



## Athletics Report February 16, 2024

### Agenda Item #1: Dashboard

Information

Action

Discussion

#### Purpose:

To review current athletic records as of January 24, 2024, versus January 24, 2023.

#### Background:

NCAA	Overall	Conference	2022-23 Overall	2022-23 Conference
Women's Volleyball	8-22	5-13	5-25	4-14
Men's Ice Hockey	11-13-1	8-8-1 (25pts)	4-20-2	3-14-1 (10pts)
Women's Basketball	1-15	0-7	5-12	2-7
Men's Basketball	12-5	4-3	7-10	6-3

  

ACHA		
Men's Ice Hockey (DII)	11-11-3	16-6-1
Women's Ice Hockey (DI)^	5-13-1	1-11-0

^ ^ ACHA Men's Hockey is ranked 12<sup>th</sup> in Central Region as of December 10, 2023

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A

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**Agenda Item #2: Department News**

Information

Action

Discussion

**Purpose:**

To provide an update of conference players of the week since August 28, 2023.

**Background:**

1. Conference Athletes of the Week



John Herrington, First-Year  
CCHA Rookie of the Week (December 11, 2023)  
Hudson's Hope, British Columbia  
Major: Business



Timo Bakos, Junior  
CCHA Forward of the Week (December 18, 2023)  
Augsburg, Germany  
Major: Business Administration - Marketing



Cam Kungle, First-Year  
CCHA Rookie of the Week (December 18, 2023)  
Red Deer, Alberta  
Major: Fire Science



Evan Bushy, First-Year  
CCHA Defenseman of the Week (January 15, 2024)  
Thief River Falls, Minn.  
Major: Business Management



Evan Bushy, First-Year  
CCHA Rookie of the Week (January 15, 2024)  
Thief River Falls, Minn.  
Major: Business Management



Kingsley Perkins, Junior  
GLIAC Defensive Player of the Week (January 22, 2024)  
Ypsilanti, Mich.  
Major: Business Administration - Management



Grace Bradford, Sophomore  
GLIAC Offensive Player of the Week (January 2, 2024)  
Maple City, Mich.  
Major: Nursing



Grace Bradford, Sophomore  
GLIAC Defensive Player of the Week (January 2, 2024)  
Maple City, Mich.  
Major: Nursing

## 2. Conference Athletes of the Month



Jared Westcott, Senior  
CCHA Forward of the Month (November 2023)  
Imperial, Missouri  
Major: Parks & Recreation  
November Stats: 8 Games Played, 7 Goals, 7 Assists

## 1. National Athletes of the Month



Jared Westcott, Senior  
Co-HCA National Player of the Month (November 2023)  
Imperial, Missouri  
Major: Parks & Recreation  
November Stats: 8 Games Played, 7 Goals, 7 Assists

1. All-Conference Athletes



Mariana Velasque, Senior  
All-GLIAC First Team  
Rio de Janeiro, Brazil  
Major: Creative Writing  
Stats: 29 Matches Played, 403 kills, 56 blocks,  
125 digs



Emily Kalinowski, Senior  
All-GLIAC Second Team  
South Lyon, Mich.  
Major: Forensic Chemistry  
Stats: 30 Matches Played, 1,081 Assists, 305  
Digs, 65 kills, 32 blocks, 31 service aces



Emily McDaniel, Senior  
All-GLIAC Honorable Mention  
Manistique, Mich.  
Major: Pre-Veterinary  
Stats: 29 Matches Played, 291 kills, 73 blocks, 30  
digs

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



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**Agenda Item #3: Social Media and Media Impressions**

Information

Action

Discussion

**Purpose:**

To review current social media impressions data from November 1, 2023 – January 15, 2024.

**Background:**

<b>Social Media Accounts</b>	<b>Facebook</b>	<b>X</b>	<b>Instagram</b>	<b>Total</b>
Men's Ice Hockey	204,870	747,000	29,062	980,932
GLIAC Team Accounts	41,951	174,439	25,987	242,377
Main Athletics Accounts	18,563	10,697	3,329	32,589
Combined All Athletics	265,384	932,136	58,378	1,255,898

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



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**Agenda Item #4: Academic Report Fall 2023 Semester**

Information

Action

Discussion

**Purpose:**

To provide a brief overview of the Academic Progress of all of the LSSU athletic teams through the first semester of the 2023-24 academic year.

**Background:**

This chart compares the LSSU Fall 2023, and Cumulative, Team GPAs with the Great Lakes Intercollegiate Athletic Conference, as well as all Division II 2022 Cumulative Team GPAs. Highlighted boxes illustrate where LSSU GPAs exceeded that of the GLIAC.

	LSSU Fall '23 Semester	LSSU Cumulative	GLIAC 2022 Cumulative	DII 2022 Cumulative
Women's XC	3.42	3.46	3.59	3.42
Men's XC	3.21	3.28	3.37	3.19
Volleyball	3.45	3.39	3.47	3.44
Women's BBall	3.38	3.45	3.54	3.33
Men's Basketball	2.99	2.97	2.96	2.93
Hockey	3.28	3.35	N/A	N/A
Women's Golf	3.12	3.09	3.36	3.46
Men's Golf	3.10	3.08	3.30	3.25
Women's Track	3.46	3.45	3.43	3.29
Men's Track	3.18	3.18	3.20	3.01
Women's Tennis	3.82	3.80	3.59	3.53
Men's Tennis	2.93	3.05	3.37	3.36
TOTAL ALL	3.26	3.28	3.38	3.29

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A





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**Agenda Item #5: Academic Progress Rate (APR) Report**

Information

Action

Discussion

**Purpose:**

To provide a brief overview of the Academic Success Rate (ASR) for Division II Athletics.

**Background:**

1. The Academic Success Rate (ASR) is a graduating metric that was developed by NCAA presidents and chancellors and mandated for student-athletes. It includes transfers into the school, midyear enrollees, and non-scholarship student-athletes. Graduation must occur within six years of initial college entry. The 2022-23 ASR information for LSSU was submitted on January 10.
2. Table below:

	LSSU ASR	DII
Volleyball	97	88
Women's Basketball	97	84
Men's Basketball	97	67
Women's Golf	80	91
Men's Golf	97	83
Women's Tennis	83	92
Men's Tennis	88	85
Women's Track/XC	95	86
Men's Track/XC	91	72
TOTAL ALL	93	76

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



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**Agenda Item #6: Corporate Sponsorship Advancement**

Information

Action

Discussion

**Purpose:**

To provide brief update on corporate sponsorship relationships with the Athletics Department in 2023-24.

**Background:**

1. Current Corporate Partners (\$176,890 in revenue)
  - Albert Heating and Cooling
  - Autore Oil & Propane Co.
  - Bay Mills Resort & Casino
  - Central Savings Bank
  - Cloverland Electric Cooperative
  - Domino's Pizza
  - Edward Jones/Josh MacDonald
  - Freshwaters Real Estate Advisors
  - Fudge Du Lock/Zak & Mac's
  - GFL Environmental
  - Ginop Sales, Inc.
  - Guido's Pizza

- Hampton Inn
- H&R Block
- Kewadin Casino
- LivWell
- Meijer
- MyMichigan Medical Center Sault
- Nicolet Bank
- Rodenroth Motors
- SCCU Insurance
- Soo Builders
- Soo Co-op Credit Union
- Soo Motors
- UP State Credit Union
- Wendy's Restaurant
- Wicked Sister

2. Number of prospects/potential partners: 140

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report February 16, 2024

### Agenda Item #7: Name, Image, and Likeness (NIL) at LSSU

Information

Action

Discussion

#### Purpose:

To provide brief background on the benefits of providing LSSU student-athletes the opportunity to promote and benefit financially from their persona.

#### Background:

In alignment and compliance with the NCAA rules around student-athlete use of their name, image, and likeness for financial benefit, LSSU's approach will be to limit the gap in NIL education, NIL disclosures, and NIL opportunity.

Our athletics department chooses to embrace NIL for several reasons-

1. Student-athlete Empowerment: NIL allows student-athletes to capitalize on their own brand and likeness, giving them the opportunity to benefit financially from endorsements, sponsorships, and other commercial opportunities.
2. Recruitment Advantage: Embracing NIL can make the athletics program more attractive to top recruits, especially in CCHA Hockey and Division II Athletics. Knowing they can benefit financially from their personal brand while playing for a particular school can be a deciding factor for student-athletes. We will be ahead of the curve!
3. Retention of Students: Offering NIL opportunities may help in retaining talented student-athletes who might otherwise consider leaving for other collegiate or professional opportunities to earn income from their likeness.
4. Enhanced Alumni and Fan Engagement: Student-athletes with strong personal brands can contribute to increased fan engagement. Fans may be more likely to connect with and support student-athletes who are allowed to build and promote their own image.
5. Adaptation to Changing Landscape: NIL represents a shift in the landscape of collegiate athletics. Embracing it allows LSSU to adapt to the changing environment and stay relevant in an evolving collegiate athletic industry.

6. Revenue Generation: By allowing student-athletes to participate in NIL activities, athletics departments can indirectly benefit from increased exposure, fan engagement, and potential sponsorships that arise from the success and popularity of their student-athletes.
7. Compliance with New Rules: With changes in regulations allowing NIL activities, embracing them ensures compliance with new rules and regulations, avoiding potential legal issues and penalties.
8. Development of Life Skills: Involvement in NIL activities can provide student-athletes with valuable skills in marketing, negotiation, and business, which can be beneficial in their future careers outside of sports.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report February 16, 2024

### Agenda Item #8: Contributions to Strategic Plan

Information

Action

Discussion

#### Purpose:

To provide update on the Athletic Department's contributions to the Lake Superior State University strategic plan.

#### Background:

1. 2.1.3 Support the creation of additional multicultural or inclusion groups, events, and activities.

On December 2, 2023, the Mission Hill Singers of the Bay Mills Indian Community performed during the first intermission of the Division I Men's Ice Hockey game. Culture Diversity Officer, student Raedean Andrews, brought the idea to us as a part of Native American Heritage Month however due to scheduling, we were unable to achieve it during November. We will continue this every November.

On January 26, 2024, during the first intermission of the hockey game, we celebrated the centennial of Clarence "Taffy" Abel becoming the first Native American to participate for USA in the Olympic Games. A member of the Sault Tribe and LSSU Athletics Hall of Famers, Taffy carried the flag for the US in opening ceremonies of the 1924 Winter Olympics in France.

2. 3.2.9 Increase the number of varsity athletics teams, especially the addition of fall season sports.

Women's and Men's Swimming will be added in fall of 2024. Three finalists make up a group of prospective head swimming coaches. A projected starting date is March 15.

3. 3.2.12 Increase revenue from Athletics events and initiatives.

Starting in December 2023, Laker fans can now pay to get a birthday message placed on the video board 1-2x per game for a suggested donation to the Laker Hockey program.

4. 4.5.4 Leverage Laker Athletics as a community entertainment and marketing asset to advance the University.

2023 Sault Strut 5K and Children's 200m Fun Run

St. Joseph's Catholic Church

Robert Arfstrom and Sharyn Faunt Teen Foster Home

Chippewa County Correctional Facility

Rotary Club of Sault Sainte Marie

Sault Area Schools

Sault Stars 5<sup>th</sup> Grade Girls and Boys Basketball

Hiawatha Skating Club

Soo Michigan Hockey Association

Soo Ontario Hockey League

Brimley Elementary School

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A