



Athletics

#5 Plan cycle - 5
Plan cycle 2021/2022
7/1/21 - 6/30/22

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%	—

2019-2020:

Sport	Wins	Losses	Ties	Total
Baseball	10	7	0	17
Basketball (Men's)	15	17	0	32
Basketball (Women's)	5	24	0	29
Football	7	5	0	12
Soccer	11	9	0	20
Softball	19	7	0	26
Tennis	2	10	1	13
Volleyball	11	17	0	28

Total	80	96	1	177
% of total	45.2%	54.2%	0.6%	—

2020-2021:

Sport	Wins	Losses	Ties	Total
Baseball	32	30	0	62
Basketball (Men's)	10	14	0	24
Basketball (Women's)	6	16	0	22
Football	3	4	0	7
Soccer	3	7	1	11
Softball	35	26	0	61
Tennis	1	17	0	18
Volleyball	5	7	0	12
Total	95	121	1	217
% of total	43.8%	55.8%	0.005%	—

2021-2022:

Sport	Wins	Losses	Ties	Total
Baseball	34	23		57
Basketball (Men's)	11	22		33
Basketball (Women's)	13	15		28
Football	4	7		11
Soccer	13	5	2	20
Softball	39	20		59
Tennis	3	16		19
Volleyball	18	11		29
Total	135	119	2	256
% of total	57.4%	46.5%	0.008%	—

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.

2019-2020:

The goal for the 2019-2020 year was not met. With a significant drop in wins for tennis, volleyball and

women's basketball, we not only failed to meet our goal but slid backwards from the previous year. The spring sports were affected by a cancelation of their seasons due to COVID-19.

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

The goal for 2020-2021 would be an average of 60% again. We feel that this number is attainable with a complete season in the spring sports.

2020-2021:

The goal for the 2020-2021 year was not met. With a poor showing in wins for FB, Men's Basketball tennis, volleyball and women's basketball, we not only failed to meet our goal but slid backwards from the previous year. Following the 2 hurricanes and coming out of the pandemic, With a lack of off season training, along with the difficulty finding facilities, it was surprising that some teams were even fielded.

In response, there was a change made with the Women's Basketball Staff. We hope that with the move back into the HHP facility, the basketball teams will respond positively.

The goal for 2021-2022 would be an average of 60% again. We feel that this number is attainable with a complete season in the spring sports.

2021-2022:

The goal for 2021-22 was not met, although by just a slight margin during a year in which multiple championships were won.

The goal for 2022-23 will be an average of 60% which is an aggressive goal for any D1 program.

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

2019-2020:

Sport	Final Conference Standing
Baseball	—
Basketball (Men's)	t-6
Basketball (Women's)	13
Cross Country (Men's)	4
Cross Country (Women's)	7
Football	5
Golf (Men's)	—
Golf (Women's)	—
Indoor Track and Field (Men's)	4
Indoor Track and Field (Women's)	5
Outdoor Track and Field (Men's)	—
Outdoor Track and Field (Women's)	—
Soccer	6
Softball	—
Tennis	—

Volleyball	t-11
Average	6.7

2020-2021:

Sport	Final Conference Standing
Baseball	7
Basketball (Men's)	10
Basketball (Women's)	10
Cross Country (Men's)	6
Cross Country (Women's)	6
Football	T-5
Golf (Men's)	5
Golf (Women's)	6
Indoor Track and Field (Men's)	11
Indoor Track and Field (Women's)	11
Outdoor Track and Field (Men's)	7
Outdoor Track and Field (Women's)	4
Soccer	9
Softball	3
Tennis	11
Volleyball	9
Average	7.5

2021-2022:

Sport	Final Conference Standing
Baseball	1
Basketball (Men's)	7
Basketball (Women's)	4
Cross Country (Men's)	1
Cross Country (Women's)	3
Football	T-4
Golf (Men's)	—
Golf (Women's)	—
Indoor Track and Field (Men's)	3
Indoor Track and Field (Women's)	1
Outdoor Track and Field (Men's)	3
Outdoor Track and Field (Women's)	1
Soccer	2
Softball	1
Tennis	T-5

Volleyball	3
Average	2.8

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; his 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.

2019-2020:

Based on the records of the teams, we failed to reach our goal of 4th place. This failure is largely attributed to the number of teams who weren't able to complete their seasons due to COVID-19.

We are keeping the goal for the 2020-2021 year at 4th place average.

2020-2021:

Based on the records of our teams this past year, we not only failed to reach our goal of 4th place, but regressed almost an entire position. The women's basketball staff was replaced, and the golf programs were eliminated this off season. We hope with a normal fall and the continued successes of the spring to rebound dramatically the coming season.

We are keeping the goal for 2021-2022 year at 4th place average.

2021-2022:

The program exceeded it's goal for 2021-22 with an average of 2.8. An exceptional year for the program.

The goal for 2022-23 will remain the same to achieve a 4th place average. This is an aggressive goal for any comprehensive DI program.

3 Assessment and Benchmark

Assessment: Commissioner's Cup Standings.

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

Prior to 2021-2022, the benchmark was 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:

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

2019-2020:

Group	Commissioner's Cup Standing
Men's Teams	4 (35)
Women's Teams	10 (64)
Department	6 (64)

2020-2021:

Group	Commissioner's Cup Standing
Men's Teams	7 (47)
Women's Teams	8 (58.5)
Department	9 (105.5)

2021-2022:

Group	Commissioner's Cup Standing
Men's Teams	2 (51)
Women's Teams	4 (34.5)
Department	3 (85.5)

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.

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.

2019-2020:

While we increased from 7th to 6th, we still didn't meet our goal; however, this was largely skewed data as none of the spring sports were able to continue due to COVID-19.

Our goal for the 2020-2021 year will once again be 4th place.

2020-2021:

The results of the competition season following the two hurricanes and the pandemic were tough. Lack of preparation, off season training and facilities was noticeable in both the men's and women's teams.

With a new WBB Staff and the elimination of the golf teams, we believe our average will be better, but we will always fail to compete due to having less sports to earn points.

We will be reducing our goal for the 2021-2022 year to 6th place.

2021-2022:

The program exceeded its goal with a 3rd place finish.

The goal for 2022-23 will be a 4th place finish.

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)	—	1,123	1,123	281
Outdoor Track and Field (Men's and Women's)	—	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%

2019-2020:

				Total Tickets	
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Sport	Total Season Tickets Sold	Total Walk-up Tickets Sold	Total Tickets Sold	Sold Per Game (Average)	% change
Baseball	18,111	2,846	20,957	748	-12.7%
Basketball (Men's and Women's)	49,365	4,420	53,785	2,678	44%
Football	32,152	15,859	48,011	9246	24.7%
Indoor Track and Field (Men's and Women's)	—	1,159	1,159	386	-14.6%
Outdoor Track and Field (Men's and Women's)	—	—	—	—	—
Softball	2,844	1,276	4,120	257	0.4%
TOTAL	—	—	—	13,904	22.45%

2020-2021:

Sport	Total Season Tickets Sold	Total Walk-up Tickets Sold	Total Tickets Sold	Total Tickets Sold Per Game (Average)	% change
Baseball	0	0	0	0	
Basketball (Men's and Women's)	0	0	0	0	
Football	0	0	0	0	
Indoor Track and Field (Men's and Women's)	0	0	0	0	
Outdoor Track and Field (Men's and Women's)	0	0	0	0	
Softball	0	0	0	0	
TOTAL	0	0	0	0	

2021-2022:

Sport	Total Season Tickets Sold	Total Walk-up Tickets Sold	Total Tickets Sold	Total Tickets Sold Per Game (Average)	% change
Baseball	18542	3823	22365	639	100%
Basketball (Men's and Women's)	17780	1526	19306	839	100%
Football	36733	4687	41390	8278	100%
Indoor Track and Field (Men's and Women's)	TBD				
Outdoor Track and Field (Men's and Women's)	TBD				
Softball	7488	2284	9772	296	100%
TOTAL	—	—	—	10052	100%

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.

2019-2020:

Even with the effects of COVID-19, we were able to increase our game attendance by 22% this past year.

Our goal will stay at 10% increase in average game attendance in 2020-2021.

2020-2021:

This year was a complete and total loss. We were devastated by 2 major hurricanes, and an Ice Storm. As our facilities were being rebuilt we were lucky to even host home games, and due to the pandemic all events were moved to this spring.

Our goal will stay at 10% increase in average game attendance in 2021-2022.

2021-2022:

Many factors relating to hurricane recovery efforts & COVID impacted attendance in 2021-22. Game times, facility availability, continued repairs, and weather created significant obstacles to overcome.

Goal for 2022-23 is to increase average attendance by 10% as compared to baseline year 2021-22.

2 Assessment and Benchmark

Assessment: Student engagement.

Benchmark: A total student attendance of 5,000 students.

Prior to 2019-2020, the benchmark was 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 100 students at two games. Halftime prize shootout at every home game.
Cross Country (Men's)	—	—
Cross County (Women's)	—	—
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)	—	—
Indoor Track and Field (Women's)	—	—
Tennis	T-shirts, Pizza Giveaway	On weekend matches we gave away free pizza and t-shirts away to students attending.
Golf (Men's)	—	—
Golf (Women's)	—	—
Outdoor Track and Field (Men's)	—	—
Outdoor Track and Field (Women's)	—	—
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)	—	—
Cross County		

(Women's)	—	—
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)	—	—
Indoor Track and Field (Women's)	—	—
Tennis	Pizza and T-shirts	Had pizza and t-shirts for students at the last two home matches of the season.
Golf (Men's)	—	—
Golf (Women's)	—	—
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)	Pizza and T-shirts	Had pizza and t-shirts for students at the last meet of the season.
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 awareness night, Military members on the field and free entrance for Military Appreciation Day, teamed up with American Cancer Society for the Cancer Awareness game and had signage and a table set up for donations.

Sport	Student Engagement Activity	Attendance	Notes
Football	Student Shirt Giveaways, Homecoming	3879	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	Cancer Awareness, Welcome Back Game, Camp Reunion, Gold Standard Game, Battle of the Border, Senior Day	326	Raffeled a Swag Bag away to raise money for American Cancer Society (Raised over \$400), Pizza and T-shirts for Welcome Back, Free entrance for campers at camper reunion, A large student-athlete turnout for gold standard, Battle of the Border vs Lamar, Senior Day T-shirts and Mr. Bills for students.
Soccer	Fall Kickoff, Parapokes, Pediatric Cancer Philanthropy game, Youth Soccer Day, Gold Standard Game	425	Pizza at fall kickoff, Parapokes for halftime of senior day, Collected online donations for pediatric cancer and gave out cowbells for \$5+ donation, Youth team played at halftime of Youth Soccer Day, Gold Standard Game - T-shirts and Mr. Bills for students (RAIN OUT), T-shirts on senior day.
Cross Country (Men's)	SAAC Ran Gold Standard Event	86	Donuts for attendance provided by SAAC.
Cross County (Women's)	SAAC Ran Gold Standard Event	86	Donuts for attendance provided by SAAC.
Basketball (Men's)	T-shirts at all Double headers, Student Experience Night, Toys 4 Tots, Pizza & other Food Giveaways, Gave away \$100 Visa Gift Cards to Students courtesy of a MBB Donor, Ingame giveaways from local sponsors including a chance at 500 Chick-Fil-A Scholarship & a 10k halfcourt dizzy bat shot courtesy of a MBB donor, "Drink" Voucher (Beer or Soda) giveaaway for Rowdiest students, Battle of the Border, Operation Sell-Out	2571	T-shirts given to students at all double headers (still have shirts left), SEN: Teamed up with campus to giveaway food vouchers, t-shirts and cash prizes at halftime; Free kids tickets with Toys 4 Tots donation; Pizza/food & drinks (donated by MBB) for students, Had Visa Gift Cards left over after every game, Ingame activations did not increase student attendance, "Drink" (Soda or Beer) vouchers not accepted by students so given to fans, Sold out Battle of the Border including student section, Student section packed for operation sell-out.
Basketball (Women's)	T-shirts at all Double headers, Student Experience Night, Play 4 Kay, Toys 4 Tots, High Ticket Item giveaways for students, Battle of the Border	429	T-shirts given to students at all double headers (still have shirts left), SEN: Teamed up with campus to giveaway food vouchers, t-shirts and cash prizes at halftime; Encouraged donations for Play 4 Kay; Free kids tickets with Toys 4 Tots donation, Giving away high ticket items (Airpods, TVs, etc) did not increase student attendance, Sold out Battle

			of the Border including student-section.
Indoor Track and Field (Men's)	—	—	—
Indoor Track and Field (Women's)	—	—	—
Tennis	Pizza and T-shirts	26	Had pizza and t-shirts for students at the first home match of the season, SEASON ENDED EARLY DUE TO COVID.
Golf (Men's)	—	—	—
Golf (Women's)	—	—	—
Outdoor Track and Field (Men's)	—	—	—
Outdoor Track and Field (Women's)	—	—	—
Baseball	Diamond Earring giveaway to all fans in attendance on opening night (Valentines Day), Playground Dedication, Dollar Dog Night	271	Non-student won the necklace, SEASON ENDED EARLY DUE TO COVID. (Big student promos planned for dates in canceled games.)
Softball	Hot Dogs for Students on Opening Night	128	Hot Dogs for the first 50 students (ran out), SEASON ENDED EARLY DUE TO COVID. (Big student promos planned for dates in canceled games.)
Total		8,227	

2020-2021:

Sport	Student Engagement Activity	Attendance	Notes
Football	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Volleyball	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Soccer	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Cross Country (Men's)	—	—	—
Cross County (Women's)	—	—	—
Basketball (Men's)	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Basketball (Women's)	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission

Indoor Track and Field (Men's)	—	—	—
Indoor Track and Field (Women's)	—	—	—
Tennis	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Golf (Men's)	—	—	—
Golf (Women's)	—	—	—
Outdoor Track and Field (Men's)	—	—	—
Outdoor Track and Field (Women's)	—	—	—
Baseball	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Softball	NO Giveaways due to COVID-19 Restrictions	—	Students attendance factored into capacity and students were offered guaranteed admission
Total		—	

2021-2022:

Sport	Student Engagement Activity	Attendance	Notes
Football	Student shirt giveaway, student cup giveaways, student sunglasses giveaways, Homecoming (5 total games), on campus promotions, dorm storms, Heath at sorority and Frat meetings, Cowboy Block Parties	1,247	250 T-shirts and sunglasses were given away for each game and given to students. We ran out of shirts and sunglasses for all but one game. We had 500 cups to giveaway for a game, and didn't run out of all of those. We were on campus every week promoting the block parties and games, we knocked on student's dorms to invite them. Student turnout not as great as we wanted due to noon games.
Volleyball	Back to school, Social Media Night, Gold Standard Game, Prize Pack Giveaways, Student organization night, Breast Cancer Game, Senior Night	412	Backpack drawing with supplies for back-to-school game, gave out phone wallets for social media night and did a drawing if people tagged us in a post, gave pink ribbons for breast cancer and collected donations, had posters at every game. Had good student attendance for gold standard game. Would like to have a bit better student attendance, but overall it wasn't bad for the matches being held in the Rec.
			Backpack drawing with supplies for back-to-school game, gave out phone wallets for social media night

Soccer	Back to school, Social Media Night, Food Truck Fridays, Lace up for Pediatric Cancer, Student Organization Night, Prize pack drawings, Gold Standard Game, Senior Night	536	and did a drawing if people tagged us in a post, collected donations for pediatric cancer, did several prize pack drawings, had posters at every game. Food truck Fridays were a huge success. We did a student burger eating contest one game and it went incredibly well. Great turn out amongst student athletes all year and especially for the gold standard game. Was pretty happy with the consistent base of students at games.
Cross Country (Men's)	—	—	—
Cross Country (Women's)	—	—	—
Basketball (Men's)	McNeese Mayhem – AirPods and Firestick giveaway, school supply giveaway. Prize pack giveaways, Social Media Night, Legacy Center Welcome back, Greek Night, Senior Day, Poster making stations, Photo booths, face painting stations, Tshirt giveaways, Food voucher giveaways, Chick-Fil-A Shot for a scholarship, halftime student games	1,217	Preseason event “McNeese Mayhem” included student giveaways, several prize drawings, a DJ, an emcee, games for students to play on court, introductions to the team, and a MBB scrimmage – had to hold it in the rec and over 200 students came. T-shirts given out at select games, created a poster making station and photo booth above the student section, which had very good participation. Had a face painting station for select games. Student turnout not as great as we wanted because half of the season was at Burton Coliseum.
Basketball (Women's)	McNeese Mayhem – AirPods and Firestick giveaway, school supply giveaway. Prize pack giveaways, Social Media Night, “White Out the Cajuns,” Legacy Center Welcome back, Greek Night, Senior Day, Poster making stations, Photo booths, face painting stations, Tshirt giveaways, Food voucher giveaways, Chick-Fil-A Shot for a scholarship, halftime student games	795	Preseason event “McNeese Mayhem” included student giveaways, several prize drawings, a DJ, an emcee, games for students to play on court, introductions to the team, and a MBB scrimmage – had to hold it in the rec and over 200 students came. Gave out white tshirts for the white out the Cajuns game. T-shirts given out at select games, created a poster making station and photo booth above the student section, which had very good participation. Had a face painting station for select games. Student turnout not as great as we wanted because half of the season was at Burton Coliseum.
Indoor Track & Field (Men's)	—	—	—
Indoor Track & Field (Women's)	—	—	—

Tennis	Pizza and T-shirts	56	Pizza and T-shirts for a couple matches in the season. Soccer team did a great job supporting tennis.
Outdoor Track & Field (Men's)	—	—	—
Outdoor Track & Field (Women's)	—	—	—
Softball	Welcome Back Game, Mardi Gras, "Wednesday Winners," T-shirt giveaways, Cancer game, Social Media Night, Crawfish for students	723	Gave out t-shirts at select games, gave food vouchers for Welcome Back game. Played only Louisiana music for the Mardi Gras game. Did prize drawings for the Wednesday Winner games. Had 500lbs of crawfish for students, didn't get as wide of a turn out like baseball, but still ran out of all of the crawfish.
Baseball	Social media night, "Wednesday Winners," Tshirts for students, Crawfish for students, Gold Out, Star Wars Night, hosted conference tournament	1934	Gave out t-shirts at select games. Did prize drawings for Wednesday Winner games. Had an incredible turn out for the crawfish game of about 300 students, the line was massive, and we had to go back and get more crawfish. Was told that was the best turn out for a crawfish game that they had ever seen. Gave out gold t-shirts for the gold out for the first day of senior weekend. Star Wars Night was a huge success, had people dress up as characters (costumes borrowed from LC Toyota), characters took pictures with kids, students, and fans; characters joined for sponsor first pitch; played Star Wars music throughout. Hosted the conference tournament for the first time in school history and had a HUGE student show out for that. Conference tournament and crawfish game is what made the student number so large this year.
Total		6920	

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.

2019-2020:

We were able to hit our goal of 5,000 Students even with the COVID pandemic stop. We are hoping that with a full calendar year we could hit the new goal easily.

Our goal for 2020-2021 will be a total student attendance of 6,500 students.

2020-2021:

No data was collected on the attendance for this year due to admission being free for all sports. While we did student activities, there wasn't a record for the attendance.

Our goal for 2021-2022 will return to 5,000 students.

2021-2022:

We were able to meet our stated goals for 2021-22.

Goal for 2022-23 will be 6,000 students.

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

1 Assessment and Benchmark

Assessment: Total ticket revenue.

Benchmark: A 5% increases in overall ticket revenues.

Prior to 2020-2021, the benchmark was a10% 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%
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2019-2020:

Sport	Total Ticket Revenue	% change
Baseball	50,173	-9%
Basketball (Men's and Women's)	181,728	4.4%
Football	984,681	-0.56%
Indoor Track and Field (Men's and Women's)	11,590	13.18%
Outdoor Track and Field (Men's and Women's)	—	—
Soccer	2,210	-17.14%
Softball	16,632	-36.6%
Volleyball	2,169	-7.98%
Total	1,249,183	-1.89%

2020-2021:

Sport	Total Ticket Revenue	% change
Baseball	0	
Basketball (Men's and Women's)	0	
Football	0	
Indoor Track and Field (Men's and Women's)	0	
Outdoor Track and Field (Men's and Women's)	0	
Soccer	0	
Softball	0	
Volleyball	0	
Total	0	

2021-2022:

Sport	Total Ticket Revenue	% change
Baseball	73356.28	100%
Basketball (Men's and Women's)	178513.22	100%
Football	569595	100%
Indoor Track and Field (Men's and Women's)	TBD	—
Outdoor Track and Field (Men's and Women's)	TBD	—
Soccer	N/A	—
Softball	44906.96	100%
Volleyball	N/A	—

Total	866371	100%
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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.

2019-2020:

Due to the significant revenue losses due to COVID-19.

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 return to the revenue numbers we set 2 years ago.

Our goal for 2020-2021 will move to a 5% increase in ticket revenue.

2020-2021:

This year was a complete and total loss. We were devastated by 2 major hurricanes, and an Ice Storm. As our facilities were being rebuilt we were lucky to even host home games, and due to the pandemic all events were moved to this spring.

Our goal for 2021-2022 will move to a 5% increase in ticket revenue.

2021-2022:

Comparing data from 2021-22 to previous years would be misleading as the factors impacting each season were completely different. Considering recovery from the Hurricane continued to impact 2021-22, the revenue generated was surprisingly positive. No lights at FB impacted attendance and sales due to no available night games. # of games available to be played at Legacy Center was again limited. A new baseline has been established.

Goal for 2022-23 will be a 5% increase from baseline revenue of 2021-22 as recovery continues to impact facilities.

2 Assessment and Benchmark

Assessment: Donations and fundraised revenue.

Benchmark: Raise \$1,500,000 in donations and fundraising revenue.

Prior to 2019-2020 the benchmark was to raise \$2,000,000 in donations and fundraiser revenue.

Prior to 2020-2021, the benchmark was to increase fundraising revenue by 10%.

Prior to 2021-2022, the benchmark was to raise \$2,000,000 in donations and fundraising revenue.

2.1 Data

Fiscal Year	Total Raised
2017-2018	\$2,524,685
2018-2019	\$1,182,912
2019-2020	\$2,709,795

2020-2021	\$1,348,449
2021-2022	\$3,746,363

2.1.1 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.

2019-2020:

We surpassed our 10% goal this year despite the COVID pandemic. With several capital projects totaling almost \$1M we almost reached the \$3M mark.

Our goal for the 2020-2021 year will be \$2,000,000.

2020-2021:

In the fall of 2020 amidst the Covid-19 Pandemic, we suffered 2 catastrophic hurricanes. Despite those setbacks and a fall where no fundraising activities existed, we were able to raise 67.4% of our goal.

Unsure of where the current year will bring us, our goal for the 2021-2022 year will be \$1,500,000.

2021-2022:

Far exceeded the goal of \$1.5M thanks to the efforts of AD Schroyer, the MAF staff, and special events.

The goal for 2022-23 will increase to \$2.75M.

Performance Objective 4 Maintain and upgrade all athletic facilities.

1 Assessment and Benchmark

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

Benchmark: Five additional facility enhancements.

Prior to 2019-2020 the benchmark was at least 5 enhancements in each fiscal year.

1.1 Data

2017-2018:

Sport	Maintenance of Facility	Capital Projects	Safety and Aesthetic Improvements
Football	Good	—	Pressure washing of stadium
Volleyball	Excellent	MOVE TO HHP	—
Soccer	Good	—	—
Cross Country (men's)	—	—	—
Cross Country (women's)	—	—	—
Basketball (men's)	Excellent	MOVE TO HHP	—
Basketball (women's)	Excellent	MOVE TO HHP	—
Indoor Track and Field			

(men's)	Good	—	—
Indoor Track and Field (women's)	Good	—	—
Tennis	Good	—	—
Golf (men's)	—	MOVE TO HHP	—
Golf (women's)	—	MOVE TO HHP	—
Outdoor Track and Field (men's)	Good	—	—
Outdoor Track and Field (women's)	Good	—	—
Baseball	Good	NEW OUTFIELD WALL	New Restrooms Finished
Softball	Good	—	NEW SOUND SYSTEM AND WINDSCREENS

2018-2019:

Sport	Maintenance of Facility	Capital Projects	Safety and Aesthetic Improvements
Football	Good	Redo of Endzone Club room, field lighting replacement	New Fence around the practice fields
Volleyball	Excellent	—	—
Soccer	Good	—	New fence and entryway. Will add new windscreens
Cross Country (men's)	—	—	—
Cross Country (women's)	—	—	—
Basketball (men's)	Excellent	—	—
Basketball (women's)	Excellent	—	—
Indoor Track and Field (men's)	Good	—	—
Indoor Track and Field (women's)	Good	—	—
Tennis	Good	Moving to Locker room in Rec Complex	—
Golf (men's)	—	—	—
Golf (women's)	—	—	—
Outdoor Track and Field (men's)	Good	—	—
Outdoor Track and Field (women's)	Good	—	—
Baseball	Good	—	New Restrooms Finished
Softball	Good	Field Lighting replacement	New exterior fence

2019-2020:

Sport	Maintenance of Facility	Capital Projects	Safety and Aesthetic Improvements

Football	Good	—	—
Volleyball	Excellent	—	—
Soccer	Good	—	—
Cross Country (men's)	—	—	—
Cross Country (women's)	—	—	—
Basketball (men's)	Excellent	—	—
Basketball (women's)	Excellent	—	—
Indoor Track and Field (men's)	Good	—	—
Indoor Track and Field (women's)	Good	—	—
Tennis	Good	—	New windscreens
Golf (men's)	—	—	—
Golf (women's)	—	—	—
Outdoor Track and Field (men's)	Good	New Timing wiring	—
Outdoor Track and Field (women's)	Good	New Timing wiring	—
Baseball	Good	New Playground	—
Softball	Good	New Pavilion	—

2020-2021:

Sport	Maintenance of Facility	Capital Projects	Safety and Aesthetic Improvements
Football	Good	—	Hurricane Repairs
Volleyball	—	—	Hurricane Repairs
Soccer	Good	—	Hurricane Repairs
Cross Country (men's)	—	—	Hurricane Repairs
Cross Country (women's)	—	—	Hurricane Repairs
Basketball (men's)	—	—	Hurricane Repairs
Basketball (women's)	—	—	Hurricane Repairs
Indoor Track and Field (men's)	Good	—	Hurricane Repairs
Indoor Track and Field (women's)	Good	—	Hurricane Repairs
Tennis	Good	—	Hurricane Repairs
Golf (men's)	—	—	Hurricane Repairs
Golf (women's)	—	—	Hurricane Repairs
Outdoor Track and Field (men's)	Good	—	Hurricane Repairs
Outdoor Track and Field (women's)	Good	—	Hurricane Repairs
Baseball	Good	—	Hurricane Repairs

Softball	Excellent	New locker room, new chairback seating, new dugouts	Hurricane Repairs, All American signs, Signage in The Hit and The Pen
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2021-2022:

Sport	Maintenance of Facility	Capital Projects	Safety and Aesthetic Improvements
Football	Good	Bleachers / Lights	Pressbox
Volleyball	Good	Move back to Legacy	—
Soccer	Good	Scoreboard / Fence	—
Cross Country (men's)	—	—	—
Cross Country (women's)	—	—	—
Basketball (men's)	Excellent	Move back to Legacy	—
Basketball (women's)	Excellent	Move back to Legacy	—
Indoor Track and Field (men's)	Good	New floor	—
Indoor Track and Field (women's)	Good	New floor	—
Tennis	Good	Court resurfaced	—
Golf (men's)	—	—	—
Golf (women's)	—	—	—
Outdoor Track and Field (men's)	Good	Field house repair	New Scoreboard
Outdoor Track and Field (women's)	Good	Field house repair	New Scoreboard
Baseball	Good	Scoreboard / Canopy	Pressbox / Bldg.
Softball	Good	Scoreboard / Pressox	Covered seating

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.

2019-2020:

The goal of five enhancements was not met this year due to the year being halted due to COVID-19.

We have planning in place to fundraise for several improvements over the next year.

Our goal for 2020-2021 is five additional facility enhancements.

2020-2021:

Due to the devastation of the hurricanes, ice storm and flooding. Almost every athletic facility will be receiving massive upgrades and repairs over this coming year and next.

Our goal for 2021-2022 will be to get back in all of our facilities, and for them to be complete with their repairs by the end of FY22.

2021-2022:

Recovery from Hurricane damage continues. Upgrades and repairs continued to progress during 2021-22.

Goal for 2022-23 will be to make significant progress on FB pressbox with a completion date established prior to 2024 season.

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

2019-2020:

Sport	Multi-year APR	Single-year APR
	2015-2019	2018-2019
Baseball	988	1000
Basketball (men's)	933	957
Basketball (women's)	970	981
Cross Country (men's)	984	1000
Cross Country (women's)	988	1000
Football	932	892
Golf (men's)	954	1000
Golf (women's)	988	925
Soccer	998	974
Softball	990	971
Tennis	984	964
Track and Field (men's)	978	986
Track and Field (women's)	976	992
Volleyball	979	941
Average	974.43	970.21

2020-2021:

Sport	Multi-year APR	Single-year APR
	2016-2020	2019-2020
Baseball	993	991
Basketball (men's)	950	959
Basketball (women's)	973	964
Cross Country (men's)	1000	1000
Cross Country (women's)	972	951
Football	925	974
Golf (men's)	991	1000
Golf (women's)	968	1000
Soccer	993	991

Softball	988	982
Tennis	983	1000
Track and Field (men's)	989	992
Track and Field (women's)	984	978
Volleyball	985	1000
Average	978	984

2021-2022:

Sport	Multi-year APR	Single-year APR
	2017-2021	2020-2021
Baseball	991	977
Basketball (men's)	946	963
Basketball (women's)	958	939
Cross Country (men's)	990	951
Cross Country (women's)	976	1000
Football	930	970
Golf (men's)	991	1000
Golf (women's)	980	1000
Soccer	991	983
Softball	976	952
Tennis	1000	1000
Track and Field (men's)	982	957
Track and Field (women's)	984	991
Volleyball	969	935
Average	976	973

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.

2019-2020:

The current single-year all-sport APR score is 973 for McNeese's 2018-19 data. The football team will incur a post season ban and reduced practice time. The program lost 36 points in both eligibility and retention. The academic improvement plan that was implemented in the 2019-20 year has been successful and the number of lost points has been significantly reduced. Football's improvement has been a focus and several administrative changes have been made to provide the staffing and oversight necessary to monitor its continued improvement.

The goal for 2020-2021 will be an overall, single-year, all-sport APR of 985 or higher.

2020-2021:

Despite the pandemic and the two hurricanes we rebounded well in our APR. With the additional staff member added to help with the football academics, as well as a modified schooling model, we came as close as we have been to hitting our goal.

We have added an additional graduate assistant in academics, and switched our class monitoring system. We believe that this will help us get over the hump and reach our goal.

The goal for 2021-2022 will be a multiyear and single year APR Sport of 985.

2021-2022:

The program did not meet the multi-year or single year APR.

Goal for 2022-23 will remain at 985 as that is the current NCAA benchmark to qualify for Academic Performance revenue distribution.