

# **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%	-

2018-2019:

Sport	Wins	Losses	Ties	Total
Baseball	35	26	0	61
Basketball (Men's)	9	22	0	31
Basketball (Women's)	7	22	0	29
Football	6	5	0	11
Soccer	13	7	1	21
Softball	33	32	0	65
Tennis	11	10	0	21
Volleyball	10	22	0	32
Total	124	146	1	271
% of total	45.8%	53.9%	0.4%	-

#### 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%.

2018-2019:

The goal for the 2018-2019 year was not met. With a significant drop in wins for softball, football, and both men's and women's basketball, we not only failed to meet our goal but slid backwards from the previous year.

In response, there was a change made with a majority of the softball staff and the entire football staff. We hope that with the second year in the HHP facility, the basketball and volleyball teams will respond positively.

The goal for 2019-2020 would be an average of 60% again. We feel that this number is attainable with better pre-season victories in all sports.

### 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

2018-2019:

Sport	Final Conference Standing
Baseball	
Basketball (Men's)	12
Basketball (Women's)	10
Cross Country (Men's)	6
Cross Country (Women's)	4
Football	4
Golf (Men's)	6
Golf (Women's)	6
Indoor Track and Field (Men's)	10
Indoor Track and Field (Women's)	4
Outdoor Track and Field (Men's)	8
Outdoor Track and Field (Women's)	5
Soccer	4
Softball	3
Tennis	5
Volleyball	5
Average	6.0625

### 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.

2018-2019:

Based on the records of the teams, we failed to reach our goal of 4th place. This failure is largely attributed to the significant drop in men's basketball, women's basketball, and men's indoor track. In the previous year, we had no team below 9th; this year we had three.

Moving forward with next year, the hope is that both of the basketball program, show significant improvement with a change in the roster and better talent on the court.

We are keeping the goal for the 2019-2020 year at 4th place average.

## 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)

2018-2019:

Group	Commissioner's Cup Standing
Men's Teams	4 (76.5)
Women's Teams	9 (36.5)
Department	7 (113)

#### 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.

2018-2019:

As a result of the wins and losses records, we didn't come close to hitting our goal for this year. Almost every team had a reduction in wins and losses in final conference rankings.

Moving forward, we are working with our head coaches to better eliminate some of the distracting portions of their sport operations and allowing them to focus on the games themselves.

Our goal for the 2019-2020 year will once again be 4th place.

## 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
TOTAL	-	-	-	9,861

2018-2019:

Sport	Total Season Tickets Sold	Total Walk-up Tickets Sold	Total Tickets Sold	Total Tickets Sold Per Game (Average)	% change
Baseball	20,029	4,821	24,850	857	4.7%
Basketball (Men's and Women's)	32,399	12,218	44,617	1,859	168.6%
Football	25,193	11,875	37,068	7,414	-1.6%
Indoor Track and Field (Men's and Women's)	0	1,356	1,356	452	60.8%
Outdoor Track and Field (Men's and Women's)	0	1,615	1,615	323	99.3%
Softball	4,116	3,551	7,667	256	-30.8%
TOTAL	-	-	-	11,355	15.2%

**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.

2018-2019:

Even though we had a decline in football and baseball attendance, our basketball attendance more than made up the difference. Moving forward, we are hoping to rebound with good sales in both football and baseball to compliment the surge in basketball tickets.

Our goal will stay at 10% increase in average game attendance in 2019-2020.

**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.

2018-2019:

Sport	Student Engagement Activity	Notes

Football	Student Shirt Giveaways, Homecoming	200-400 Themed T-shirt were created by a student intern for each game and given to students. Each game we had no shirts left over.
Volleyball	Dig Pink, Youth Appreciation Game, Blackout (student-shirts), Student Appreciation Day (on Sr. Day)	Gave out AEC shirts at multiple matches, pizza for students and shirts (Both AEC & VB) at last home match, collected online donations for dig pink
Soccer	Fall Kickoff, Parapokes, Pediatric Cancer Philanthropy game, Greek & Club Tables, Youth Soccer Day	Pizza and sunglasses for students at fall kickoff, Parapokes for the Arkansas game, Collected online donations for pediatric cancer, invited clubs and organizations to set up tables at a game
Cross Country (men's)	NA	
Cross County (women's)	NA	
Basketball (men's)	Student Experience Night, Toys 4 Tots, Pizza Giveaway	Teamed up with campus to giveaway food vouchers, t-shirts and cash prizes at halftime; Free kids tickets with Toys 4 Tots donation; Pizza (donated by MBB) for students
Basketball (women's)	Student Experience Night, Play 4 Kay, Toys 4 Tots	Teamed up with campus to giveaway food vouchers, t-shirts and cash prizes at halftime; Collected donations and gave out koozies (donated by wbb) for Play 4 Kay; Free kids tickets with Toys 4 Tots donation
Indoor Track and Field (men's)	NA	
Indoor Track and Field (women's)	NA	
Tennis	Pizza and T-shirts	Had pizza and t-shirts for students at the last two home matches of the season
Golf (men's)	NA	
Golf (women's)	NA	
Outdoor Track and Field (men's)	Pizza and T-shirts	Had pizza and t-shirts for students at the last meet of the season

Outdoor Track and Field (women's)	See Outdoor Track and Field ( <i>men's</i> )	
Baseball	Student Crawfish Boil, Student Pizza giveaway, greek night, May the 4th Be With You, Student T-shirt giveaway, Elementary Night, Kids Days (Every Sunday), First Responders Night (LCPD), Tailgate Weekends (once a month)	Student Appreciation Week Crawfish boil with AEC McNeese Baseball tshirt giveaway, Pizza Night, Greek Night with wendy's combo card giveaway (rain), Tailgate weekends had poor turnout due to a rainy spring, 2 successful elementary nights with free admission to students from respective schools, LCPD officers and families joined us for the national anthem for first responders night, May the 4th game had light sabors for kids and wendy's combo cards for those in star wars related gear (most successful baseball promo)
Softball	Crawfish Boil, FCA Night, Special T-shirt Giveaway, Little League Night, Military Appreciation, Faculty Appreciation, Cancer Awareness	Student Appreciation Week Crawfish boil with AEC McNeese Softball tshirt giveaway, Free Hot dogs and Hot Chocolate (donated by SB) for students at first home game, Free Entrance for kids in jerseys for Little League Night, food and drink vouchers for faculty awarness night, Military members on the field and free entrance for Military Appreciation Day, teamed up with American Cancer Society for the Cancer Awarness game and had signage and a table set up for donations

### 2.1.1 Analysis of Data and Plan for Continuous Improvement

2017-2018:

Three student engagement activities per sport in 2018-2019.

2018-2019:

With the addition of another graduate assistant in our office, the student engagement was drastically increased. We were able to hit our goal of three student-based promotions and activities per home sports.

Moving forward, we would like to begin tracking the student attendance more closely and working off of those



numbers to see if there is a more measurable trend moving forward.

Our goal for 2019-2020 will be a total student attendance of 5,000 students.

### **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

2018-2019:

Sport	Total Ticket Revenue	% change
Baseball	55,160	-24.8%
Basketball (Men's and Women's)	174,068	280.7%
Football	990,241	16.4%
Indoor Track and Field (Men's and Women's)	10,240	82.3%
Outdoor Track and Field (Men's and Women's)	12,226	659.3%
Soccer	2,667	-
Softball	26,234	-11.6%
Volleyball	2,357	-
Total	\$1,273,203	26.5%

##### **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.

2018-2019:

With a huge jump in sales in football and men's and women's basketball as well as the addition of volleyball and soccer season ticket sales, we were able to significantly surpass our goal.

We are hoping with a six-game football schedule and a more stable fan base for men's and women's basketball that

we are able to capitalize on the growth that was set this past year.

Our goal for 2019-2020 will stay at a 10% increase in ticket revenue.

## 2 Assessment and Benchmark

Assessment: Beverage sales.

Benchmark: Gross sales to increase by 25%.

### 2.1 Data

2017-2018:

Sport	Gross
Baseball	\$18,590
Football	\$5,358
Softball	\$5,872
<b>Total</b>	<b>\$29,820</b>

2018-2019:

Sport	Gross	% change
Baseball	9,745.92	-47.5%
Basketball	\$16,023.60	-
Football	\$19,251.37	259.3%
Softball	\$2728.68	-53.5%
<b>Total</b>	<b>\$47,749.57</b>	60.1%

#### 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.

2018-2019:

With the opening of beer sales venue-wide at football, baseball, and softball as well as the addition of the new HHP Basketball Arena, we were able to shatter the existing revenue numbers for alcohol sales.

We feel that this has established a new baseline number for our measurement moving forward. We are pushing better locations as well as a diversified offering in-venue this coming year and hope with the inclusion of volleyball, revenues will increase.

Our goal for 2019-2020 will stay at a 25% increase in gross revenue.

## 3 Assessment and Benchmark

Assessment: Donations and fundraised revenue.

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

### 3.1 Data

Fiscal Year	Total Raised
2017-2018	\$2,524,685
2018-2019	\$1,182,912

#### 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.

2018-2019:

With the lack of capital project fundraising, the numbers fell this past year.

We feel that this has established a new baseline number for our measurement moving forward. We are pushing the fundraising initiatives by reforming the Athletic Foundation, Athletic Foundation Board, and hiring an assistant athletic director of fundraising.

Our goal for 2019-2020 will be a 10% increase in fundraising revenue.

#### **Performance Objective 4 Maintain and upgrade all athletic facilities.**

##### **1 Assessment and Benchmark**

Assessment: Maintenance of current facilities, capital outlay projects, and safety and asthetic improvements.

Benchmark: At least 5 enhancements in each fiscal year.

##### **1.1 Data**

2017-2018:

Sport	Maintenance of Facility	Capital Projects	Safety and Asthetic Improvements
Football	Good	N/A	Pressure washing of stadium
Volleyball	Excellent	MOVE TO HHP	N/A
Soccer	Good	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)	Excellent	MOVE TO HHP	N/A
Basketball (women's)	Excellent	MOVE TO HHP	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	MOVE TO HHP	N/A
Golf (women's)	N/A	MOVE TO HHP	N/A
Outdoor Track and Field (men's)	Good	N/A	N/A
Outdoor Track and Field (women's)	Good	N/A	N/A
Baseball	Good	NEW OUTFIELD WALL	New Restrooms Finished
Softball	Good	N/A	NEW SOUND SYSTEM AND WINDSCREENS

2018-2019:

Sport	Maintenance of Facility	Capital Projects	Safety and Asthetic Improvements
Football	Good	Redo of Endzone Club room, field lighting	New Fence around the practice fields

		replacement	
Volleyball	Excellent	N/A	N/A
Soccer	Good	N/A	New fence and entryway. Will add new windscreens
Cross Country (men's)	N/A	N/A	N/A
Cross Country (women's)	N/A	N/A	N/A
Basketball (men's)	Excellent	N/A	N/A
Basketball (women's)	Excellent	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	Moving to Locker room in Rec Complex	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	N/A	N/A
Outdoor Track and Field (women's)	Good	N/A	N/A
Baseball	Good	N/A	New Restrooms Finished
Softball	Good	Field Lighting replacement	New exterior fence

### 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.

2018-2019:

The goal of five enhancements was met with the move of volleyball, men's basketball, women's basketball into the new HHP building. The concerns of Memorial Gym have been eliminated completely. The men's golf and women's golf offices were also upgraded due to their relocation in the HHP Arena. Baseball was able to fundraise for a new batter's eye in center field as well as a new padded outfield wall.

Our goal for 2019-2020 is five additional facility enhancements.

## 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

2018-2019:

Sport	Multi-year APR	Single-year APR
	2014-2018	2017-2018
Baseball	988	990
Basketball (men's)	933	907
Basketball (women's)	970	948
Cross Country (men's)	984	1000
Cross Country (women's)	988	960
Football	932	893
Golf (men's)	954	964
Golf (women's)	988	1000
Soccer	998	1000
Softball	990	1000
Tennis	984	1000
Track and Field (men's)	978	985
Track and Field (women's)	976	968
Volleyball	979	1000
Average	974.43	972.5

### 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.

2018-2019:

Our current single year average for the last reporting year, 2017-2018, is 972. The most lost points were in the sports of football and men's basketball. Their combined deficits made up 95% of the shortfall. Analysis of our score reveals the critical area was in the athletes who left ineligible, otherwise known as "0" for "2's".

The number of admission exceptions in the two sports impacted the overall academic performance of their teams.

Focus will be on recruiting more college-ready students who are focused on degree completion. The elimination of admitting students by exception should reduce the number of "0" for "2's". Identified class attendance is important, thus class attendance for all athletes is being checked through an outsourced company, Spotter Edu. This began in Fall 2018.

Our goal for 2019-2020 will still be an overall, single-year, all-sport APR of 985 or higher.