



Athletics Report
February 21, 2025

Agenda Item #1: Department News

Information

Action

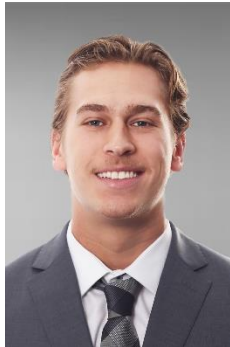
Discussion

Purpose:

To provide an update of conference players of the week and other notable award recipients since Nov. 1, 2024, as of February 6, 2025.

Background:

1. Conference Athletes of the Week



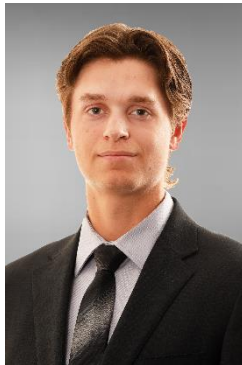
Rorke Applebee, First-Year
CCHA Goaltender of the Week (November 11, 2024)
Chateauguay, Quebec
Major: Finance and Economics



Nate Schweitzer, Senior
CCHA Defenseman of the Week (November 11, 2024)
Champlin, Minn.
Major: Finance and Economics



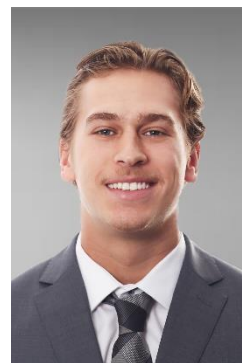
Timo Bakos, Senior
CCHA Forward of the Week (November 25, 2024)
Augsburg, Germany
Major: Business Administration - Marketing



Connor Milburn, Junior
CCHA Forward of the Week (December 2, 2024)
Kamloops, B.C.
Major: Electrical Engineering



Sasha Teleguine, Junior
CCHA Forward of the Week (December 9, 2024)
North Attleborough, Mass.
Major: Finance



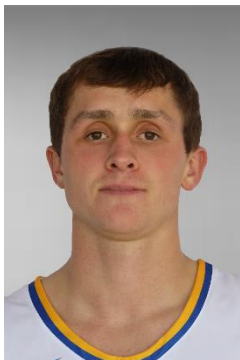
Rorke Applebee, First-Year
CCHA Goaltender of the Week (January 13, 2025)
Chateauguay, Quebec
Major: Finance and Economics



Tyson Edmondson, Senior
GLIAC Offensive Player of the Week (November 18, 2024)
Ypsilanti, Mich.
Major: Business Administration - Marketing



Hunter Soper, Senior
GLIAC Defensive Player of the Week (November 18, 2024)
Lexington, Mich.
Major: Social Science – Secondary Teaching



Hunter Soper, Senior
GLIAC Defensive Player of the Week (November 18, 2024)
Lexington, Mich.
Major: Social Science – Secondary Teaching



Hunter Soper, Senior
GLIAC Defensive Player of the Week (November 18, 2024)
Lexington, Mich.
Major: Social Science – Secondary Teaching



Adam Harakow, Sophomore
GLIAC Defensive Player of the Week (January 2, 2024)
Edmonton, Alberta



Hunter Soper, Senior
GLIAC Defensive Player of the Week (November 18, 2024)
Lexington, Mich.
Major: Social Science – Secondary Teaching

2. Conference Athletes of the Month



Connor Milburn, Junior
CCHA Forward of the Month (November 2024)
Kamloops, B.C.
Major: Electrical Engineering
November Stats: 14 Points, 6 Goals, 8 Assists

3. All-Conference Athletes



Gia Waters, Redshirt-Sophomore
All-GLIAC Honorable Mention
Minneapolis, Minn.
Major: Computer Networking
Stats: 23 Matches Played, 165 kills, 161 digs

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #2: Social Media Impressions for Laker Athletics

Information

Action

Discussion

Purpose:

To review current social media impressions data from Nov 1, 2024 – Feb 1, 2025, as well as compare data to the same time period last year.

Background:

Nov 1, 2024 – Feb 1, 2025

| Social Media Accounts | Facebook | X | Instagram | Total |
|------------------------------|-----------|---------|-----------|-----------|
| Men's Ice Hockey | 517,200 | 289,655 | 363,000 | 1,169,855 |
| GLIAC Team Accounts | 410,402 | 141,695 | 593,341 | 1,145,438 |
| Main Athletics Accounts | 97,900 | 7,855 | 41,700 | 147,455 |
| Combined All Athletics | 1,025,502 | 439,205 | 998,041 | 2,462,748 |

Nov 1, 2023 – Feb 1, 2024

| Social Media Accounts | Facebook | X | Instagram | Total |
|------------------------------|----------|---------|-----------|-----------|
| 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 |

^^ LSSU Athletics social media accounts saw a 196% increase relative to the same time frame of (Nov 1 – Feb 1) of the previous year, including the men's basketball accounts more than doubling the Nov 1, 2023 – Feb 1, 2024 total production of all GLIAC accounts (550,443).

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Academic Success Rate (ASR) Report NCAA Division II

Information

Action

Discussion

Purpose:

To provide a brief overview of the Academic Success Rate (ASR) Report that includes data from the 2023-24 academic year, compared to the previous four years.

Background:

1. The Academic Success Rate (ASR) is a graduating metric that was developed by NCAA presidents and chancellors. It includes transfers into the school, midyear enrollees, and non-scholarship student-athletes. Graduation must occur within six years of initial college entry. The 2023-24 ASR information for LSSU was submitted on December 8. The LSSU ASR was 88 while the overall NCAA DII ASR was 77 for all sports, and 83 for the sports that LSSU competes in. Swimming will be included in next year's report.
2. Tables below:

| Rate Calculations | |
|--|---|
| <p><u>Federal</u></p> <ul style="list-style-type: none"> • First-time fall freshmen on athletics aid. | $\frac{\text{Graduates}}{\text{Cohort} - \text{Exclusions}^*}$ |
| <p><u>ASR</u></p> <ul style="list-style-type: none"> • First-time fall freshmen on athletics aid. • <i>Transfers.</i> • <i>Midyear enrollees.</i> • <i>Nonscholarship student-athletes.</i> | $\frac{\text{Graduates}}{\text{Cohort} - \text{Exclusions}^* - \text{Left Eligible}}$ |
| <p>* Exclusions include death, permanent disability, church mission, and military or foreign service. Note: Both rates use a six-year window from initial collegiate enrollment.</p> | |

ASR (Academic Success Rate 2013-2017 Cohort): The percentage of student-athletes who graduate within six years of enrolling in college.

| | LSSU | Student Athletes | | Student Body |
|-------------|------------|------------------|--------------|--------------|
| | | ASR | Federal Rate | Federal Rate |
| DII Overall | 88% | 77% | 59% | 53% |
| DII Men | 85% | 69% | 51% | 48% |
| DII Women | 93% | 88% | 68% | 57% |

| | LSSU ASR '23 | LSSU ASR '22 | LSSU ASR '21 | LSSU ASR '20 | LSSU ASR '19 |
|--------------------|--------------|--------------|--------------|--------------|--------------|
| Volleyball | 92 | 75 | 74 | 71 | 67 |
| Women's Basketball | 87 | 90 | 87 | 100 | 100 |
| Men's Basketball | 74 | 70 | 65 | 65 | 75 |
| Women's Golf | 100 | 86 | 88 | 86 | 88 |
| Men's Golf | 100 | 90 | 90 | 90 | 82 |
| Women's Tennis | 100 | 100 | 91 | 88 | 78 |
| Men's Tennis | 79 | 73 | 69 | 82 | 88 |
| Women's Track/XC | 88 | 84 | 79 | 77 | 81 |
| Men's Track/XC | 87 | 88 | 87 | 77 | 79 |
| OVERALL | 88 | 84 | 82 | 81 | 83 |

| | LSSU ASR '23 | DII |
|--------------------|--------------|-----|
| Volleyball | 92 | 88 |
| Women's Basketball | 87 | 84 |
| Men's Basketball | 74 | 67 |
| Women's Golf | 100 | 92 |
| Men's Golf | 100 | 83 |
| Women's Tennis | 100 | 92 |
| Men's Tennis | 79 | 87 |
| Women's Track/XC | 88 | 85 |
| Men's Track/XC | 87 | 72 |
| OVERALL | 88 | 83 |

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #4: Athletics Corporate Partnerships

Information

Action

Discussion

Purpose:

To provide an annual overview of the financial value of the corporate partnerships between area partners and the athletics department for 2024-25, compared to the previous three years.

Background:

1. Current Corporate Partners

- 4Front Credit Union
- Albert Heating and Cooling
- Bowers Harbor Winery
- Central Savings Bank
- Cloverland Electric Cooperative
- Domino's Pizza
- Edward Jones/Josh MacDonald
- Fudge Du Lock/Zak & Mac's
- GFL Environmental
- Ginop Sales, Inc.
- Guido's Pizza
- Hampton Inn
- H&R Block
- Inter-Tribal Council of Michigan
- Kewadin Casino
- Meijer
- MyMichigan Medical Center Sault
- Nicolet Bank
- Norris Contracting
- Rehmann
- Rodenroth Motors
- Roth Shirt Co.
- SCCU Insurance
- Soo Co-op Credit Union
- Soo Motors
- Team Rubinstein, 5 Water Realty
- Wendy's Restaurant
- Wicked Sister
- Yooper Pasty Company

2024-25 Revenue: \$182,600 2023-24: \$176,890 2022-23: \$180,200 2021-22: \$162,500

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #5: Planned Addition of ACHA Division 2 Women’s Hockey

Information

Action

Discussion

Purpose:

To provide a business plan for review and seek the approval to add ACHA Division 2 Women’s Ice Hockey as a new coach-led club sport team, under the supervision and execution of the athletics department.

Proposal:

As we continue to explore strategic initiatives that enhance enrollment, student engagement, and institutional visibility, we respectfully request approval for the addition of an ACHA Division 2 Women’s Ice Hockey team at LSSU. This initiative presents a unique opportunity to attract 22-26 new undergraduate students in its first year while expanding our commitment to student-athlete development, gender equity in athletics, and broader community engagement.

Key Benefits & Rationale

Enrollment Growth & Institutional Revenue: The establishment of this team provides an immediate pipeline for new student enrollment, targeting both regional and national prospects seeking an opportunity to continue competitive hockey at the collegiate level. With an estimated roster size of 22-26 student-athletes in Year 1, the program can generate significant tuition and housing revenue, directly supporting the university’s enrollment and financial sustainability goals.

Alignment with LSSU’s Athletic and Academic Mission: LSSU has a proud hockey tradition, and this expansion would further cement our standing as a destination for competitive ice hockey at multiple levels. By offering an additional structured, coach-led ACHA program under the oversight of the athletics department, we ensure a quality student-athlete experience while maintaining the institutional integrity and compliance of the program.

Enhanced Student Experience and Campus Engagement: The introduction of an additional women’s ACHA hockey strengthens campus life, providing more opportunities for student-athletes to engage, compete, and represent LSSU on a national stage. Increased campus pride and community involvement with the addition of another hockey program further solidifies our reputation as a hockey-centric institution.

Operational Feasibility and Sustainable Growth: The program will be structured as another coach-led club sport under athletics, minimizing administrative strain while ensuring proper execution and oversight. LSSU's existing hockey infrastructure (Taffy Abel Arena, locker room, ice time) allows for cost-effective integration, leveraging current facilities without major capital

investment. The new team would compete in the ACHAW D2 CCWHA (Central Collegiate Women's Hockey Assoc) with regional foes like Sault College, NMU, CMU, MSU, Notre Dame, Hope, Adrian, Lawrence Tech, BGSU and Miami.

Given the projected enrollment impact, alignment with institutional goals, and operational feasibility, I strongly encourage the Board's approval of this initiative. The addition of ACHA Division 2 Women's Hockey represents an exciting step forward in LSSU's continued pursuit of excellence in athletics, student engagement, and enrollment growth.

Proposal:

Operational Expenses:

| | Year 1 | Subsequent Years |
|---------------------|---------------|------------------|
| ACHA Memberships | 2,000 | 2,000 |
| Contracted Services | 7,000 | 7,000 |
| Team Travel | 35,000 | 55,000 |
| Equipment | 20,000 | 12,000 |
| Uniforms/Soft Goods | 12,000 | 8,000 |
| Recruiting | 5,000 | 4,000 |
| Total | 81,000 | 88,000 |

Staffing Expenses:

| | Year 1 | Subsequent Years |
|--------------------|---------------|------------------|
| Head Coach Salary | 35,000 | Raises TBD |
| Head Coach Fringes | 13,650 | |
| Total | 48,650 | |

Summary Expenses:

| | Year 1 | Subsequent Years |
|-----------------------|----------------|------------------|
| Operational Expenses | 81,000 | 88,000 |
| Staffing Expenses | 48,650 | 50,000 |
| Total Expenses | 129,650 | 138,000 |

Revenue:

| | Year 1 | Subsequent Years |
|---|----------------|------------------|
| | 24 Students | 26 Students |
| Per Student \$2,500 Equipment Fee | 60,000 | 65,000 |
| Per Student \$9,051 Average Tuition Value | 217,224 | 235,326 |
| Conservative Projected Room (60% roster) | 58,800 | 68,600 |
| Conservative Projected Board (35% roster) | 37,062 | 43,239 |
| Total Revenue | 373,086 | 412,165 |

P and L Summary:

| | | |
|---------------------------|--------------------------|---|
| Year 1 Expenses | Year 1 Revenue | Year 1 Net Profit Estimate |
| 129,650 | 373,086 | \$243,436 |
| Subsequent Years Expenses | Subsequent Years Revenue | Subsequent Years Annual Net Profit Estimate |
| 138,000 | 435,267 | \$297,267 |

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #6: Norris Center Visitors

Information

Action

Discussion

Purpose:

To provide an overview of the usage rates of the Norris Center, including the Arbuckle Student Activities Center and Aquatics Center from Nov 1, 2024 – Feb 1, 2025.

Background:

The Norris Center continues to be a hub of active engagement for students and community members. Since the last board meeting, engagement has significantly increased.

Membership & Revenue

- **November Membership Sales:** 92 new memberships
 - **Revenue:** \$10,432.30 (143% increase from previous year)
- **Total Revenue (Nov - Jan):**
 - Memberships: ~\$15,000
 - Product Revenue (rentals, etc.): ~\$13,300

Winter Usage (Nov 1, 2024 - Feb 1, 2025)

Arbuckle Student Activities Center

- **Average Weekly Student Use:** 561
- Student Clubs Utilizing Facility:
 - Club Volleyball
 - Club Softball
 - Club Soccer
 - Jiu Jitsu
 - MMA Club
 - Others

- **Class & Practice Attendance:**

- Class Participants: 60 per week (15 per day, Mon-Thurs)
- Athletic Practices: 300 per week (42 per day)

Membership Use

Membership Type: Avg Per Week Weekday Avg Weekend Avg

| | | | |
|-----------------|-----|----|-------|
| General Members | 312 | 57 | 15-20 |
| Sault Tribe | 225 | 40 | 12-15 |
| Coast Guard | 140 | 20 | 20 |
| Day Pass Users | 35 | 5 | 5 |

Athletic Events Hosted (Nov - Feb)

| Event Type | Number of Games |
|---------------------|-----------------|
| NCAA Basketball | 28 |
| NCAA Volleyball | 2 |
| NCAA Hockey | 11 |
| ACHA Men's Hockey | 7 |
| ACHA Women's Hockey | 7 |

Community Outreach & Events Hosted (Nov - Feb)

- **High School Basketball Games:** 2 games (500+ fans per night)
- **Youth Basketball Tournament:** 2 days, 2500 spectators
- **Middle School Conference Championship:** 500 spectators
- **Gun Show:** 2 days, 500+ attendees
- **Youth Hockey Tournament:** 20 teams of female youth players
- **Catholic Schools Day:** Entire local Catholic school district attended

Ongoing Community Programs

| Program | Avg Weekly Participants |
|--|-------------------------|
| Community Tennis | 10-20 |
| Community Pickleball | 15-30 |
| Sault Area Schools 4th Grade Learn to Swim | 30 daily |
| JKL School Middle School Learn to Swim | 25 daily |
| JKL School Middle School Gym Class | 25 daily |
| Kuk Sul Won Martial Arts | 20 daily |
| Sault Competitive Aquatic Team | 45 daily |
| Sault Minor Hockey Association | Ongoing |
| Sault Canada Hockey Association | Ongoing |
| Special Olympics | 10 weekly |

The Norris Center continues to provide an important gathering place for students and remains a vital resource for community engagement.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A