

# Assessment Cycle 2018-19

## Athletic Department

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

**Prepared by: Dustin Eubanks**

**Date: July 18, 2019**

**Approved by: Jerry Pierce**

**Date: July 18, 2019**

## 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.

# Assessment Cycle 2018-19

## 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:** Target met.

**Analysis:** In 2017-18, student-athlete participation rates were measured at 46.2%. Based on the analysis of these results in 2018-2019 it was decided to provide a calendar of life skill events/workshops to each student-athlete, as well as each coaching staff, to improve attendance rates at these events. That action resulted in a 67.1% participation rate during the 2018-19 academic year. One event, the SGA Late Night Breakfast, was not included in this calculation. This event is not considered a life skill event, nor is it a workshop, so it was decided to not include this event in the data analysis (was not included last year as well). With that said, an increase of 20.9% participation rate was recorded from last year to this year respectively. Seven events were held during the 2018-19 academic year (three events in Fall 2018, four events in Spring 2019), down from 13 events held during the 2017-18 academic year.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20 a 50% participation rate in life skill workshops and events will be maintained. However, the Academic Service staff would like to increase the number of events held in 2019-20.

**Source:** 2018-19 Participation Rate in Life Skill Events/Workshops

## Assessment Cycle 2018-19

**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:** Target met.

**Analysis:** During the 2017-18 academic year, a total of 4,377 hours of community service by student-athletes was recorded. In 2018-19, a total of 4,458.5 hours was recorded. This represented an increase of 81.5 hours from last year to this year and represented the third consecutive year of increased community service by student-athletes. This total ranked fourth among all Southland Conference schools.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20 a target of 4,500 hours of community service has been established in order to drive continuous improvement.

**Source:** 2018-19 Community Service Report

**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:** Target not met.

**Analysis:** During the Fall 2017 semester, a 3.04 department GPA was measured. During the Spring 2018 semester, a 3.048 department GPA was recorded. Moving into the next regular semester, all athletic teams recorded a 3.009 department GPA. Although a little lower than the previous fall semester, this represented the fifth consecutive semester of recording at least a 3.0 department GPA. However, a department GPA of 2.920 was recorded during the Spring 2019 semester, ending the streak. This was also .128 less than the previous spring semester. The Academic Service 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 and will continue to play a vital role in the academic success of student-athletes.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, it was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2019-20 academic year. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students

## Assessment Cycle 2018-19

earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully have a positive impact on department GPA's moving forward.

**Source:** 2018-19 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:** Target not met.

**Analysis:** For the 2016-17 fiscal year, a surplus of \$6,226 was reported. The Athletic Department had expenses that exceeded revenues by \$1 for the 2017-18 fiscal year. This is a difference of \$6,225 less from the 2016-17 to 2017-18 fiscal years. The 2017-18 Athletic Department Budget Report showed in detail that revenues fell one dollar short in equaling expenses. With that said, falling one dollar short of a balanced budget is negligible to say the least.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017-18 report, the goal of a balanced budget will be maintained for future assessments. Other sources of revenue will continue to be pursued. For example, the new NCAA Academic Unit will begin its first cycle next year, with NSU positioned to receive this unit by reaching minimum academic benchmarks as set the by the NCAA. The Athletic Department has signed an agreement with Peak Management, a national media rights company whose focus is to improve sponsorship sales. One recent event, the "Sponsorship Signing Day Luncheon" allowed sponsors to renew their agreements by signing their documents in much the same way a prospective student-athlete signs their National Letter of Intent. It received excellent coverage and feedback, with one Southeastern Conference school (located in Louisiana) telling the Athletic Director that it was "a great idea and we're actually going to steal that idea from you guys". As always, the External Staff, along with the Athletic Director, will have to continue to aggressively pursue marketing opportunities and resource acquisition in order to help balance the budget from year to year.

**Source:** 2017-18 Athletic Department Budget Report

## Assessment Cycle 2018-19

**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:** Target not met.

**Analysis:** No audit findings were discovered during the 2016-17 fiscal year. However, four separate findings were reported for the 2017-18 fiscal year. They are as follows:

1. An understatement of \$319,697 in athletic facilities debt service, leases and rental fee expenses due to the inadvertent omission of principal payments. Statement A was corrected.
2. \$18,931 in interest expenses which were misclassified as other operating expenses but should have been classified as athletic facilities debt service, leases, and rental fees expenses. Statement A was corrected.
3. An understatement of \$5,394 in athletics student aid and direct institutional support due to the University's omission of a student's Out-of-State Waiver for the spring semester. Statement A was corrected.
4. Understatements totaling \$45,037 due to formula errors in the spreadsheets used to create the NCAA Statement of Revenues and Expenses. Also noted overstatements in indirect institutional support reported for fund raising, marketing, and promotion expenses totaling \$1,063. Statement A was corrected.
5. Noted an \$17,491 overstatement of athletics related capital expenditures due to the University's erroneous inclusion of operating expenses.
6. Errors were found in the amounts of student-athlete Pell Grants reported in the NCAA Membership Financial Reporting System for four student-athletes. This resulted in an overstatement of \$4,804. The information reported to the NCAA Membership Financial Reporting System was corrected.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017-18 report, the goal of no audit findings will be maintained for future assessments. The findings listed above were human error. The hiring a full-time Assistant Business Manager can only help in avoiding these audit issues moving forward. As a preventive measure, policies and procedures will continue to be monitored and updated as needed. The audit cycle for 2018-19 will begin in the Fall of 2019.

**Source:** 2017-18 NCAA Financial Audit Report

## Assessment Cycle 2018-19

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

**Finding:** Target met.

**Analysis:** No audit findings were reported during the 2016-17 fiscal year. The 2017-18 Demons Unlimited Foundation Audit Report, dated August 21, 2018, showed no exceptions during the fiscal year ending June 30, 2018. This represents the third consecutive year with no findings.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017-18 report, the goal of no audit findings will be maintained for future assessments. Although no findings occurred and the goal was met, the hiring a full-time Assistant Business Manager can only help to avoid potential audit issues in the future. As a preventive measure, policies and procedures will continue to be monitored and updated as needed. The audit cycle for 2018-19 will begin in the Fall of 2019.

**Source:** 2017-18 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 completes the annual NCAA Federal Graduation Rates report. The annual target of 57% graduation rates among student-athletes has been set.

**Finding:** Target met.

**Analysis:** The 2017 Federal Graduation Rate report listed a 62% graduation rate. The 2018 NCAA Federal Graduation Rate Report showed that student-athletes at Northwestern State University graduated at a 57% rate, which meets the stated target, although it was 5% lower than the year before.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2018 report, the annual target rate will be increased to 58% in order to drive continuous improvement. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully have a positive impact on graduation rates moving forward.

## Assessment Cycle 2018-19

**Source:** 2018 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:** Target met.

**Analysis:** The 2017 Federal Graduation Report showed a 30% difference in graduation rates by student-athletes (62%) and the student body (32%). The 2018 report showed a 20% difference in student-athlete graduation rates (57%) and the student body (37%). Although a decrease of 10% occurred from 2017 to 2018, the target was still exceeded by 7 %.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20, in order to drive continuous improvement, a target of 16% higher graduation rate by student-athletes in comparison to the student body will be set. The NCAA will be introducing a “values based” reward system, beginning with the 2019-20 academic year. This program will financially reward institutions based on different academic criteria. One of the criteria involves student-athletes graduating at a 13% higher percentage than the general student body. The increased goal is now 3% higher than the minimum required to earn additional NCAA funds. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully have a positive impact on graduation rates moving forward.

**Source:** 2018 NCAA Federal Graduation Rate Report

**Measure 1.3:** The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 71% Graduation Success Rate for the Athletic Department has been set.

**Finding:** Target met.

**Analysis:** The 2017 Federal Graduation Rates report lists a 74% Graduation Success Rate by student-athletes. The 2018 report shows a 78% Graduation Success Rate by student-athletes, representing a 4% increase over last year’s report.

## Assessment Cycle 2018-19

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2018 report, it was determined to increase the NCAA Graduation Success Rate target to 72% for the 2019 Federal Graduation Rate Report. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully have a positive impact on graduation rates moving forward.

**Source:** 2018 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:** Target met.

**Analysis:** All sports exceeded the .940 goal during the 2016-17 academic year, with the lowest single-year score measured at .941, while the highest score was a perfect 1.000 (recorded by three teams). The 2017-18 report showed a low mark of .955, while six teams achieved perfect 1,000 scores. Increased scores were recorded in seven sports, while five sports maintained the same annual score for 2017-18 as they had in 2016-17. No sport recorded a lower score from 2016-17 to 2017-18.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017-18 report, it was determined to increase the minimum Academic Progress Rate for all teams to .941 for the 2019-20 Academic Progress Rate Report. This was done to drive continuous improvement. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully have a positive impact on academic progress rates moving forward.

**Source:** 2017-18 NCAA Academic Progress Rate Institutional Report

## Assessment Cycle 2018-19

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

**Finding:** Target met.

**Analysis:** No penalties were incurred by any sports per the 2016-17 Academic Progress Rate Penalty Report. The 2017-18 Academic Performance Program Penalty Report also list zero penalties incurred. All sports continue to excel in this area, as the university has never incurred a penalty in excess of an Academic Improvement Plan during the existence of the Academic Performance Program.

**Action – Decision or Recommendation:** Based on the analysis of the results from the 2017-18 report, the goal of a no Academic Performance Program penalties will be maintained for future assessments. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored. Academic Services has introduced a new evaluation metric with measures including test scores, high school GPA and other risk assessment factors, which will aid in recognizing at-risk students earlier. This will allow the Academic Service staff to provide resources earlier to students that need them, which will hopefully continue to have a positive impact on our Academic Progress Rate, which will in turn allow us to avoid penalties in the future.

**Source:** 2017-18 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:** Target met.

**Analysis:** Ticket sales in 2016-17 totaled \$314,130, while 2017-18 decreased to \$274,906. However, 2018-19 recorded a three-year high of \$352,990, and increase of \$78,084 in ticket revenue from last year, a 22% increase respectively. All sports recorded an increase in tickets sales, with Football (\$29,151 or 12.8% increase) and Baseball (\$45,414.50 or 69.9%) showing the biggest notable improvements. Baseball improvement did include a game vs. LSU, which made up most of the ticket revenue earned in that sport this past season. All in all, a successful year in this department was measured.

## Assessment Cycle 2018-19

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20 the goal of a 5% increase in tickets sales will be set, which is driving continuous 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:** Target met.

**Analysis:** 2016-17 Demons Unlimited Fund revenues were reported at \$2,429,537. 2017-18 revenues increased by \$386,988 or 13.7% to \$2,816,525. This amount represents the highest total achieved over the last three years.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2017-18, a target of 10% increase will be set with next year's report, which is driving continuous improvement in this area.

**Source:** 2016-17 & 2017-18 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:** Target met.

**Analysis:** 109 surveys were received for the 2018 season by football season ticket holders, while 128 surveys were provided during the 2019 season, representing an increase of 19 surveys. One of the areas that received numerous low scores in 2017 was concessions. That information was discussed with Sodexo, and an increase rating in "Quality and Price" of concessions at football games occurred from 2017 (3.39 average score out of 4) to 2018 (3.45 average score out of 4). However, overall results for concessions are still a concern, with comments such as "Prices are high", "Lines are slow" and "Selections were very minimal, would like more options". Overall, comments on surveys were much more positive on 2018 surveys as opposed to 2017 surveys. People really like it when the team wins, and people really like Coach Brad Laird, neither of which come as a surprise.

## Assessment Cycle 2018-19

During the 2018-19 season, a basketball survey was sent to season ticket holders, with 50 surveys returned. There was no such survey sent during the 2017-18 season. The main area of concern on these surveys was again concessions. Comments made included, “Very over-priced for water” and “Concessions are outrageous. \$4 for a drink just seems to be so much”. Concessions rated the lowest of any area on the survey. Although neither team recorded a winning season, or advanced to the Southland Conference Basketball Tournament, 70% of season ticket holders still attended men’s basketball games, while 61% attended women’s basketball games. Great ideas were also provided, including the idea of broadcasting the coaches’ post-game interviews live in Prather Coliseum, as well as season ticket holders enjoying student-centric events (Greek night, Kid’s Day, etc.).

Although Baseball and Softball season ticket surveys were circulated this year, but at the time of this report, those results have not been tabulated.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, a target I of improving game-day experience has been set. A meeting with Sodexo will continue to be held prior to the sport seasons to discuss improvements with concessions (operations, food quality, price, selection, etc.). Attention will continue to be provided to merchandise offerings, tailgate amenities/options and strategic in-game activities and giveaways. The athletic staff will continue to administer surveys to season ticket holders in the sports of Football, Basketball, Baseball and Softball in hopes of using that information to foster an environment that expands fan satisfaction, increase attendance and improve fan loyalty.

### **Measure 3.1.2:** Student-athlete surveys

**Finding:** Target 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. This marks the second consecutive year that this data was not analyzed or provided.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, this measure will be removed from future assessment reports.

### **Measure 3.1.3:** Special events surveys

**Finding:** Target not met.

## Assessment Cycle 2018-19

**Analysis:** Documentation and analysis for special event surveys was not provided, which could mean there were no surveys circulated for any special events during the 2018-19 year.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20 the idea of administering survey for special events will be discussed. It will be highly recommended to administer surveys for special events moving forward. Input provided from other surveys (Ex. Season Ticket Holder Surveys) have proven to be beneficial and have led to improvements in game-day atmosphere. Surveys for special events can only lead to improvements as well.

**Source:** N/A

### 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:** Target met.

**Analysis:** 712 press releases were issued by the Sports Information Office during July 2018 to April 2019, while 669 were issued between July 2017 to April 2018. Ten different television entities as well as numerous internet streams carried Northwestern State sporting events. Teams appeared on the SEC Network, Cox Sports TV, ESPN Plus, ESPN3, Eleven Sports Network, Southland Digital Network, BYU TV, Fox Sports TV, Fox Sports Oklahoma and the Longhorn Network. Using Meltwater Media, the estimated amount of NSU athletics' earned media coverage is \$77.5 million. This is the first year that an annual AVE has been calculated, so this will be the baseline going forward.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, in 2019-20, a 5% advertising value equivalency has been set in order to drive continuous improvement.

**Source:** 2018-19 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.

## Assessment Cycle 2018-19

**Finding:** Target met.

**Analysis:** Twitter continues a main source of connection and growth with NSU Athletics audience. All nine individual sport accounts grew by at least 10 percent in followers led by a whopping 46 percent growth from Track & Field. The main NSU Twitter account grew at nearly seven percent, down from 26 percent last year. All but two accounts grew by at least 15 percent, including a football growth rate of 26 percent. The lowest growth came from volleyball at 10 percent. On Facebook, NSU Athletics main page grew at 6.4 percent, while the seven individual sports accounts grew at five percent or better. Men's basketball had the best growth (42 percent), while soccer had another plus-20 percent season, growing at a 23 percent clip. Track & Field (21 percent) and baseball (18 percent) were close behind. Overall Facebook growth was down compared to 2017-18. On Instagram, 4,827 followers track NSU's main account, the first year in which an accounting of followers has been taken.

**Action – Decision or Recommendation:** Based on the analysis of the results from 2018-19, it was determined to increase the social media footprint goal to 6% on a yearly basis in order to drive continuous improvement. The Sports Information Department would also like to include Instagram in social media measurements for future years.

**Source:** 2018-19 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.

**Finding:** Target 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 and other sports-related interviews. 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 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 2018-19, in 2019-20 interviews will include other sports, which will continue to drive continuous improvement. "Demon of the Day" videos will continue to occur. The

# Assessment Cycle 2018-19

Athletic Director will add questions on the “Student-Athlete Exit Survey” concerning media relations and media training moving forward.

**Source:** 2018-19 Sports Information Mock Interview Report

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

### Division: Academics/Life Skills

At the beginning of the 2018-19 academic year, a calendar of all life skill events/workshops was provided to each student-athlete, as well as coaching staffs for each respective sport. By doing this, an increase of 20.9% in participation rate by student-athletes at these events occurred during the academic year, easily surpassing the 50% target.

### Division: Marketing/Development

Tickets sales in all sports during the 2018-19 soared to a three-year high, with Football (\$29,151 or 12.8% increase) and Baseball (\$45,414.50 or 69.9% increase) leading the way. It was believed that the hiring of a new football coach and the addition of a home baseball game vs. LSU would lead to increased revenue in this area from 2017-18.

2017-18 Demons Unlimited Fund revenues recorded an increase of 13.7% or \$386,988 from last year. It is always a goal of the Marketing and Development Staff to continue to explore new avenues and sources of revenue in this area.

Data collected from season ticket holder surveys were mostly positive in the sports of Football, Men’s Basketball and Women’s Basketball. Data collected from last year’s football survey led to slight improvements in concession operations by Sodexo, which could have led to improved overall game-day experience by fans. However, there is still need for improvement in this area, which again, could lead to positive feedback on next year’s surveys across all sports.

### Division: Sports Information

With the purchase of Meltwater Media by the Northwestern State University Marketing Department, the Sports Information Office has been able to establish a baseline in earned media coverage. This will lead to the collection of useable data in this area and will only strengthen the decision-making ability moving forward for this office.

# Assessment Cycle 2018-19

The Sports Information Office continues to drive the Northwestern State University Athletic Department's social media footprint. Increased followers in this area will continue to provide a positive impact moving forward.

## Plan of Action Moving Forward

### Division: Academics/Life Skills

#### SO1

**Measure 1.1:** Based on the analysis of the results from 2018-19, in 2019-20 a 50% participation rate in life skill workshops and events will be maintained. However, the Academic Service staff would like to increase the number of events held in 2019-20.

**Measure 1.2:** Based on the analysis of the results from 2018-19, in 2019-20 a target of 4,500 hours of community service has been established in order to drive continuous improvement.

#### SO2

**Measure 2.1:** Based on the analysis of the results from 2018-19, it was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2019-20 academic year. All current academic programs, such as Summer Bridge and the Enhanced Academic Program, will continue. Tutor access in additional academic areas will continue to be explored.

### Division: Business Management

#### SO1

**Measure 1.1:** Based on the analysis of the results from the 2017-18 report, the goal of a balanced budget will be maintained for future assessments.

#### SO2

**Measure 2.1:** Based on the analysis of the results from the 2017-18 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 2018-19 will begin in the Fall of 2019.

**Measure 2.2:** Based on the analysis of the results from the 2017-18 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 2018-19 will begin in the Fall of 2019.

# Assessment Cycle 2018-19

## Division: Compliance

### SO1

**Measure 1.1:** Based on the analysis of the results from the 2018 report, the annual target rate of 57% will be maintained for 2019-20. However, if the stated target is met for a second consecutive year, an increase in this target will be discussed.

**Measure 1.2:** Based on the analysis of the results from 2018-19, in 2019-20 the target of a 15% higher graduation rate by student-athletes in comparison to the student body will be maintained. The NCAA will be introducing a “values based” reward system, beginning with the 2019-20 academic year. This program will financially reward institutions 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. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Measure 1.3:** Based on the analysis of the results from the 2018 report, it was determined to increase the NCAA Graduation Success Rate target to 72% for the 2019 Federal Graduation Rate Report. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

### SO2

**Measure 2.1:** Based on the analysis of the results from the 2017-18 report, it was determined to maintain a .940 minimum Academic Progress Rate (all teams) for the 2019-20 Academic Progress Rate Report. However, if the stated target is met for a second consecutive year, an increase in this target will be discussed. Academic programs, as mentioned in the “Academics/Life Skills” division above, will continue to be provided to student-athletes.

**Measure 2.2:** Based on the analysis of the results from the 2017-18 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.

## Division: Marketing/Development

### SO1

**Measure 1.1:** Based on the analysis of the results from 2018-19, in 2019-20 the goal of a 5% increase in tickets sales will continue to be maintained, which is driving continuous improvement in this area.

# Assessment Cycle 2018-19

## SO2

**Measure 2.1:** Based on the analysis of the results from 2017-18, a target of 10% increase will be maintained with next year's report, which is driving continuous improvement in this area.

## SO3

**Measure 3.1.1:** Based on the analysis of the results from 2018-19, a meeting with Sodexo will continue to be held prior to the sport seasons to discuss improvements with concessions (operations, food quality, price, selection, etc.). The athletic staff will continue to administer surveys to season ticket holders in the sports of Football, Basketball, Baseball and Softball. The feedback provided has proven to be beneficial.

**Measure 3.1.2:** Based on the analysis of the results from 2018-19, this measure will be removed from future assessment reports.

**Measure 3.1.3:** Based on the analysis of the results from 2018-19, in 2019-20 the idea of administering survey for special events will be discussed. It will be determined if this will be a measure moving forward with future assessment reports.

## **Division: Sports Information**

### SO1

**Measure 1.1:** Based on the analysis of the results from 2018-19, in 2019-20, a 5% advertising value equivalency has been set in order to drive continuous improvement.

**Measure 1.2:** Based on the analysis of the results from 2018-19, it was determined to increase the social media footprint goal to 6% on a yearly basis in order to drive continuous improvement. The Sports Information Department would also like to include Instagram in social media measurements for future years.

### SO2

**Measure 2.1:** Based on the analysis of the results from 2018-19, in 2019-20 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.