



## Athletics Report

August 1, 2024

### Agenda Item #1: Athletic Department News

Information

Action

Discussion

#### Purpose:

To provide an update of conference players of the week and other notable award recipients since May 1, 2024.

#### Background:

##### 1. GLIAC Champion



Jenna Fleming, Senior  
Hilton Beach, Ontario  
Track & Field, Women's Javelin  
Major: Kinesiology  
Won 4<sup>th</sup> consecutive GLIAC title in women's javelin

##### 2. NCAA All-American



Jenna Fleming, Senior  
Hilton Beach, Ontario  
Track & Field, Women's Javelin  
Major: Kinesiology  
Placed 10<sup>th</sup> overall at the 2024 NCAA Outdoor Track & Field National Championship Meet

### 3. 2024 Spring GLIAC Commissioner's Award



Jenna Fleming, Senior  
Hilton Beach, Ontario  
Track & Field, Women's Javelin  
Major: Kinesiology  
One of six recipients among all female GLIAC  
2024 spring student-athletes

### 4. GLIAC Academic Awards

<b>Program</b>	<b>All-Academic</b>	<b>Academic Excellence</b>	<b>Total</b>
Men's Basketball	1	5	6
Women's Basketball	1	5	6
Volleyball	6	3	9
Men's Tennis	1	3	4
Women's Tennis	0	5	5
Men's Golf	0	2	2
Women's Golf	2	0	2
Men's Cross Country	4	3	7
Women's Cross Country	1	4	5
Men's Track & Field	6	5	11
Women's Track & Field	4	8	12
<b>Total Academic Honors</b>	<b>36</b>	<b>56</b>	<b>92</b>

^^ GLIAC All-Academic honors are awarded to student-athletes that have maintained a cumulative GPA of 3.0-3.49, and GLIAC All-Academic honorees must maintain a cumulative GPA of at least 3.5. Student-athletes are ineligible for GLIAC academic honors if they are competing in their first season at their institution.

^^ 74% of LSSU student-athletes that met the eligibility requirements for consideration received GLIAC academic recognition, including an 11% increase in those that earned Academic Excellence compared to 2022-23.

^^ Track & Field counted twice toward total due to having two seasons (indoor and outdoor).

#### **Suggested Action/Motion:**

N/A

#### **President's Recommendation:**

N/A



## Athletics Report

August 1, 2024

### Agenda Item #2: Social Media Impressions for Laker Athletics

Information

Action

Discussion

#### Purpose:

To review current social media impressions data from May 1, 2024 – July 15, 2024.

#### Background:

Social Media Accounts	Facebook	Instagram	X	Total
Men's Ice Hockey	99800	16800	72830	189430
GLIAC Team Accounts	42602	33314	72553	148469
Main Athletics Accounts	17600	2100	5156	24856
Combined All Athletics	160002	52214	150539	362755

^^ Analytics begin to round off after a singular account eclipses 10,000 impressions in a monthly period.

^^ Total impressions saw a significant decrease relative to the previous report (71%). However, this is to be expected during this period with all programs in their respective off-season, and impressions are projected to climb back up once the fall 2024 athletic seasons begin.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report

August 1, 2024

### Agenda Item #3: Community Engagement and Community Service for Laker Athletics

Information

Action

Discussion

#### Purpose:

Under new leadership, beginning in November of 2023, the Athletics Department has a renewed emphasis on the value of Community Engagement and Community Service. This report provides a summary of both service and engagement between December 2023 and May 2024.

#### Background:

Program	# of Events	Total Participants	Total Hours
Men's Basketball	5	57	139
Women's Basketball	2	32	65
Volleyball	0	0	0
Hockey	4	72	298
Men's/Women's Tennis	0	0	0
Men's/Women's Golf	0	0	0
Athletics Staff	9	9	45
Men's Track & Field/XC	11	140	315
Women's Track & Field/XC	11	160	364
<b>Totals</b>	<b>33</b>	<b>470</b>	<b>1,226</b>

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report

August 1, 2024

### Agenda Item #4: Name, Image and Likeness Engagement by Student-athletes

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.

1. What is the Superior Exchange?

The Lake Superior State Superior Exchange is a student-athlete NIL business registry, custom-designed for businesses, donors, alumni, and any other interested NIL dollars wishing to connect with student-athletes. Registered businesses can search, filter and initiate conversations with your student-athletes to discuss an NIL deal. Once the NIL deal between a registered business and your student-athlete is completed, the business will use the Superior Exchange to create a transaction that will produce a direct payment to the student-athlete and automate a disclosure to the Verified Compliance Ledger. All transactions in the exchange are consolidated into the compliance ledger for the school's review. 1099-K's are also sent to the student-athletes who meet the IRS threshold for third party payment reporting requirements.

2. Transaction Value Since Influencer Launch on April 1<sup>st</sup>.

Average Transaction Value:	\$25.06
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**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report

August 1, 2024

### Agenda Item #5: Incoming First-Year Student-Athlete Data

Information

Action

Discussion

#### Purpose:

Provide an overview of the incoming first-year class of student-athletes in Division I, Division II and ACHA.

#### Background:

This chart shows a sport breakdown on all sixty incoming first-year students for LSSU athletic rosters for the 2024-25 academic year.

	First Years	Transfers
ACHA Women's Hockey	9	
ACHA Men's Hockey	6	
Women's Track & XC	5	
Men's Track & XC	4	
Volleyball	5	1
Women's Basketball	4	1
Men's Basketball	3	1
D1 Hockey	6	4
Men's Golf	1	4
Women's Track	2	
Men's Track	2	
Women's Tennis	1	
Men's Tennis	1	
TOTALS	49	11

#### Suggested Action/Motion:

N/A

**President's Recommendation:**

N/A