

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 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	Getting in contact with Alums and Corporate Sponsors
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Working with the develop department and local business. We believe that the online games can possibly bring in commercial revenue.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director and Assistant Directors
Milestones (Identify Timelines)	The Spring of 2019 to have 20 plus new sponsors
Desired Outcomes and Achievements (Identify results expected)	Generate \$150,000 in sponsorship revenue by 2020. We are truly behind on this effect. We will be hiring a Soccer Coach that will have duties regarding Athletic Revenue goals
Achieved Outcomes and Results	We didn't achieve our goal but Coach Ante's job is to bring in Boosters
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	Coach Ante will lead the troops. We want \$50,000.00 next season.

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 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 2:	Create an athletic Booster Program to not only generate increased revenue but to also reinvigorate 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)	Have active booster members buy packages for all sports. We will be hiring a Soccer Coach will be focused on Athletic Booster funds. We will have this up and running next season.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director
Milestones (Identify Timelines)	Create the structure for the organization by 2018
Desired Outcomes and Achievements (Identify results expected)	35 active booster members of the completion of the 2018/19 season. We plan on more in the future years.
Achieved Outcomes and Results	We didn't achieve our goal but Coach Ante's job is to bring in more Boosters.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	We didn't make our goals

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 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 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.
Achieved Outcomes and Results	Our equipment continues to be reliable with minimum maintenance needs. The resistance bases equipment replacement will be a park of Vision 2025.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	Outcome met.

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 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 4:	Continuation and development of youth sports camps. We hope to do volleyball and basketball.
Action Items	Offer camps in basketball, volleyball and soccer in 2019.
Indicators and Data Needed (Measures that will appraise progress towards the strategic objective)	Increase Athletic aid for our sports teams.
Responsible Person and/or Unit (Data collection, analysis reporting)	Athletic Director and Head coaching staff.
Milestones (Identify Timelines)	Evaluate annually
Desired Outcomes and Achievements (Identify results expected)	Generate \$50,000 in sports camp revenue by 2020.
Achieved Outcomes and Results	We have hired professional staff this year to achieve this goal.
Analysis of Results (Where outcomes met? Exceeded? Progress towards goal. Implications for AY19 Objectives.)	