



## Athletics Report Report

October 3, 2025

### Agenda Item #1: Department News

☒ Information

☐ Action

☐ Discussion

#### Purpose:

To provide an update of conference players of the week and other notable performances since July 18, 2025.

**Volleyball-** Competed at 2025 Matches on the Mack on Mackinac Island against University of Michigan. Successful event with a sellout crowd at the Mackinac Island Public School gym.

Sophomore L/DS **Mia Garcia** set a new career high with 14 digs vs. Minnesota-Crookston at Mankato Tournament on September 13th. She tallied another 14 digs that same afternoon against Quincy.

First Year **Elisa Rizzoli** scored 17 kills with no attacking errors against Minnesota-Crookston for a .531 hitting percentage – a phenomenal statistic. She also had 12 digs in the match.

Mia Garcia was named LSSU Women's Student-Athlete of the Week for 9/15/25.

**Cross Country-** Several men's and women's runners ran top ten 5K times in program history for their class at the Jeff Drenth Memorial Invitational, August 29th, 2025. First Year **Alex Tyndall** ran the best time in LSSU history in a 5K Cross Country race – 15:50.2.

The women's team also ran very well at the Jeff Drenth Memorial. **Izzy Yeoman's** time of 19:18.5 is second best all-time, and a new program best by a sophomore.

Alex Tyndall was recognized as LSSU Men's Student-Athlete of the Week for 9/15/25

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report Report

October 3, 2025

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

☒ Information

☐ Action

☐ Discussion

#### Purpose:

To review current social media impressions data from July 18, 2025 to September 18, 2025, as well as compare data to the same time period last year.

#### Background:

Statistics listed by "Impressions", "% Increase" reflects rise over similar time period last year.

Social Media Accounts	Facebook	X	Instagram	Tik-Tok	Total	% Increase From 8/1- 11/1/24
Men's Ice Hockey	168,023	11,044	796,840	2,022	977,929	157.2%
GLIAC Team Accounts	172,188	4,933	623,462	N/A	800,583	474.2%
Main Athletics Accounts	70,938	5,352	116,833	2,949	196,072	454.6%
Combined All Accounts	411,149	21,329	1,537,135	4971	1,974,584	255.8%

LSSU Athletics generated nearly 2 million total social media impressions, marking a 255.8% increase compared to the same period last year. The Men's Ice Hockey accounts led all categories with 978K impressions, up 157% year-over-year. Growth was strongest on GLIAC team accounts, which saw a 474% increase and totaled more than 800K impressions. The main athletics accounts also surged by 455%, reflecting the broad reach and rising engagement across all platforms for our great University.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report Report October 3, 2025

### Agenda Item #3: Summer Athletic Youth Camps

☒ Information

☐ Action

☐ Discussion

**Purpose:** To provide update on the Athletic Department's contributions to the community and stimuli of University visits through the Summer Sports Camps program, including revenue and comparative data to last year.

#### 2025 Sport Camps

##### Men's Basketball Elite Camp

- This camp is for highly skilled boys entering grades 9-12
- 30 Participants
- Revenue - \$4,137

##### Men's Basketball Team Camp

- This camp is open to all boys Varsity and Junior Varsity teams
- 25 Teams (approx. 200 Participants)
- Revenue - \$19,250

##### Men's Basketball Individual Camp

- This camp is open to boys entering grades 6-9
- 21 Participants
- Revenue - \$2,079

##### Little Lakers (Women's and Men's Basketball)

- This camp is open to boys and girls entering grades 3-6
- 58 Participants
- Revenue - \$5,800

##### Women's Basketball Elite Camp

- This camp is open to girls entering grades 9-12
- 26 Participants
- Revenue - \$1,400

##### Women's Basketball Team Camp

- This camp is open to all Girls Varsity and Junior Varsity teams
- 8 Teams (approx. 80 participants)
- Revenue - \$4,005

##### Women's Basketball Kids Camp

- This camp is for girls entering grades 3-8

- 76 Participants
- Revenue - \$18,550

Laker Hockey Camps

- This camp is for: Mites 8 and under, Squirrels 11 and under, Peewee 14 and under
- 165 Participants
- Revenue - \$71,540

Volleyball Middle School Camp

- This camp is for girls entering grades 5-8
- 64 Participants
- Revenue - \$12,800

Volleyball High School Camp

- This camp is for girls entering grades 9-12
- 15 Participants
- Revenue - \$3,800

Volleyball Elite Camp

- This camp is for girls entering grades 9-12
- 48 Participants
- Revenue - \$18,075

		2025	2024
<b>Total Camp Participants</b>		<b>783</b>	<b>1062</b>
<b>Total Revenue</b>		<b>\$161,436</b>	<b>\$164,041</b>

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report Report October 3, 2025

### Agenda Item #4: 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.

Weekly Average Arbuckle Check-ins from June 1st to August 31st:

- 217 Students
- 252 General Members
- 119 Tribal Members
- 96 Coast Guard Members
- 46 Day passes

**Total Weekly Average: 730**

Weekly Average Aquatics Center Usage from August: 110 total members

\*Pool reopened in the first week of August

Arbuckle Group Users June 1st to August 31st:

- Kuk Sool Won Martial Arts
- MAHA Hockey Camp
- Women's Basketball Youth Camp
- Men's Basketball Team Camp
- JKL Bahweting Summer Camp
- LSSU Summer Camp
- Women's Volleyball Middle School Camp
- LSSU Hockey Camp
- Women's Basketball Little Lakers
- LSSU Track & Field Practice
- LSSU Club Volleyball
- 7 Birthday Parties (Roughly 250 total participants)

Total Revenue for June 1st to August 31st: **\$26,629.70**

Revenue from memberships sold was **\$14,571 - a 39% increase** from the same period last year.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report Report

October 3, 2025

### Agenda Item #5: Athletics Staffing Update

☒ Information

☐ Action

☐ Discussion

#### Purpose:

To provide an overview of the impact of the LSSU Laker Legacy Hockey Advancement Fund on our Athletics Department support staffing model. These vital human resources ensure long-term program success and an improved student-athlete experience that contributes directly to retention.

#### New Staff Members:

Roschard Watkins	Assistant AD – Director of Academic Services, Life Skills and Leadership Development, BS Aquanis College, MS Eastern Michigan University
Eric Morford	Director of Athletics Creative Content, BS Central Michigan University
Liam Cound	Hockey Sports Performance Coach, BA University of Iowa, MS Harding University
Ryan Shelley	Hockey General Manager, BA Framington State University, MFA University of Maine
Anders Lempia	Hockey Assistant General Manger and Video Coordinator,

Recent staffing additions have already delivered measurable benefits across the department. **Roschard Watkins** has strengthened academic support services, working effectively alongside existing academic staff to enhance student-athlete outcomes. As outlined in Item #2, the significant increase in social media reach and engagement is attributable to the work of **Eric Morford**.

Within Division I Men's Hockey, the addition of **Liam Cound, Ryan Shelley, and Anders Lempia** has improved hockey talent acquisition, program organization, operational efficiency, and player development infrastructure. These advances have allowed the current coaching staff to focus more solely on player development, strategy and talent evaluation around the globe. More broadly, the expansion to two Sports Performance Coaches across athletics has elevated

training, physical development capacity and improved competitive readiness for our GLIAC teams.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A