

LAKE SUPERIOR STATE UNIVERSITY

2019-2023

5-YEAR REVIEW:  
ATHLETICS

## FY 2023 Operational Unit 5-Year Review

**Due by 4:00pm, February 15, 2024**

Five-Year Assessment Reviews are required for all operational and academic units of the University. The five years under review for this report are FY2019 through FY2023. The due date for the 5-Year Operational (Departmental) Unit Review is February 15, 2024. This comprehensive review provides a record of the processes employed by your unit to evaluate functions, services provided, and progress toward achieving assigned Strategic Plan goals. If you have submitted your Annual Assessment Review forms each year since 2021, they are intended to be used as supporting documents for this 5-Year Review. Please use that information (or any other data and information you may have) to complete the sections in this 5-Year Review reporting form to explain your department's continuous improvement planning and Strategic Plan goal achievements over the past 5 years (FY2019-FY2023).

Program Review is required to fulfill the Higher Learning Commission's (HLC) conditions of accreditation for our institution. An Operational Unit may complete a single 5-Year Review Form if it has multiple subunits that are closely inter-related, but for autonomous units you will need to complete separate forms for each unit (e.g., Human Resources could conduct a single review for several of its HR-specific subunits, but will need to complete a separate review for a stand-alone subunit, such as Public Safety).

Reporting Years:	FY 2019 – FY 2023
Unit Name:	Department of Intercollegiate Athletics
Unit Contact:	Tory Lindley
Unit Mission (if applicable):	LSSU Athletics dedicates itself to providing a first-class athletics program while enhancing the personal development of our student-athletes through the lessons learned in athletic competition; commitment to teamwork, competing with honor, persevering through adversity, and service to community. Each is a foundational piece in preparing our student-athletes for a successful personal and professional life after graduation. Laker athletics will serve as a source of entertainment, spirit, and pride to unite our students, campus, alumni, and local community in creating, promoting, and sustaining our athletic and university mission and traditions.
This operational unit was assigned the following Strategic Plan Goals, and achieved some measure of progress toward meeting those goals:	2.1.3 2.4.4 3.2.9 3.2.12 4.1.1 4.5.4 4.5.7

### Part 1

In the left column, please copy/paste each of your unit's Strategic Plan goals (in numerical order) into individual text boxes. In the right column textbox next to the assigned goal, fill out the information connected to the goal to the right.

You may add/delete rows as needed to adjust for the number of Strategic Plan goals assigned to your Unit.

Strategic Plan Goal (list only one in each textbox in numerical order).	Strategic Plan Goal Progress: <i>briefly</i> describe the progress made thus far in achieving the goal listed to the left.
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2.1.3 Support the creation of additional multicultural or inclusion groups, events, and activities.	<p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Added home hockey intermission entertainment provided by Bay Mills Tribal drum team</li> </ul>
2.4.4 Broaden campus participation at Laker Athletics events	<p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>Additional promotion of Laker Athletic events in university communications to alumni, community, Board of Trustees</li> </ul> <p>As of 2023: 80%</p> <ul style="list-style-type: none"> <li>Gained Board of Trustee approval for addition of 2 new intercollegiate sports. Evaluated through expansion of NCAA sponsored sports. Incomplete due to the new competitions season will not occur until fall of 2024.</li> </ul>
3.2.3 Develop a Club Sports initiative that focuses on available athletics facilities and newly recruited students.	<p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>Actively recruited, annually, between 45 and 50 new LSSU students through interest and desire to play ACHA Club Hockey. This includes both women and men from multiple states and Canada.</li> </ul>
3.2.9 Increase the number of varsity athletics teams, especially the addition of fall season sports (e.g. women's and men's soccer and lacrosse).	<p>As of 2019: 100%</p> <ul style="list-style-type: none"> <li>Initiated and execute an external feasibility study to investigate the addition of women's soccer to LSSU Varsity sport status.</li> </ul> <p>As of 2021: 100%</p> <ul style="list-style-type: none"> <li>Initiated and execute a grant-funded feasibility study to investigate the addition of women's triathlon to LSSU Varsity sport status.</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Board of Trustee approval of plan for addition of 3 additional intercollegiate programs. Two (Women's and Men's Swimming) of the three will be executed beginning in 2024-25. Evaluated through additional student-athletes recruitment and competitions in the GLIAC.</li> </ul>
3.2.12 Increase revenue from Athletics events and initiatives.	<p>As of 2021: 100%</p> <ul style="list-style-type: none"> <li>Executed an effective and safe return to play for all sports and athletic participants, including fans in on-campus venues.</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Sold two additional lofts at Taffy Abel.</li> <li>Increased corporate sponsor base in 2022-23.</li> <li>Introduced new center video board with four additional sponsors. Introduced side panel scoreboard in Taffy Abel with additional sponsor. Launched new hockey fund raising program-Friends of Laker Hockey.</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Introduced paid in-arena birthday messaging</li> <li>Introduced alcohol bottle service to Taffy Abel Lofts</li> </ul>
4.1.1 Track, increase, and promote volunteer work and consultation done by students, faculty, and staff.	<p>As of 2019: 100%</p> <ul style="list-style-type: none"> <li>Student-athletes engaged in the community in over 210 combined hours of community service</li> </ul> <p>As of 2020: 100%</p> <ul style="list-style-type: none"> <li>Student-athletes engaged in the community in over 75 combined hours of community service</li> </ul> <p>As of 2021: 100%</p> <ul style="list-style-type: none"> <li>Student-athletes engaged in the community in over 110</li> </ul>

	<p>combined hours of community service</p> <p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>Student-athletes engaged in the community in over 150 combined hours of community service</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Student-athletes engaged in the community in over 500 combined hours of community service</li> </ul>
4.5.4 Leverage Laker Athletics as a community entertainment and marketing asset to advance the University.	<p>As of 2019: 100%</p> <ul style="list-style-type: none"> <li>Comprehensive use of on-campus facilities to host LSSU Coach led athletic camps and clinics for youths and adults</li> </ul> <p>As of 2020: 100%</p> <ul style="list-style-type: none"> <li>Comprehensive use of on-campus facilities to host LSSU Coach led athletic camps and clinics for youths and adults</li> </ul> <p>As of 2021: 100%</p> <ul style="list-style-type: none"> <li>Comprehensive use of on-campus facilities to host LSSU Coach led athletic camps and clinics for youths and adults</li> </ul> <p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>In 2021-22, significant improvements have occurred for hockey game broadcasts. Additional camera locations and improved arena lighting upgraded the quality of the broadcasts. The Department of Intercollegiate Athletics partnered with youth hockey teams to increase attendance through youth/group ticket sales, and similar efforts with the United States Coast Guard station in Sault Ste. Marie yielded attendance gains and improved local relationships.</li> </ul> <p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>The Department of Intercollegiate Athletics initiated a series of middle school and high school indoor track meets. Three separate competitions were completed that brought over 20 different middle and high schools to campus and introduced over 500 student-athletes to the Intercollegiate track facilities at Lake Superior State University. Each of these competitions provided a net positive budget result for the track and field programs that initiated, developed and executed the meets.</li> </ul> <p>As of 2022: 100%</p> <ul style="list-style-type: none"> <li>Comprehensive use of on-campus facilities to host LSSU Coach led athletic camps and clinics for youths and adults</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Added in game experiences at hockey arena. Developed “safe running” educational program for campus and community.</li> </ul> <p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Added community-based Thanksgiving Week Child and Adult Fun Run bringing more than 150 participants and supporters to campus.</li> <li>Added home hockey intermission entertainment provided by Bay Mills Tribal drum team</li> <li>Hosted community guests at each Laker Home Hockey game in the President’s Loft in Taffy Abel Arena including Soo Area Schools leadership, Bay Mills Tribal Leadership, Michigan cannabis business and laboratory services, and more.</li> <li>Athletics Director participation in regular media engagements</li> </ul>

	(radio, television, podcasts) to promote LSSU Athletics program success.
4.5.7 Expand the number of summer camps offered at the University with emphasis given to revenue and breadth of programming.	<p>As of 2023: 100%</p> <ul style="list-style-type: none"> <li>Added a year-round youth club volleyball program that brings high school-aged girls to campus from a tri-county area. The entire coaching staff includes alumni, current players and current coaches</li> </ul>

**Part 2:** (You may use your unit's Annual Assessment Reports from previous years to complete this section).

### Administrative Unit Goals:

- Each year your administrative unit should set at least three goals to improve its processes, administration, staffing, infrastructure, unit operations, etc. List some of the most impactful improvement goals your department has set and achieved over the past five years:

Broaden Campus Participation at Laker Athletic Events: increase campus attendance at Laker athletic events (specifically volleyball, hockey, men's and women's basketball). That plan focused on the audiences of LSSU students, LSSU faculty and staff, LSSU alumni, as well as residents of Sault Ste. Marie and the Eastern Upper Peninsula).

Increase revenue from Athletics events and initiatives: to maximize revenues from existing and new sources. This included an amplified effort to build the season ticket bases of ticket selling sports, potential increases in ticket prices and parking, etc. and extended efforts to draw fans from Sault Ste. Marie, Ontario. Also, continued growth in athletic sponsorships and improved margins for athletic summer camps and fundraising initiatives.

Leverage Laker Athletics as a community entertainment and marketing asset to the university: to elevate the game presentation various methods include improved technology, inclusion of a student pep band, music formats conducive to all audiences, consistent public address announcers, and an emphasis on increasing student attendance; solidify alignments with key community (Sault Ste. Marie Chamber) and charitable (United Way of EUP, Diannen Pepler Resource Center, etc.) organizations; Development of improved game streaming video presentation for volleyball and basketball events; Creation of special events around Laker athletic events; and increasing exposure through media exposure opportunities through local radio and other media.

- Describe how employee evaluations in your area are used to define and achieve new annual goals for your unit:
  - Employee evaluations are based in employee ownership of annual goals and tactics. An emphasis is placed on consistent check-ins for progress as well as to identify opportunities for support. The department has established championship behaviors that are both evaluated as well as identified and celebrated at bi-weekly meetings. These include:
    - Determination (competitive and optimistic)
    - Perseverance (response and consistency)
    - Unity (equity and community building)
    - Growth (knowledge and empowerment)
    - Humility (integrity and empathy)

- Explain how unit-specific budget information is provided to staff to be discussed in your departmental

meetings, and how that information is used to plan for continuing improvements in your unit:

Unit managers and sport team leaders, with budget responsibility, review spending and revenue progress at each bi-weekly meeting. Budget overviews for the full department are provided, by the Director, at each bi-weekly zoom and quarterly face-to-face meeting.

4. Provide a brief summary of goals set for your administrative unit during the past few years that were not specifically defined in the Strategic Plan, and report the status of achievement for those goals:
  - Maintain athletics department student-athlete cultural diversity: Achieved
  - Maintain academic progress rates above the NCAA expectations: Achieved
  - Maintain semester over semester student-athlete accumulative GPA over 3.0: Achieved
5. Based on your department's evaluative processes, list specific goals your administrative unit has identified and will strive to achieve in the near future:
  - Develop recognition opportunities for campus academic and research successes during athletic events.
  - Create a novel survey to be used for post-season evaluation of the student-athlete experience.
  - Create a one-on-one interview process for exiting student athletes to speak to a faculty representative about their student athlete experience. This will be designed by the Athletics Director and Faculty Athletics Rep. This will be coordinated and executed by the Faculty Athletics Rep.
  - Through software acquisition to provide access to student-athlete education, a student-athlete reporting portal, and a free-market transition site, open the opportunity for LSSU student athletes to profit from their name image and likeness.
  - Identify and incorporate a new cash-less system for ticketing for athletic contests/events.
  - Identify and incorporate a new cash-less system for athletic 50/50 raffles.

Please attach any related documents (such as annual departmental meeting minutes, employee goal/evaluation documents, survey results, etc.) that support the narrative provided in your Annual Review. Submit this form to [gessmaker@lssu.edu](mailto:gessmaker@lssu.edu) no later than **4:00pm on February 15, 2024.**