

# Athletics

## Student Affairs

### Administrative Unit Assessment

FY 18 (July 2017-July 2018)

#### Department and Assessment Report Information

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For which department or area are you reporting?	Athletics
What is the name and MGA email address of the person responsible for this report?	Chip Smith chip.smith@mga.edu

#### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	The mission of Athletics is to provide opportunities for students to achieve athletic and academic excellence, experience personal growth and learn the value of leadership.
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	<ul style="list-style-type: none"><li>• Be in a position to evaluate conference and National Governing Body relationships and determine which affiliations most closely align with the mission and goals of the University and Department of Athletics.</li><li>• Increase student attendance at all campus athletic events each year of the five year period.</li><li>• Meet or exceed a graduation rate of 50%, based on the number of student-athletes in the cohort entering the institution five years earlier.</li><li>• Consistently earn Gold Level recognition in the NAIA Champions of Character program.</li><li>• Support 75% of the scholarship budget from revenue sources external to the University.</li><li>• Fully fund the salaries of assistant coaches to the level of our peer group.</li></ul>
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## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY 18. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY19.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Students should have four ways of attending (observing) intercollegiate athletic events.
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Students could attend all campus athletic events for no admission charge, watch via video-streaming, Facebook posts, live Twitter updates, and through live stats.
<b>Objective 1: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	The target was to provide four opportunities for engagement of students to attend or watch events.
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Opportunities were provided by attendance at 149 events in person as well as online opportunities through live Twitter feeds, 19 YouTube broadcasts, live stats for 104 home events, and Facebook activity. Promotion of live broadcasts and live stats by other schools also provided additional opportunities for viewing during road games.
<b>Objective 1: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Engaging students is challenging regardless of the opportunities available. Accessibility is not always the issue for attendance. Increasing attendance at events and providing more effective online viability to watch games.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Develop collaborative partnerships on–and off-campus.
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Participants and number of participation hours.
<b>Objective 2: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	90% of student-athletes will participate in at least one volunteer event and athletics will log at least 300 volunteer hours.
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Of the 200 student-athletes on athletic eligibility lists for the 2017-18 seasons, 191 participated in at least one of 9 volunteer experiences. Total hours logged from events were 1,727.
<b>Objective 2: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	The department learned volunteer events are important and generate interest from the community by having interaction with the coaches and players. The interaction between players and local students generates interest from the community in the activities on campus.

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Have at least 40 student-athletes named to the President's list or Dean's list.
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of student-athletes meeting the academic standards named.
<b>Objective 3: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	40% of all student-athletes.
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	106 (58 Fall, 48 Spring) student-athletes were on the President's or Dean's List. 53.22% of all student-athletes earned a 3.0 or higher for the academic year.
<b>Objective 3: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	The importance of emphasizing academic achievement, the pride of both the student-athletes who earned the recognition of meeting the goals and the competitiveness between teams to be recognized for their academic success.

#### Objective 4

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	80% of graduating seniors and 75% of all team members respond to feedback requests.
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of participants.
<b>Objective 4: What was your target outcome for this objective? (1.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	80% of students who had completed their eligibility and 75% of student-athletes listed on team rosters.
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Group 1- Approximately 20% Group 2- Approximately 17%
<b>Objective 4: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Written surveys were delivered to the students' MGA email accounts and often sent to spam. Because of this, many did not see the survey request, even after multiple attempts to elicit a response. A different survey delivery system will be used and student-athletes may be texted to respond to the survey email will be used next year. Requests for in-person surveys had a better response rate. This lack of success here stemmed from the availability of the Director of Athletes to conduct the interviews. Better time management will be employed next year.

## Future Plans

<p><b>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</b></p>	<ol style="list-style-type: none"><li>1. A. Athletics will improve student-athlete involvement in Experiential Learning to 80% of the incoming class earning Bronze Level designation.</li><li>1. B. Athletics will work with coaches and student-athletes throughout the year to assess, monitor and review progress toward this goal.</li><li>2. A. Athletics will collect data concerning student attendance at 25% of campus athletic events. This will provide a baseline number that can be used to measure improvement for future assessment plans.</li><li>2. B. Students will be physically counted at a designated number of athletic events.</li><li>3. A. The five year graduation rate of student athletes will be NLT 25%.</li><li>3. B. The department will continue to emphasize the importance of academic success and work with Academic Affairs to address athletically-related difficulties in moving toward graduation.</li><li>4. A. The department will work closely with the MGA Foundation in exceed \$100,000 in external revenue.</li><li>4. B. Increased time will be given to fund-raising and additional support will be involved in selling advertisements and game-related sponsorships.</li></ol>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>MGA Athletics continues to seek financial and competitive equilibrium within the university and among its intercollegiate peers. The complexity of moving from the club and junior college level to that of a four-year NAIA program within a short time frame, combined with the financial stresses of reduced funding due to decreased enrollment, have hindered progress. The focus this past year was as much on survival as it was on wins and losses. The newly-formed Knights Athletic Association will ease some of the current financial pressure as it begins to grow, but that growth, as with all fund-raising, will take time. The challenge now and in the near future is to make decisions that maintain a viable NAIA /SSAC athletic program while building a foundation for a program that will succeed athletically and enhance the mission of the university.</p> <p>In the longer term, MGA Athletics has the capacity to fully meet its mission. Inherent to athletics professionals are the attributes of competition, goal achievement, discipline and leadership. The</p>

	<p>students, coaches and staff of college athletics programs take satisfaction in realizing their goals despite challenges of all kinds. Another characteristic of success is teamwork. With the support of the university community, the challenges that confront us now may be the incentive that is needed to “over-achieve” toward success It is my firm belief that, in the long term, MGA Athletics will succeed and lead.</p>
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Form run:

Wednesday, July 3, 2019

