



Athletics Report Report

July 17, 2026

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 May 15, 2026.

Background:

The Great Lakes Intercollegiate Athletic Conference named its All-Academic and All-Academic Excellence teams for 2025/26.

Program	All-Academic	All-Academic Excellence	Total
Men's Basketball	5	1	6
Women's Basketball	3	3	6
Volleyball	5	3	8
Men's Cross Country	4	3	7
Women's Cross Country	4	4	8
Men's Swimming & Diving	1	1	2
Women's Swimming & Diving	0	1	1
Indoor Men's Track & Field	4	6	10
Indoor Women's Track & Field	6	6	12
Outdoor Men's Track & Field	5	5	10
Outdoor Women's Track & Field	6	7	13
Total	43	40	83

GLIAC All-Academic honors are awarded to student-athletes with a cumulative GPA of 3.0-3.49 during qualifying semesters. GLIAC All-Academic Excellence honorees must maintain a cumulative GPA of 3.5 or greater. Students in their first season of competition at an institution are ineligible for GLIAC Academic honors.

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 April 30, 2026 to June 20, 2026, as well as compare data to the same time period last year.

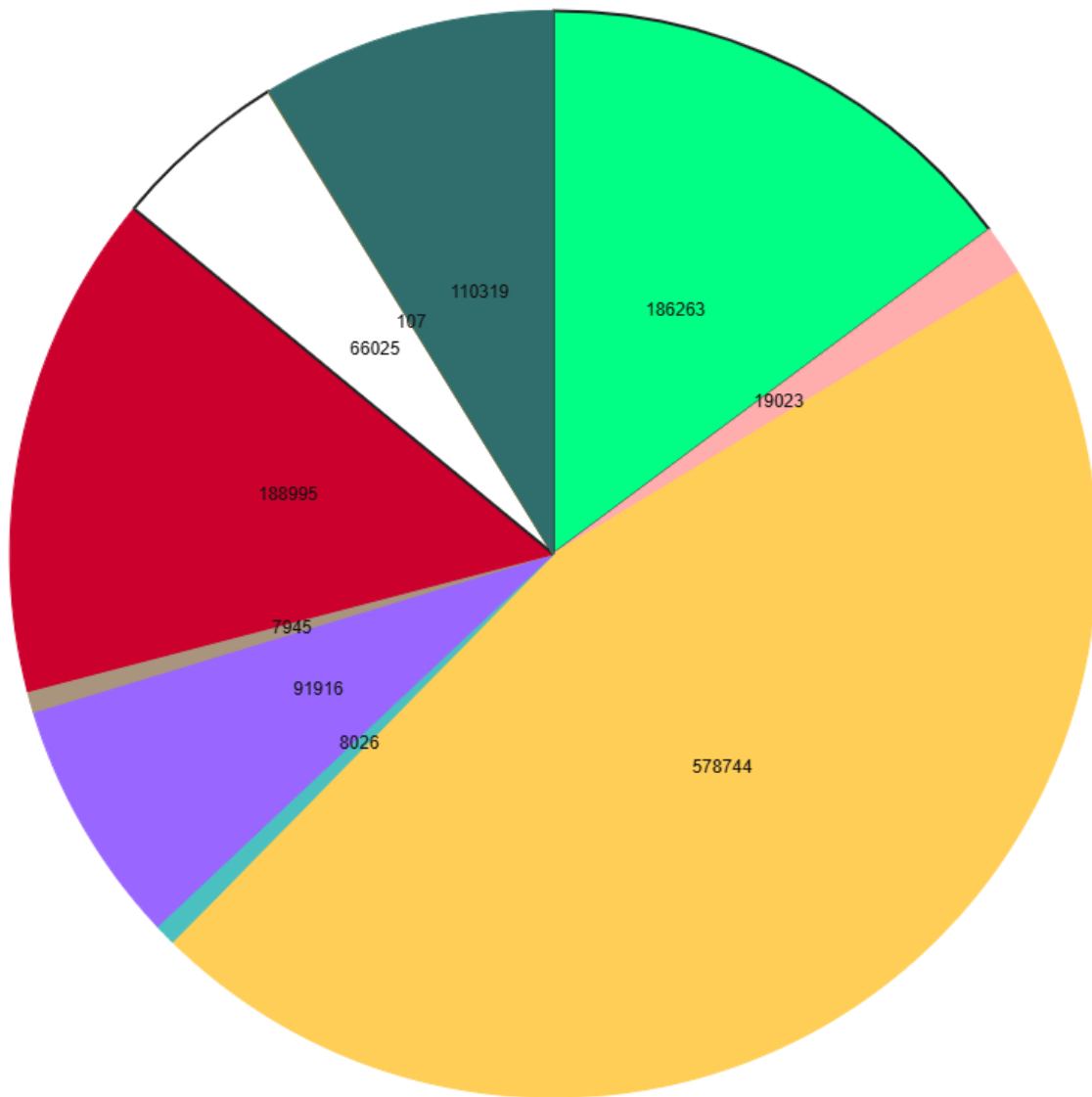
Background:

Social Media Accounts	Facebook	X	Instagram	Tik Tok	Total	% Increase From 2/14-4/14/26
Men's Ice Hockey	186,263	19,023	578,744	8,026	792,056	364.633%
GLIAC Team Accounts	91,916	7,945	188,995	-	288,856	-13%
Main Athletics Accounts	66,025	107	110,319	-	176,451	421.289%
Combined All Accounts	344,204	27,075	878,058	8,026	1,257,363	134.225%

Instagram continues to lead our social media platforms, showing massive growth. This summer, Laker Hockey's accounts presented unique opportunities with high profile incoming recruits generating regular content. We also had a significant boost in traffic with "Contact," a short film produced by Director of Creative Content Eric Morford that served as the team's official schedule release.

The news releases surrounding the "Raising State" documentary project and the renovation of Taffy Abel Arena generated high volume views, as did Athletics-based content at LSSU's 2026 Commencement.

Hockey Facebook
 Hockey X
 Hockey Instagram
 Tik Tok
 GLIAC Facebook
 GLIAC X
 GLIAC Instagram
 Main Athletics Facebook
 Main Athletics X
 Main Athletics Instagram



Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #3: Spring Semester 2026 Academic Performance

☒ Information

☐ Action

☐ Discussion

Purpose:

To provide a brief overview of the Academic Progress of all of the LSSU athletic teams through the second semester of the 2025-26 academic year. This includes a comparison the 2024-25 data demonstrating the continued campus-wide commitment to student-athlete academic success.

Background:

The chart compares the LSSU Spring 2026, and Cumulative, Team GPAs with the LSSU Spring 2025, and Cumulative, Team GPAs. Highlighted boxes illustrate where the 2026 GPAs exceeded the 2025 GPA, including a program-wide improvement in semester GPA of 3.28, as well as full-year cumulative GPA of 3.33.

	LSSU Spring '26 Semester	LSSU Spring '25 Semester	LSSU 2026 Cumulative	LSSU 2025 Cumulative
Women's Basketball	3.50	3.153	3.528	3.166
Men's Basketball	3.146	2.738	3.179	2.909
Hockey	3.191	3.311	3.356	3.382
Women's Swim	3.647	2.775	3.624	2.889
Men's Swim	3.008	3.482	3.054	3.452
Women's Track/XC	3.568	3.399	3.597	3.394
Men's Track/XC	2.989	3.167	3.063	3.261
Volleyball	3.157	3.245	3.238	3.265
Total	3.275	3.158	3.329	3.214

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #4: Community Engagement and Community Service for Laker Athletics

☒ Information

☐ Action

☐ Discussion

Purpose:

This report provides a summary of both service and engagement between June 2025 and May 2026.

Background:

3,550.5 hours served marks a 100% increase from 2024-2025. Areas served included classroom readings, pen pal programs, senior center visits, US Coast Guard visits, hosting a community trunk-or-treat and many other local, regional activities.

Team	Hours Served
Men's D1 Hockey	931 Hours
Volleyball	892 Hours
Women's Basketball	638.5 Hours
Men's Basketball	438 Hours
Track/Cross Country	437 Hours
ACHA Women's D1	66 Hours
Athletics Administrative Staff	62 Hours
ACHA men's D2	50 Hours
Swimming	36 Hours

Total Hours Served - 3550.5

Total Departmental Participants - 130

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #5: Athletics Corporate Partnership Revenue

☒ Information

☐ Action

☐ Discussion

Purpose:

This report details the progress made in the past 9 months in corporate partnership revenue. This time period is reflective of the department's relationship with Taymar Sales U.

Background:

July BOT Report Historical:

- 2023-2024 Total Partnership Revenue: \$176,890
- 2024-2025 Total Partnership Revenue: \$182,600
- **2025-2026** Total Partnership Revenue \$264,955

Close-Out Summary of FY26:

Account Name	\$20,001-\$100,000
Soverign Communications	
MyMichigan Health	
Total	\$82,000
Account Name	\$15,001-\$20,000
Central Savings Bank	
Soo Co-Op Credit Union	
Total	\$32,500
Account Name	\$10,001-\$15,000
4Front Credit Union	
Dominio's Pizza	
Total	\$26,495

Account Name	\$5,001-\$10,000
GFL	
Meijer	
Roden Roth Motors	
Ginop Sales	
Kewadin	
Zak & Mac's	
H&R Block	
Albert Heating & Cooling	
Wicked Sister	
Total	\$66,600
Account Name	\$0-\$5,000
SCCU Insurance	
Bridge FM	
Hampton Inn	
Chippewa County Health Department	
Wendy's	
Great Lakes Roofing	
Nicolet Bank	
Yooper Pasty Company	
Soo Motors	
Cloverland Electric	
Soo Builders	
Guido's Pizza	
Moloney's Alley	
Rubinstein Realty	
Edward Jones-Josh Macdonald	
Heritage Signs & Graphics	
Coca Cola	
Famous Soo Locks Boat Tours	
Black Rock Bar & Grill	
Total	\$57,400

Look Ahead to FY27:

Account Name	Business Type	Currently Signed
H&P Moving	New	Yes
MCS Flooring	New	Yes
Culver's	New	Yes
Craig Krouth Edward Jones	New	Yes
Long Drink	New	Yes
Chippewa Correctional Facility	New	Yes
Guido's Pizza	New	Yes

Buffalo Wild Wings	New	Yes
Soo Builders	New	Yes
The Antlers Restaurant	New	Yes
Wanderbean Coffee	New	Yes
Precision Edge	New	Yes
Prime Cuts	New	Yes
Autore/Shute Oil	New	Yes
MyMichigan Health	Upsell	Yes
Central Savings Bank	Upsell	Yes
Kewadin	Upsell	Yes
Albert Heating & Cooling	Upsell	Yes
Chippewa County Health	Upsell	Yes
SCCU Insurance	Upsell	Yes
Cloverland Electric Co	Upsell	Yes
Heritage Graphics	Upsell	Yes
Soo Co-Op Credit Union	Renewal	Yes
Domino's Pizza	Renewal	Yes
H&R Block	Renewal	Yes
Coca Cola	Renewal	Yes

Currently Committed Value: (\$145,150 Cash + \$50,245 Trade) Total = \$195,395

Catergorical Examples of "Trade": In-kind advertisement, Game Promotions Givaways, etc.

Future Expected Commitments for FY 27:

Name	Business Type
Black Rock Bar and Grill	New
Tri County Building Centers	New
Blue Cross Blue Shield of Michigan	New
Shorts Brewery	New
Superior Coffee	New
Alliance Mobile	New
Automated Comfort & Controls	New
4Front Credit Union	Upsell
Meijer	Upsell
Rodenroth Motors	Upsell
Rubinstien Realty	Renewal
Soo Motors	Renewal
Zak & Mac's	Renewal
Wicked Sister	Renewal
Bridge FM	Renewal
Hampton Inn	Renewal
Wendy's	Renewal
Moloney's Alley	Renewal
Edward Jones-Josh Macdonald	Renewal

Sovereign Communications	Renewal
GFL Enviornmental	Renewal
Nicolet Bank	Renewal
Yoopar Pasty	Renewal

Additional “Expected” Total = \$100,000-\$130,000

Suggested Action/Motion:

N/A

President’s Recommendation:

N/A



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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.

Background:

The information below presents usage date and revenue details for the period including April 1 to June 30, 2026.

Weekly Average Arbuckle Check-ins

- LSSU Students: 124
- General Members: 245
- Tribal Members: 132
- Coast Guard Member: 62
- Day Passes: 49
- Total Weekly Average: 612

Arbuckle Reoccurring Group Users

- | | |
|---|------------------------------|
| • LSSU Drop-in Soccer Club | • Special Olympics |
| • LSSU Volleyball Club | • Superior MMA |
| • Sault Area High School,
Baseball, Softball, and Track &
Field | • Kuk Sool Won Martial Arts |
| • Brimley Schools Track & Field | • Drivers-Ed Course |
| • Sault Storm Volleyball | • MCOLES |
| • Sault Legacies Softball | • Coast Guard |
| • EUP Community Pickleball | • Big Bear Your Rec Program |
| | • Black Dragons Martial Arts |

Events hosted in the Norris Center

- LSSU Commencement
- LSSU Senior Research Symposium

- LSSU Kinesiology Club Basketball Tournament
- LSSU RA Volleyball Tournament
- LSSU Women's Basketball Team Camp
- LSSU Men's Basketball Team Camp, Elite Camp, and Individual Camp
- City Of Sault Ste. Marie Special Election
- Chippewa County Shooting Association Gunshow
- Square One Innovative Vehicle Design Competition
- 13 Birthday Parties

Norris Center Revenue

- | | |
|---------------------------|--------------------|
| ● Memberships: | \$9,562.70 |
| ● Product: | \$391.00 |
| ● Guest Passes: | \$2,405.00 |
| ● Arbuckle Court Rentals: | \$910.00 |
| ● Facility Rentals: | \$16,892.55 |
| ● Ice Rentals: | \$6,742.50 |
| ● Total: | \$36,903.75 |

Suggested Action/Motion:

N/A

President's Recommendation:

N/A