

Athletics Report

May 15, 2026

Agenda Item #1: Student-Athlete Recognition and Competitive Excellence

Information

Action

Discussion

Purpose:

To provide an update of conference players of the week and other notable award recipients since February 13, 2026.



Grace Bradford (Maple City, MI)
Second Team All-GLIAC 2026
LSSU Career Rebounding record, (previously held by Marti Wallace '83)



Janelle Docter (Howard City, MI)
LSSU Indoor Track & Field Weight Throw record (15.30 meter throw 2/17/26)



Fedor Mironov (Moscow, Russia)
LSSU's first NCAA Division II Swimming and Diving Championships qualifier,
competing in the 100 Yard Butterfly, 50 Yard Freestyle and 100 Yard Freestyle
events



Calem Mangone (Sault Ste. Marie, ON, Canada)
CCHA Rookie of the Week (2/23/26)
CCHA Forward of the Week (2/23/26)
CCHA February 2026 Rookie of the Month



Omar Suleiman (Canton, MI)
GLIAC Men's Basketball Offensive Player of the Week (2/23/26)
First Team All-GLIAC 2026
GLIAC All-Tournament Team



Karter Richards (Grosse Pointe Park, MI)
GLIAC Men's Basketball Defensive Player of the Week (3/2/26)
GLIAC Freshman of the Year 2026



Nino Carter-Smith (Detroit, MI)
Second Team All-GLIAC 2026

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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May 15, 2026

Agenda Item #2: Digital Engagement and Brand Visibility

Information

Action

Discussion

Purpose:

To review current social media impressions data from January 16, 2026 to April 24, 2026 with compassion to last year in a similar time period.

Social Media Accounts	Facebook	X	Instagram	Total	Compared to 2/14-4/14/25
Men's Ice Hockey	707,134	48,669	998,302	1,754,105	+200.266%
GLIAC Team Accounts	446,577	32,067	698,435	1,145,012	-32.399%
Main Athletics Accounts	238,119	-	336,327	574,446	+314.06%
Combined All Accounts	1,391,830	80,736	2,033,064	3,505,630	+45.059%

Statistics represented as total views. Percent increase compares data used in the May 16, 2025 Board of Trustees report. Instagram continues to be an excellent platform for engagement and is our top platform for interactions. Facebook performs well and also shows large increases in traffic, though not at the same rates as Instagram. Decreased impressions in GLIAC team accounts are reflected in a lengthy Men's Basketball postseason run in 2025 which ended March 25th, compared to a second round conference tournament exit in 2026 that ended March 7th.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



LAKE SUPERIOR STATE UNIVERSITY

Athletics Report May 15, 2026

Agenda Item #3: Student-Athlete Development and Life Skills Programming

Information

Action

Discussion

Purpose:

To provide a brief overview of the Athletics Department's commitment to developing well-rounded student-athletes through academic support, life skills programming, and co-curricular education that prepares them for success beyond competition. It outlines initiatives that foster personal growth, leadership, career readiness, and long-term achievement.

Resume and Cover Letter Workshop:

Athletics and Laker Success partnered to host an interactive Resume and Cover Letter Workshop designed to enhance career readiness among college students. This session introduced a non-traditional gamified approach by incorporating a Jeopardy-style format to reinforce key concepts while maintaining high levels of engagement.

Career Readiness Workshop:

Athletics partnered with Student Life to host a Career Readiness Workshop to support professional development of our student-athletes as they prepare for life beyond collegiate athletics. The session emphasized networking, building meaningful relationships, and conducting informational interviews with industry professionals. Participants also engaged in mock interviews to strengthen their career readiness skills.

GLIAC Sponsored Speaker:

The department hosted GLIAC-sponsored speaker Coach Bert Zevzavadijan, founder of the Do Work, for a session on career readiness and life after athletics. He emphasized taking ownership of personal and professional development while providing strategies for building transferable skills and preparing for the transition into the workforce.

Student-Athlete Nutrition Initiative:

The Athletics High Performance Team coordinated a series of cooking classes and grocery store tours to support student-athlete wellness and life skills development. These sessions

focused on teaching practical nutrition strategies, meal preparation, and budgeting. Student-athletes gained hands-on experience in preparing healthy meals and learned how to make informed choices while shopping.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A

Athletics Report May 15, 2026

Agenda Item #4: Athletics Revenue and Financial Sustainability

Information

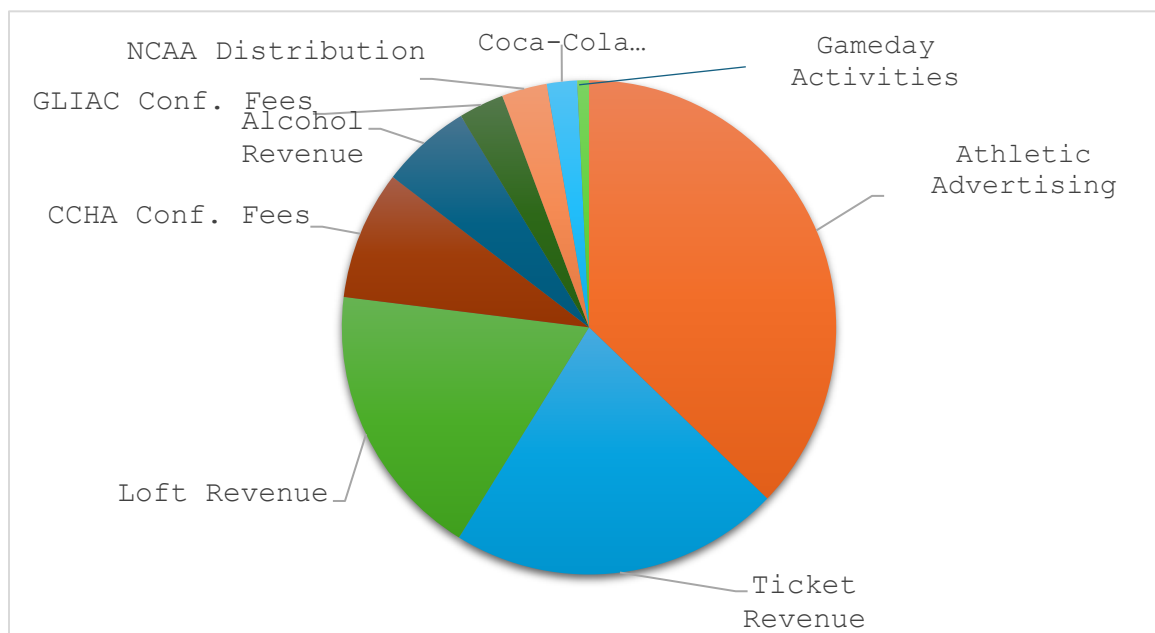
Action

Discussion

Purpose:

To provide an overview of Athletics Department revenue generation, including key streams such as ticket sales, corporate partnerships, Conference profit sharing, and external initiatives. It highlights the need to strengthen financial sustainability while supporting the overall student-athlete experience and competitive success.

- Athletic Advertising (Corporate Partnerships) \$188,150
- Ticket Revenue (All Sports) \$109,502.85
- Loft Revenue \$91,800
- CCHA Conference Fees \$42,716.16
- Alcohol Revenue \$30,000
- GLIAC Conference Fees \$15,000
- NCAA Distribution \$15,000
- Coca-Cola Distribution \$10,000
- Gameday Activities \$3,866



Suggested Action/Motion:

N/A

President's Recommendation:

N/A



Athletics Report
May 15, 2026

Agenda Item #5: Fan Engagement, Promotions, and Corporate Partnership

Information

Action

Discussion

Purpose:

To provide an annual overview of in-game promotions and fan engagement initiatives, highlighting meaningful interactions between our fans and corporate partners throughout the 2025–26 season. These efforts support the department’s mission to build community, enhance the game-day experience, and strengthen local partnerships through LSSU Athletics.

Building Community Through Connection, Experience, and Impact:

Game-Day Experience Strategy

1. Delivered a best-in-class, multi-layered fan experience across athletic events
2. Combined traditional theme nights + interactive in-game elements to maximize engagement
3. Positioned athletics events as community gathering spaces, not just competitions
4. Prioritized inclusive, high-energy environments that foster belonging and repeat attendance with a strong focus on family and kids engagement.

Theme Nights - Driving Attendance + Connecting Community

1. GLSW Alumni & Family Weekend
2. Military Appreciation Weekend
3. Her Hockey Night / Her Hoops Day
4. Superior Ice Showdown
5. Youth & Education Pipeline Development
6. Kids Take Over Night
7. Field Trip Day (Basketball)
8. Campus & Community Pride Initiatives
9. Rock the Rink
10. Boat Nerd Night
11. Senior Nights
12. Valentine's Day Game
13. Women in Sport weekend
14. Fan Appreciation Weekend

Interactive In-Game Engagement

1. Delivered consistent, high-value fan interaction during breaks in play and intermissions
2. Introduced remote cam technology to elevate storytelling and creating a “behind-the-curtain” fan experience including the first-ever player entrance tunnel, delivering a premium, high-impact moment

Enhanced Personal Fan Experiences- Deepening Emotional Connection by prioritizing individual recognition to strengthen community bonds

1. Military and Service Recognition - Honoring Local Heroes
2. Veteran of the Game and Active Duty Service Member recognition
3. Fan & Stakeholder Recognition
4. Celebrated loyalty with Season Ticket Holder of the Game
5. Youth Access and Once-in-a-Lifetime Experiences:
6. Kid of the Game
7. Kid Captains
8. Zamboni Riders
9. Hockey Penalty Box Experience

Corporate Partnerships and Promotional Impact- Integrating Sponsors into the Fan Experience by shifting partnerships from passive branding to active engagement drivers

Branded Giveaways

1. 4Front: Fan Appreciation giveaways (T-shirts, cinch bags)
2. UAB: Hockey cups and promotional apparel

Interactive Sponsor Activations

1. Domino's: Domino Dan Giveaway
2. Yooper Pasty Company: “Pastie Pump” in-game activation
3. Zac & Mac's: Premium in-arena food experience
4. Soo Motors: Featured vehicle activation during intermissions
5. Black Rock Bar and Grill: Valentines Day Gift Cards
6. Meijers Gift Cards giveaway for promotional prizes

Community and Civic Integration- Featured local leaders and organizations in ceremonial roles

1. Bi-national mayor participation
2. Youth athletes
3. U.S. Coast Guard members
4. Alumni and community leaders

Enhanced Concessions & Game-Day Value- Increased perceived value + overall fan satisfaction

1. Sodexo: Discounted concessions during Fan Appreciation Weekends

2. Long Drink
3. Short's Brewery

Special Ceremonies and Institutional Storytelling- Elevating Prestige and Institutional Pride by executing high-visibility ceremonial moments

1. Basketball Championship Ring Presentation (Elite Eight Team)
2. Full NCAA and ACHA student-athlete on-ice introductions during hockey games
3. Board of Trustees recognition and game presentation

Signature Branding Moment

1. Coast Guard Appreciation Night:
2. Nationally recognized specialty jerseys
3. First non-military institution approved to feature U.S. Coast Guard branding on uniforms
4. Reinforced deep community partnership and regional identity

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



Athletics Report May 15, 2026

Agenda Item #6: Norris Center Utilization and Community Impact

Information

Action

Discussion

Purpose:

To provide an overview of the usage rates of the Norris Center, including the Arbuckle Student Activities Center, Taffy Abel Arena, Bud Cooper Gymnasium and other activity spaces.

Weekly Average Arbuckle Check-ins from January 1st to March 31st, 2026.

- Students: 450
- General Members: 329
- Tribal Members: 130
- Coast Guard Member: 105
- Day Passes: 56
- Total Weekly Average: 1,070

Arbuckle Reoccurring Group Users

- LSSU Track & Field Practice
- LSSU Drop-in Soccer Club
- LSSU Volleyball Club
- Sault Area Soccer
- Sault Area High School Basketball, Baseball, Softball, and Track & Field
- Rudyard Schools Softball
- Brimley Schools Track & Field
- Sault Storm Volleyball
- Sault Legacies Softball
- EUP Community Pickleball
- Special Olympics
- Superior MMA
- Kuk Sool Won Martial Arts
- Drivers-Ed Course
- MCOLES
- Coast Guard
- National Forestry Service

Taffy Abel Reoccurring User Groups

- Sault Coast Guard
- Soo 30 and Up League
- Soo Walleyes Youth Team
- U11 AA Greyhounds
- Soo Ontario JR Greyhounds
- LSSU Skating Club
- LSSU Drop-In Hockey Club

Events hosted in the Norris Center:

- Northern Lights Basketball Tournament (Roughly 1,000 visitors)
- St. Mary's School Student Appreciation Day (Roughly 90 visitors)
- Child Evangelism Fellowship Family Fun Fare (Roughly 750 visitors)
- Katie Robinson Memorial (Roughly 800 visitors)
- LSSU Student Life Ren Faire
- High School and Middle School Track Meets
- FIRST Robotics Competition
- 9 Birthday Parties
- Soo Michigan Hockey Association

Norris Revenue:

- Memberships: \$14,056
- Product: \$1,089
- Guest Passes: \$2,774
- Arbuckle Court Rentals: \$3,202.50
- Taffy Ice Rentals: \$17,991.25
- Total: **\$39,112.75**

Revenue from Same Time Period Last Year:

- Memberships: \$8,059
- Product: 566.50
- Guest Passes: \$1,476
- Arbuckle Court Rentals: \$2,472.50
- Taffy Ice Rentals: \$10,529.50
- Total: **\$23,103.5**

Suggested Action/Motion:

N/A

President's Recommendation:

N/A