

# Governors State University

Student Affairs and Enrollment Management: Reaching Vision 2020

**Focus Area: Athletics and Recreation**

**Leader(s): Anthony Bates (Director of Athletics) and Dean Jennings (Program Director of the Athletic and Recreation Center)**

**Implementation Year: 2015 - 2016**

**Goal 2:** Athletics and Recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni and strengthening institutional visibility and connections to the Chicago and Chicago Southland community.

<b>Objective 1:</b>	<b>Create an athletic Booster Program to not only generate increased revenue but to also revegetate alumni pride and attachment to Governors State University.</b>
<b>Action Items</b>	Alumni marketing and outreach.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director
<b>Milestones</b> (Identify Timelines)	Implementation of a Booster program by 2016/17 season
<b>Desired Outcomes and Achievements</b> (Identify results expected)	50 active booster members at the completion of the 2016/17 season

**Goal 2:** Athletics and Recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni and strengthening institutional visibility and connections to the Chicago and Chicago Southland community.

<b>Objective 2:</b>	<b>Create community building events such as the yearly Jaguar Jamboree (Intra scrimmage), and Preseason scrimmages against local community colleges.</b>
<b>Action Items</b>	In addition to the Jamboree, host a minimum of three preseason scrimmage games against local community colleges.
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Head Coaches
<b>Milestones</b> (Identify Timelines)	2015 and 2016
<b>Desired Outcomes and Achievements</b> (Identify results expected)	To make the local community aware of the GSU transformation.

**Goal 2:** Athletics and Recreational activities will serve as a catalyst for building institutional pride, promoting campus traditions, engaging alumni and strengthening institutional visibility and connections to the Chicago and Chicago Southland community.

<b>Objective 3:</b>	<b>Hire a Sports Information Director to give greater marketing to the athletic department and GSU.</b>
<b>Action Items</b>	Create job description, develop funding plan, review position with HR, post by April 1, 2016
<b>Indicators and Data Needed</b> (Measures that will appraise progress towards the strategic objective)	
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director
<b>Milestones</b> (Identify Timelines)	Post by March 1, 2016; Hire by May 1, 2016
<b>Desired Outcomes and Achievements</b> (Identify results expected)	To have SID in place prior to the beginning of the 2016 season.