

Athletics

Office of Athletics

Performance Objective 1 Compete successfully in all sports.**1 Assessment and Benchmark**

Assessment: Wins, losses, and ties.

Benchmark: An average winning percentage of 60%

1.1 Data

2017-2018:

Sport	Wins	Losses	Ties	Total
Baseball	25	33	0	58
Basketball (Men's)	11	17	0	28
Basketball (Women's)	12	18	0	30
Football	9	2	0	11
Soccer	12	6	1	19
Softball	41	21	0	62
Tennis	18	4	0	22
Volleyball	19	13	9	41
Total	147	114	10	271
% of total	54%	42%	4%	-

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The goal for 2018-2019 would be an average winning percentage of 60%.

2 Assessment and Benchmark

Assessment: Conference standing.

Benchmark: An average team goal of fourth place.

2.1 Data

2017-2018:

Sport	Final Conference Standing
Baseball	6
Basketball (Men's)	8
Basketball (Women's)	8
Cross Country (Men's)	2
Cross Country (Women's)	3
Football	3
Golf (Men's)	2
Golf (Women's)	7
Indoor Track and Field (Men's)	5
Indoor Track and Field (Women's)	8
Outdoor Track and Field (Men's)	4
Outdoor Track and Field (Women's)	7
Soccer	2
Softball	2
Tennis	1

Volleyball	5
Average	4.4375

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Based on our team standings this year, we are going to set an average team goal of fourth place for 2018-2019.

3 Assessment and Benchmark

Assessment: Commissioner's Cup Standings.

Benchmark: To finish in a combined ranking of fourth or better.

3.1 Data

2017-2018:

Group	Commissioner's Cup Standing
Men's Teams	2 (66.5)
Women's Teams	2 (80.0)
Department	3 (146.5)

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

The goal for the 2018-2019 academic year would be to finish in a combined ranking of fourth or better.

Performance Objective 2 Increase attendance at all sporting events.

1 Assessment and Benchmark

Assessment: Ticket sales.

Benchmark: An increase of 10% in average game attendance.

1.1 Data

2017-2018:

Sport	Total Season Tickets Sold	Total Walk-up Tickets Sold	Total Tickets Sold	Total Tickets Sold Per Game (Average)
Baseball	19,251	6,099	25,350	818
Basketball (Men's and Women's)	13,342	2,567	15,909	692
Football	25,461	12,226	37,687	7,538
Indoor Track and Field (Men's and Women's)	N/A	1,123	1,123	281
Outdoor Track and Field (Men's and Women's)	N/A	322	322	162
Softball	3,133	3,526	6,659	370

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Plan for moving forward is an increase of 10% in average game attendance.

2 Assessment and Benchmark

Assessment: Student engagement.

Benchmark: Three student engagement activities per sport.

2.1 Data

2017-2018:

Sport	Student Engagement Activity	Notes
Football	Student Shirt Giveaways, Homecoming, Gold Out	200-400 Themed T-shirts were created for each game and given to students. Each game we had no shirts left over.
Volleyball	Gold Out, Free Pizza, Student Appreciation (T-shirt made by Volleyball), Halftime games designed for students to win prizes	Played musical chairs, sports trivia, giant volleyball in order for students to win prizes provided by AEC. Partnered with volleyball to provide students with shirts on student appreciation day.
Soccer	Prize shootout, Free Pizza	Offered free pizza to first 150 students at two games. Halftime prize shootout at every home game
Cross Country (men's)	N/A	N/A
Cross County (women's)	N/A	N/A
Basketball (men's)	Cross Promotions with Women's Basketball	Each game students were encouraged to participate in half time challenges and games to win \$60, \$40, or \$20 visa card for placing in the top three contestants (courtesy of Universal Coin). Gold out on senior day giving 200 gold student shirts.
Basketball (women's)	Universal Coin Halftime Challenges, Gold out, Exam break pizza giveaway	Each game students were encouraged to participate in half time challenges and games to win \$60, \$40, or \$20 visa card for placing in the top three contestants (courtesy of Universal Coin). Gold out on senior day giving 200 gold student shirts.
Indoor Track and Field (men's)	N/A	N/A
Indoor Track and Field (women's)	N/A	N/A
Tennis	T-shirts, Pizza Giveaway	On weekend matches we gave away free pizza and t-shirts away to students attending.
Golf (men's)	N/A	N/A
Golf (women's)	N/A	N/A
Outdoor Track and Field (men's)	N/A	N/A
Outdoor Track and Field (women's)	N/A	N/A
Baseball	Student Crawfish Boil, Spring court recognition, Student Pizza giveaway, Student appreciation night, Superhero Day, Special T-shirt giveaway	Gave away 200 Black Geaux Pokes shirts for ULL game, Student Crawfish boil La Tech, gave away \$450 worth of prizes on Student appreciation day Courtesy of AEC.
Softball	Crawfish Boil, FCA Night, Special T-shirt giveaway	Gave away 200 Black Geaux Pokes shirts for ULL game, gave away 250 McNeese Coozies for LSU game, Student Crawfish Boil against FIU.

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Three student engagement activities per sport in 2018-2019.

Performance Objective 3 Increase existing and create new revenue streams for athletics.

1 Assessment and Benchmark

Assessment: Total Ticket Revenue.

Benchmark: A 10% increase in overall ticket revenues.

1.1 Data

2017-2018:

Sport	Total Ticket Revenue
Baseball	\$73,360.90
Basketball (Men's and Women's)	\$45,772.48
Football	\$850,394.65
Indoor Track and Field (Men's and Women's)	\$5,615.00
Outdoor Track and Field (Men's and Women's)	\$1,610.00
Softball	\$29,702.00
Total	\$1,006,455.03

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Based on the previous year's revenues, we would like to set a goal of a 10% increase in overall ticket revenues in 2018-2019.

2 Assessment and Benchmark

Assessment: Beverage sales.

Benchmark: Gross sales to increase by 25%.

2.1 Data

Sport	Gross	Net
Baseball	\$18,590	\$16,785.56
Football	\$5,358	\$4,837.93
Softball	\$5,872	\$5,302.04
Total	\$29,820	\$26,925.53

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Goal would be for gross sales in 2018-2019 to increase by 25% as we take on football general areas, and the sales from men's and women's Basketball.

3 Assessment and Benchmark

Assessment: Donations and Fundraised Revenue.

Benchmark: To raise \$2,000,000 in donations and fundraiser revenue.

3.1 Data

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Fiscal Year	Total Raised
2017-2018	\$2,524,685

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Goal in 2018-2019 to raise \$2,000,000 in donations and fundraiser revenue.

Performance Objective 4 Maintain and upgrade all athletic facilities.

1 Assessment and Benchmark

Assessment: Maintenance of current facilities.

Benchmark:

1.1 Data

2017-2018:

Sport	Maintenance of Facility	Capital Projects	Safety and Asthetic Improvements
Football	Good	Turf & fence	Entry way
Volleyball	Bad	N/A	Entry way, windscreen around facility, large umbrellas added to bleachers
Soccer	Average	N/A	N/A
Cross Country (men's)	N/A	N/A	N/A
Cross Country (women's)	N/A	N/A	N/A
Basketball (men's)	Bad	N/A	N/A
Basketball (women's)	Bad	N/A	N/A
Indoor Track and Field (men's)	Good	N/A	N/A
Indoor Track and Field (women's)	Good	N/A	N/A
Tennis	Good	N/A	N/A
Golf (men's)	N/A	N/A	N/A
Golf (women's)	N/A	N/A	N/A
Outdoor Track and Field (men's)	Good	New surrounding fence/new surface	Entry way
Outdoor Track and Field (women's)	Good	New surrounding fence/new surface	Entry way
Baseball	Good	N/A	Extended board-walk down right field, new bathrooms in field house.
Softball	Good	Outfield wall	Entry way, new scoreboard

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

There are several areas where there could be improvement, however, most of these areas will be eliminated completely in the next calendar year.

2 Assessment and Benchmark

Assessment: Capital outlay projects.

Benchmark:

2.1 Data

2017-2018:

Sport	Maintenance of Facility	Capital Projects	Safety and Asthetic Improvements
Football	Good	Turf & fence	Entry way
Volleyball	Bad	N/A	Entry way, windscreen around facility, large umbrellas added to bleachers
Soccer	Average	N/A	N/A
Cross Country (men's)	N/A	N/A	N/A
Cross Country (women's)	N/A	N/A	N/A
Basketball (men's)	Bad	N/A	N/A
Basketball (women's)	Bad	N/A	N/A
Indoor Track and Field (men's)	Good	N/A	N/A
Indoor Track and Field (women's)	Good	N/A	N/A
Tennis	Good	N/A	N/A
Golf (men's)	N/A	N/A	N/A
Golf (women's)	N/A	N/A	N/A
Outdoor Track and Field (men's)	Good	New surrounding fence/new surface	Entry way
Outdoor Track and Field (women's)	Good	New surrounding fence/new surface	Entry way
Baseball	Good	N/A	Extended board-walk down right field, new bathrooms in field house.
Softball	Good	Outfield wall	Entry way, new scoreboard

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Several improvements coming next year with the opening of the HHP facility, and improvements at soccer and baseball.

3 Assessment and Benchmark

Assessment: Improvements to existing facilities for safety and aesthetics.

Benchmark:

3.1 Data

2017-2018:

Sport	Maintenance of Facility	Capital Projects	Safety and Asthetic Improvements
Football	Good	Turf & fence	Entry way
Volleyball	Bad	N/A	Entry way, windscreen around facility, large umbrellas added to bleachers

Soccer	Average	N/A	N/A
Cross Country (men's)	N/A	N/A	N/A
Cross Country (women's)	N/A	N/A	N/A
Basketball (men's)	Bad	N/A	N/A
Basketball (women's)	Bad	N/A	N/A
Indoor Track and Field (men's)	Good	N/A	N/A
Indoor Track and Field (women's)	Good	N/A	N/A
Tennis	Good	N/A	N/A
Golf (men's)	N/A	N/A	N/A
Golf (women's)	N/A	N/A	N/A
Outdoor Track and Field (men's)	Good	New surrounding fence/new surface	Entry way
Outdoor Track and Field (women's)	Good	New surrounding fence/new surface	Entry way
Baseball	Good	N/A	Extended board-walk down right field, new bathrooms in field house.
Softball	Good	Outfield wall	Entry way, new scoreboard

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

There were several projects done this year, these are not typically planned items, more of spur of the moment decided by each coach.

Performance Objective 5 Meet or exceed national academic progress rates for student-athletes in every sport.

1 Assessment and Benchmark

Assessment: Academic progress rates.

Benchmark: To earn an overall, single year, all-sport APR of 985 or higher.

1.1 Data

2017-2018:

Sport	Multi-year APR	Single-year APR
	2013-2017	2016-2017
Baseball	986	983
Basketball (men's)	956	981
Basketball (women's)	974	1000
Cross Country (men's)	964	1000
Cross Country (women's)	1000	1000
Football	952	948
Golf (men's)	972	1000
Golf (women's)	988	946
Soccer	995	989
Softball	987	1000
Tennis	984	938

Track and Field (men's)	974	992
Track and Field (women's)	984	984
Volleyball	974	1000
Average	977.85	982.92

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

These numbers are currently sufficient for all teams to be “penalty free with access to post season play”. As the NCAA has committed to distribute revenue to institution’s based on the academic success of their athletics programs, our goal should be to earn an overall, single year, all-sport APR of 985 or higher. This score would qualify the institution for the revenue sharing.

Performance Objective 6 Operate an effective recruiting program.

1 Assessment and Benchmark

Assessment: Official visits.

Benchmark:

1.1 Data

2017-2018:

Sport	# of official visits
Baseball	16
Basketball (men's)	8
Basketball (women's)	8
Cross Country (men's)	19
Cross Country (women's)	21
Football	37
Golf (men's)	0
Golf (women's)	5
Indoor Track and Field (men's)	19
Indoor Track and Field (women's)	21
Outdoor Track and Field (men's)	19
Outdoor Track and Field (women's)	21
Soccer	11
Softball	10
Tennis	2
Volleyball	6

1.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

2 Assessment and Benchmark

Assessment: Recruit Tickets.

Benchmark:

2.1 Data

2017-2018:

Sport	# of recruit tickets
Baseball	13

Basketball (men's)	15
Basketball (women's)	33
Cross Country (men's)	12
Cross Country (women's)	7
Football	302
Golf (men's)	6
Golf (women's)	3
Indoor Track and Field (men's)	12
Indoor Track and Field (women's)	7
Outdoor Track and Field (men's)	12
Outdoor Track and Field (women's)	7
Soccer	8
Softball	22
Tennis	3
Volleyball	6

2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

3 Assessment and Benchmark

Assessment: Direct contact.

Benchmark:

3.1 Data

2017-2018:

Sport	# of direct contacts made
Baseball	0
Basketball (men's)	8
Basketball (women's)	0
Cross Country (men's)	3
Cross Country (women's)	7
Football	47
Golf (men's)	0
Golf (women's)	0
Indoor Track and Field (men's)	3
Indoor Track and Field (women's)	7
Outdoor Track and Field (men's)	3
Outdoor Track and Field (women's)	7
Soccer	0
Softball	0
Tennis	0
Volleyball	0

3.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

