

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: 2017 - 2018

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.

Objective 1:	Create an athletic Booster Program to not only generate increased revenue but to also revegetate 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)	The formation of the GSU club. We are hoping to tap into alumni and student groups to start the program. Rick Romeli has done a great job in putting everything in place for the goal including teaming up with Development
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Implementation of a Booster program by 2017/18 season
Desired Outcomes and Achievements (Identify results expected)	50 active booster members at the completion of the 2017/18 season. We kickoff the Booster clubs existence July 31 at the annual golf outing.
Achieved Outcomes and Results	We didn't achieve this goal
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY1 Objectives.)	We didn't achieve this goal but with adding this as a position for our upcoming Soccer Coach we hope this goal is achieved in 2018-19

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Objective 2:	Create community building events such as the yearly Jaguar Jamboree (Intra scrimmage), and Preseason scrimmages against local community colleges.
Action Items	In addition to the Jamboree, host a minimum of three preseason scrimmage games against local community colleges.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Student life did a good job with activities doing welcome week. There was a student vs employee basketball. We hope to add halftime activities to basketball next season
Responsible Person and/or Unit (Data collection, analysis reporting)	Head Coaches and assistants.
Milestones (Identify Timelines)	2015 , 2016 and 2017
Desired Outcomes and Achievements (Identify results expected)	To make the local community aware of the GSU transformation. The GSU jamboree has continued to be a great hit with students and campus groups. The expansion of TV broadcast we will be able to hopefully generate more booster support.
Achieved Outcomes and Results	achieved
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	The success of the Men’s Basketball team helped boost GSU spirit. We sold out our last championship game. Hopefully it carries over this year.

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Objective 3:	Daniel Jankowski Sports Information Director will be giving our athletic website a face lift .
Action Items	Coaches provide Daniel with updates and stories regarding our student -athletes
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	We will be looking for new imagines and top notch stories that can separate us from to opposing institutions
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director and SID
Milestones (Identify Timelines)	2015 and 2016
Desired Outcomes and Achievements (Identify results expected)	To have SID tooled with the information that will be beneficial to the upgrade .
Achieved Outcomes and Results	Over achieved
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY18 Objectives.)	Exceeded our goal. Daniel has been a great addition to our team. He even travels with all our teams on the road which is rare for SID's to do.