

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 5: Through sound business planning and fundraising efforts, promote facilities development and expansion of competitive and recreational activities consistent with institutional and divisional goals.

Objective 1:	Create Athletic sponsorships with local or national businesses to generate revenue.
Action Items	Meet with local business, community leaders, and GSU Alumni to solicit sponsorship
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Begin developing relationships for the 2015/16 season.
Desired Outcomes and Achievements (Identify results expected)	Generate \$250,000 in sponsorship revenue by 2020

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Objective 2:	Create an athletic Booster Program to not only generate increased revenue but to also revigorate alumni pride and attachment to Governors State University.
Action Items	Alumni marketing and outreach.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Create the structure for the organization by 2016
Desired Outcomes and Achievements (Identify results expected)	50 active booster members of the completion of the 2016/17 season

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Objective 3:	Provide equipment that meets or exceeds current fitness industry standards. Incorporating current bio-mechanic science and technology as well as personal user based technology interface.
Action Items	Develop strategic financial planning to purchase, lease or trade for new fitness and health equipment on a two and a half year cycle, alternating between cardio respiratory based equipment and resistance based equipment.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Acquire client feedback on the following: <ul style="list-style-type: none"> • Equipment ease of use. • Equipment comfort of use. • Equipment availability. • Equipment maintenance reliability. • Equipment effectiveness both short term and long term • Advance features used by clients
Responsible Person and/or Unit (Data collection, analysis reporting)	Program Director and Athletic and Recreation Center staff.
Milestones (Identify Timelines)	Evaluate bi-annually
Desired Outcomes and Achievements (Identify results expected)	To achieve positive client feedback. To increase student, faculty, staff and community usage as well as user retention. To provide adequate training resources for athletics.

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Objective 4:	Continuation and development of youth sports camps.
Action Items	Offer camps in all related GSU sports to local community youth.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Increase participant enrollment by 10% per season.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director and coaching staff.
Milestones (Identify Timelines)	Evaluate annually
Desired Outcomes and Achievements (Identify results expected)	Generate \$50,000 in sports camp revenue by 2020.