student-athlete exit surveys, there was no data to measure and analyze. However, different ideas were discussed concerning the development of an instrument(s) to measure student-athletes' abilities during media and job interviews.

**Action – Decision or Recommendation:** The Sports Information Department, in coordination with the Academic Services/Life Skills Department, will develop a survey for use after a dedicated workshop focused specifically on media and job interviews. The student-athletes will complete this survey immediately after the workshop.

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#### **Comprehensive Summary of Key Findings and/or Decisions**

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

Two findings occurred in the division of Academics/Life Skills. The first dealt with participation in life skill events/workshops. A goal of 50% participation was established, but data collected showed only 44.25% participation rate during the 2016-17 academic year. The decision was made to require every student-athlete to attend no less than two life skill events/workshops per academic year. In order to help student-athletes in planning for their attendance, a calendar listing all life skill events/workshops will be provided to each student-athlete during academic orientation meetings held at the beginning of the year. Coaching staffs will also receive the same calendar.

A second finding occurred in the area of community service, as student-athletes did not meet the established goal of 4,000 hours annually. Part of the issue is that the Southland Conference does not allow institutions to count community service hours that occur on-campus. A cleared definition of community service will be sought moving forward. It was also believed that many community service hours were not entered into the system (Google Docs), meaning a shortage occurred because those hours were just not documented properly. One student-athlete on the Student Athlete Advisory Council will now be designated as the only person to enter community service hours for all teams during the upcoming year. The four sports that had less than 100 hours of community service last year will meet with athletic administration to determine how to improve those hours.

##### **Division: Business Management**

One finding occurred in the division of Business Management. An audit finding was disclosed on the 2015-16 Agreed Upon Procedures Audit Report. Specifically, signatures for complimentary admissions were missing in selected football and men's basketball games. The complimentary admission policy was updated in February of 2016 and has been followed since.

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

One finding occurred in the division of Marketing/Development. Ticket revenues were \$8,887.00 less during the 2016-17 year in comparison to the 2015-16 year, a drop of 2.8%. Competitive success and weather attributed to loss in revenue, but relying on winning records and good weather for ticketed sports is not an option. The Marketing and Development staff will continue to develop new and creative ideas and promotions to attract individuals to games, while coaches and athletic department staff members will explore different avenues of community involvement. Two surveys will also be developed with the sole purpose of collecting data to help in determining different ways to attract and maintain attendance at ticketed sporting events, despite the win-loss records of the teams involved.

#### **Division: Sports Information**

Two findings occurred in the division of Sports Information, both due to lack of data collected. The Sports Information Department does a great job of monitoring media for earned media coverage, but baseline was not established which therefore led to no comparison from last year to this year. The University Marketing Department has now subscribed to an “Earned Media Report”, which should allow the Sports Information Department to determine a specific earned media coverage baseline for athletics, which will in-turn allow for comparisons and measurements to occur.

The second finding dealt with measuring student-athletes abilities in the area of media and job interviews. The Student-Athlete Exit Survey did not contain questions related to media or job interviews, which meant no data could be measured from this instrument. The Sports Information Department and the Academic Services/Life Skills Department will develop a survey for student-athlete to complete after attendance in a specific media and job interview workshop. This will allow for data collection and goal setting in future assessments.