



Athletics Report

October 9, 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.

- Volleyball: Second-Year RS Elisa Rizzoli was an Honorable Mention for GLIAC Offensive Player of the Week and Defensive Player of the Week for the week of 9/7/26.
- Women's Swimming: Set 11 new program records at this meet. Sara Delic set the record for Women's 50 Free, while Zita Gonda set the record for the 100 Free and 100 Back events. Zita Gonda, Eszter Veszeloyszki, Anna Racz, and Sara Delic combined for the 200 Medley Relay record. Sara Delic, Zita Gonda, Patricia De Leu, and Eszter Veszeloyszki combined for the 200 Free Relay record.
- Men's Swimming: Sergej Trbojevic set records in the 500 Yard Free and the 1,000 Free. Laurel Roberts-Burrell set new marks in the 100 Back and 200 Back. Roberts-Burrell, Peter Mizsey, Mate Szatmari, and Mitar Sarkovic set a new record in the 200 Free Relay. Mitar Sarkovic, Lewis Hickman, Laurel Roberts-Burrell, and Mate Szatmari set records in the 200 Medley Relay.
- Cross Country: Noel Black finished 2nd in the Women's 5K (a new program-best in that distance) at the Northwood Invitational on September 12th.

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 May 15, 2026 to September 14, 2026 with compassion to last year in a similar time period.

Social Media Accounts 5/15-9/14/26	Facebook	Instagram	Tik-Tok	Total	% Increase From 5/15-9/14/26
Men's Ice Hockey	343,523	1,383,964	24,968	1,752,455	128.846%
GLIAC Team Accounts	485,671	1,386,436	N/A	1,872,107	173.979%
Main Athletics Accounts	220,311	573,969	N/A	794,280	413.323%
Combined All Accounts	1,049,505	3,344,369	24,968	4,418,842	175.52%

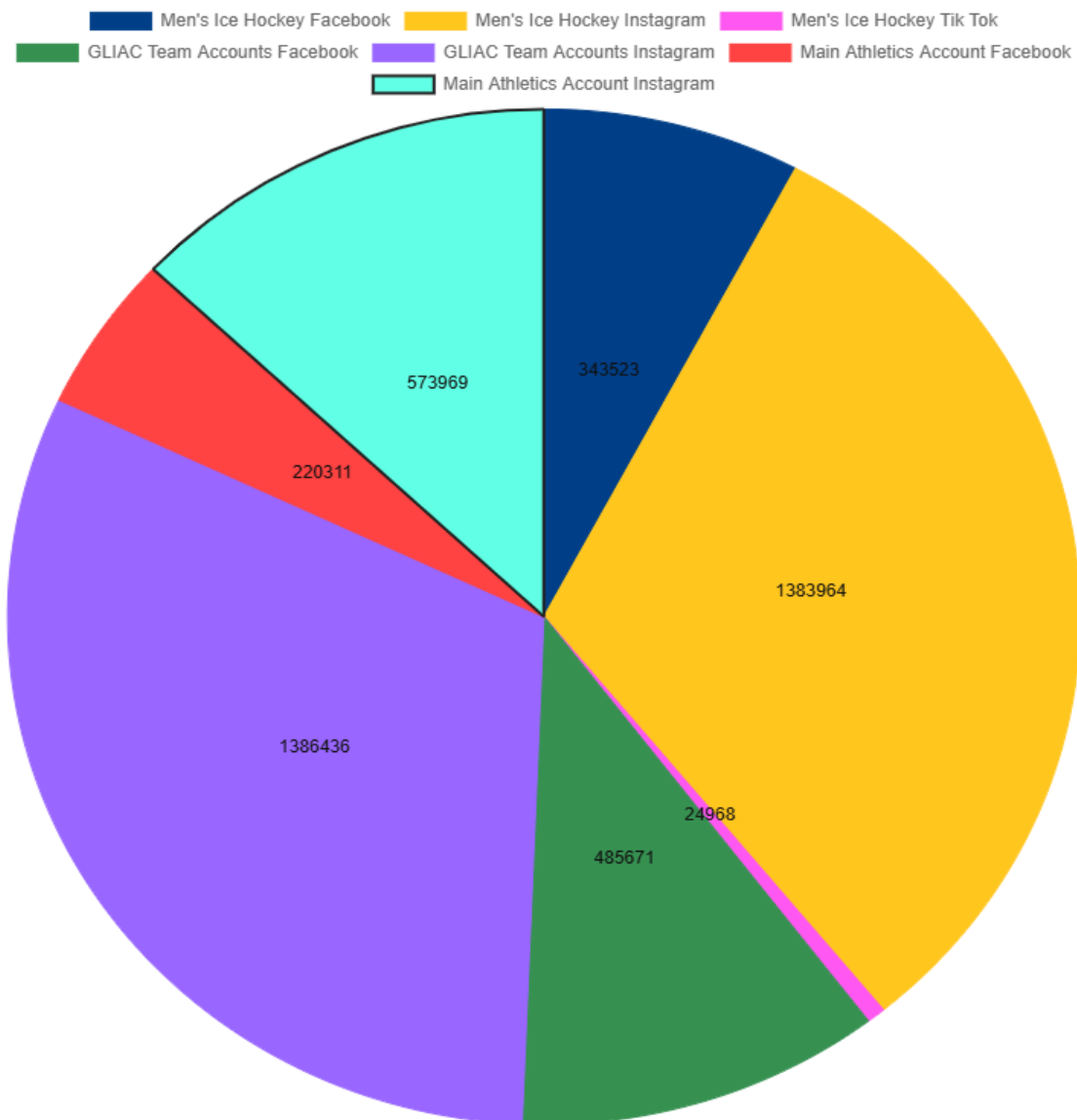
To accurately show changes in impressions, the table below presents comparative data from the same time period last year (2025).

Social Media Accounts	2025 Facebook	2026 Facebook	2025 Instagram	2026 Instagram
Men's Ice Hockey	219,283	343,523	546,497	1,383,964
GLIAC Team Accounts	355,400	485,671	327,904	1,386,436
Main Athletics Accounts	76,661	220,311	78,072	573,969
Combined All Accounts	651,344	1,049,505	952,473	3,344,369

The current totals represent outstanding growth across all platforms.

Laker Hockey continues to stand out as the strongest individual brand, though the number of views across the GLIAC team platforms (Men's Basketball, Women's Basketball and Volleyball) rose above the number of views for Laker Hockey, something not previously observed. It shows the tremendous appeal of continued investment in presenting the Laker brand.

We have experienced a massive increase in Follower rates, with a rise of 1,200% from the same period in 2025. In short, the intentional effort placed on our social media campaign in the last year has provided tremendous exposure for Lake Superior State University, via the Athletics' brand.





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Agenda Item #3: The Strategic Value of Athletics

☒ Information

☐ Action

☐ Discussion

Purpose:

To demonstrate that Athletics is a broad-based growth strategy, not simply a student activity. The partial-scholarship model is a mechanism that can support enrollment, University mission, and competitive athletics while managing institutional costs responsibly.

2026-27 Athletics Enrollment Impact Data

- New students recruited through Athletics: **93**
 - 73 first-year students
 - 20 transfer students
- Total student-athlete enrollment: **203**
- Tuition and fee revenue associated with student-athletes:
 - 203 students (represents 19% of LSSU full-time enrollment)
 - 78 full athletic scholarships
 - \$12,970 estimated economic value of each full-time LSSU student
 - **\$1,621,250** estimated net tuition and fee revenue from Athletics
- Housing and dining participation by Student-athletes: **117**
- Graduation rate compared with the broader student population (2019 Cohort):
 - LSSU student-athletes **74%** (92nd percentile in the NCAA)
 - LSSU students **46%**
- Geographic reach of Athletics' recruitment:
 - **74** International Student-athletes
 - Represents 79% of LSSU's total international student population (I-20 data)
 - Represents **20** Countries
 - Represents **18** US States and Territories

Responsible investment in Athletics is an important component of broader University financial sustainability, aligning Athletics strategy with institutional priorities for financial stewardship, revenue generation, and maximizing the student experience.

Underinvestment can compromise recruiting, retention, competitive performance, fundraising, facilities, and the student experience. The objective is not maximum spending, rather, strategic spending tied to measurable institutional outcomes.

Athletics should be evaluated by institutional return, not just its departmental P&L. Athletics viewed through a broader institutional scorecard:

Athletics Produces	Institutional Benefit
Student-athlete recruitment	Enrollment
Scholarships and aid	Access and affordability
Student-athlete exp	Retention and belonging
Competitive success	Visibility and reputation
Alumni engagement	Philanthropy
Corporate partnerships	External revenue
Community events	Regional engagement
National exposure	Institutional brand
Facilities	Campus experience and recruitment
Student-athlete success	Graduation and career outcomes
Athletics' Summer Camps	Recruitment pipeline, Community engagement and revenue

Not every Athletics dollar produces a directly measurable dollar in return. Rather, the University receives value from Athletics across multiple institutional categories.

Athletics exists within the educational mission of the institution. The model intentionally integrates academics, athletics, personal development, and community engagement. Athletics is not separate from the University's mission. Athletics is one way the University delivers its mission. This is particularly relevant to LSSU's strategic priorities around enrollment, student success, belonging, community engagement, and fiscal resilience.

For LSSU, our opportunity is to move beyond viewing Athletics as a departmental expense and begin measuring it as an institutional investment. If we recruit students because of Athletics, retain them because they belong here, bring families and alumni back to campus, generate philanthropy and corporate partnerships, create national visibility, and strengthen Lake Superior State's identity, then Athletics is contributing to the health of the entire University.

Our responsibility is to make sure we invest strategically, measure the return, and hold ourselves accountable for producing institutional value. Measuring Athletics' institutional impact will continue to include tracking specific metrics: enrollment, retention, external revenue, philanthropy, corporate partnerships, housing/dining, community engagement, social media reach, academic success and national visibility.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #4: 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 net revenue and comparative data to last year.

2026 Summer Athletic Youth Camps:

Men's Basketball Elite Camp

- This camp is for highly skilled boys entering grades 9-12
- 26 Participants
- Net Revenue - \$2,600

Men's Basketball Team Camp

- This camp is open to all boys Varsity and Junior Varsity teams
- 31 Teams (310 Participants)
- Net Revenue - \$16,100

Men's Basketball Individual Camp

- This camp is open to boys entering grades 6-9
- 48 Participants
- Net Revenue - \$8,400

Women's Basketball Elite Camp

- This camp is open to girls entering grades 9-12
- 26 Participants
- Net Revenue - \$2,600

Women's Basketball Skills Camp

- This camp is open for girls entering grades 7-8
- 18 participants
- Net Revenue - \$1,350

Women's Basketball Kids Camp

- This camp is for girls entering grades 2-8
- 85 Participants
- Net Revenue - \$20,500

Volleyball Middle & Elementary Skills Camp

- This camp is for girls entering grades 5-8
- 66 Participants
- Net Revenue - \$8,250

Volleyball High School Camp

- This camp is for girls entering grades
- 11 Participants
- Net Revenue - \$2,725

Volleyball Elite Camp

- This camp is for girls entering grades 9-12
- 34 Participants
- Net Revenue - \$6,270

	2024	2025	2026*
Total Camp Participants	1062	783	345
Total Net Revenue	\$164,041	\$161,436	\$68,795

*LSSU did not host Hockey Summer Camps due to Taffy Abel Arena renovations.

* Net revenue reflects registration revenue forgone through 77 complimentary registrations provided to Sault Tribe members.

Suggested Action/Motion:

N/A

President's Recommendation:

N/A



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Agenda Item #5: James C. Norris Center Visitors

☒ Information

☐ Action

☐ Discussion

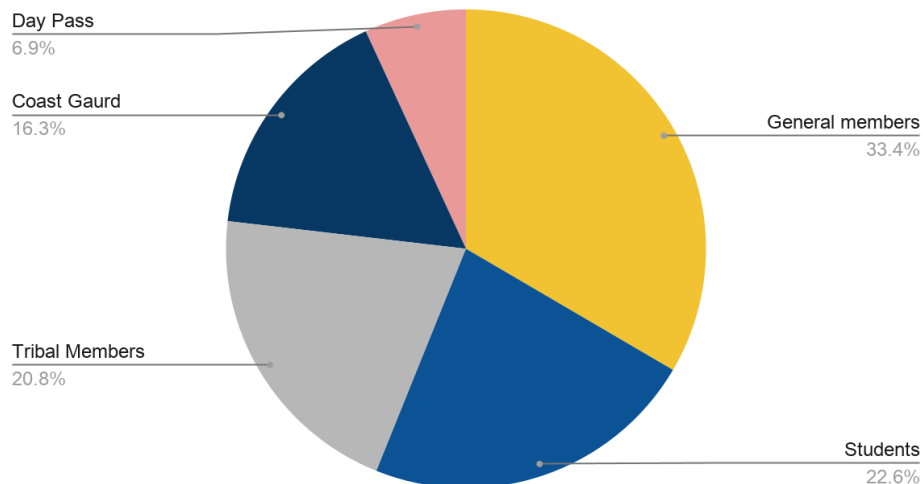
Purpose:

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

Weekly Average Arbuckle Check-ins from July 1st to August 31st, 2026

- Students: 132
- General Members: 195
- Tribal Members: 121
- Coast Guard Member: 95
- Day Passes: 40
- Total Weekly Average: 583

Weekly User Percentages



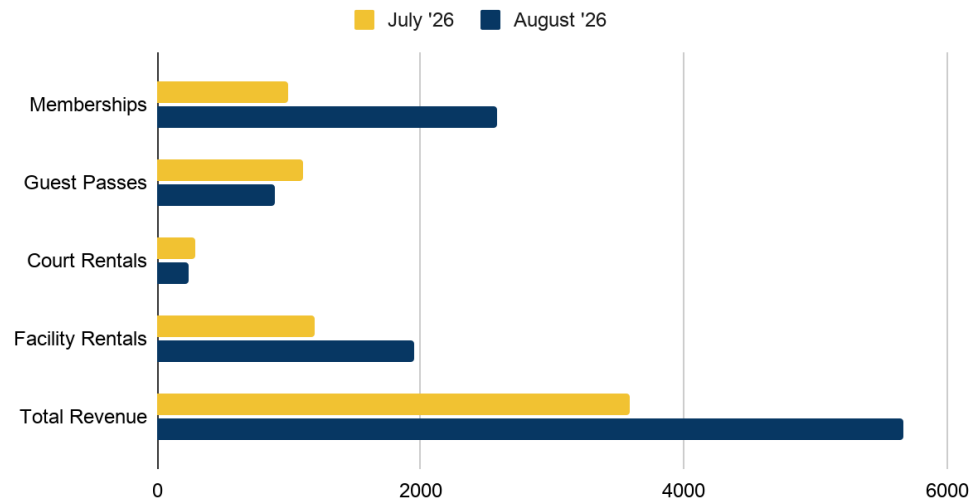
Arbuckle Reoccurring Group User

- LSSU Volleyball Club
- EUP Community Pickleball
- Special Olympics
- Superior MMA
- Kuk Sool Won Martial Arts
- Drivers-Ed Course
- MCOLES
- Coast Guard
- Big Bear Summer Camp
- Black Dragons Martial Arts

Norris Revenue from July 1st to August 31st, 2026:

- Memberships: **\$3,570.50**
- Guest Passes: **\$2000**
- Court Rentals: **\$530**
- Facility Rentals: **\$3,153**
- Total: **\$9,253.83**

Revenue Totals by Month



Suggested Action/Motion:

N/A

President's Recommendation:

N/A