

# 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: 2018 - 2019**

**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)	The formation of the GSU club. We are hoping to tap into alumni and student groups to start the program. We have hired Coach Ante to lead this course of action
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director
<b>Milestones</b> (Identify Timelines)	Implementation of a Booster program by 2018/19 season
<b>Desired Outcomes and Achievements</b> (Identify results expected)	50 active booster members was the goal
<b>Achieved Outcomes and Results</b>	We didn't achieve this goal
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY1 9Objectives.)	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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<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)	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
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Head Coaches and assistants.
<b>Milestones</b> (Identify Timelines)	2015 , 2016, 2017 and 2018
<b>Desired Outcomes and Achievements</b> (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.
<b>Achieved Outcomes and Results</b>	achieved
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	The success of the Men’s Basketball team helped boost GSU spirit. We sold out our last championship game. We also have data that proves the number of fans that watch the games life equals the number of fans watching on the athletic website.

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<b>Objective 3:</b>	<b>Daniel Jankowski Sports Information Director will be giving our athletic website a face lift.</b>
<b>Action Items</b>	Coaches provide Daniel with updates and stories regarding our student -athletes
<b>Indicators and Data Needed</b> (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
<b>Responsible Person and/or Unit</b> (Data collection, analysis reporting)	Athletic Director and SID
<b>Milestones</b> (Identify Timelines)	2015 , 2016 ,2017 and 2018
<b>Desired Outcomes and Achievements</b> (Identify results expected)	We upgraded the website this year and feel it was a vast improvement
<b>Achieved Outcomes and Results</b>	Over achieved
<b>Analysis of Results</b> (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 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.