

# Annual Goals for Athletics

2010-2011

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<b>Title:</b>	Academic and Life Skills
<b>Description:</b>	To provide UNA student-athletes a path to graduation while cultivating skills and knowledge for their life ahead: 1. Graduation Rates for 2009-10 Cohorts; 2. Departmental Grade Point Average 3. NCAA Life Skills Program 4. Academic Goals
<b>Budget:</b>	0.00
<b>University Goals:</b>	1,2
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Director
<b>Participation:</b>	Business Manager
<b>Results:</b>	1. Graduation Rates: NCAA Cohort (Entering Freshman Student-Athletes Receiving Athletic-related Scholarships) - The four-year class average was 42% for student-athletes and the Academic Success Rate (ASR) for UNA student-athletes was 57%. 2. Departmental GPA: Spring 2011 - Term Departmental Average to be determined; 147 student-athletes recognized at Honor's Night (3.000 GPA or higher); and 23 student-athletes earned 4.000 (at least one semester). 3. NCAA Life Skills Program was launched and Athletic Department engaged student athletes in an educational program for sexual behavior/sexually-transmitted diseases program. 4. Academic Goals: Restructured Academic Study Hall for the Department; enhances post-eligibility scholarship program; increased departmental GPA and ASR; added fall semester Life Skill's program/even; and created spring academic convocation for athletics.
<b>Actions:</b>	
<b>Improvements:</b>	

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<b>Title:</b>	Athletic Excellence
<b>Description:</b>	To encourage a commitment to excellence among all UNA stakeholders, provide fair and equitable opportunities for every student-athlete, and ensure department abides by institutional policies

**Budget:** 0.00

**University Goals:** 1,3,4

**Strategic Goals:**

**Responsibility:** Director

**Participation:** Business Manager

**Results:** Accomplishments: 12/12 athletic teams qualified for post-season play (second year in a row); 11/11 qualified for GSC post-season tournament; 9 qualified for NCAA post-season play (most ever in one academic year - previous 8 in 2005-06) with (a) football as 16th NCAA appearance and 6th straight year, (b) volleyball's 13th NCAA appearance and 2nd straight year, (c) soccer's 2nd straight NCAA appearance, (d) women's basketball's 5th NCAA appearance and first since 1993-94, (e) baseball's 11th NCAA appearance and first since 1999, and golf's 13th NCAA appearance and 6th straight year; 41 all-GSC selections; 13 all-region selections (spring sports not chosen yet); 17 all-American selections for 6 different student athletes; 3 GSC Freshman of the Year recipients; 6 Academic All-GSC selections; 30 GSC Player of the Week Awards; UNA served as the Host Institution for the NCAA Division II Football Championship Game (for the 25th consecutive year) and the NCAA Division II Men's Golf Championship (for the first time); and conducted campus-wide Title IX survey resulting in successful compliance with Title IX based on the survey of interest (408 students completed the survey)

**Actions:** Continue to advance to GSC, NCAA Regional and National Championships; increase number of post-season victories; increase overall and single game attendance (Winning and Marketing); improve and enhance current team travel accommodations and facilities (student-athlete safety and development and spectator safety and experience)

#### **Improvements:**

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**Title:** Community Engagement

**Description:** To serve as an active, concerned, and engaged partner of the campus and the Shoals Communities while developing positive societal attitudes through service to community: (1) Departmental level; (2) Student Athlete Advisory Committee (SAAC); Youth Initiatives; and Division II miscellaneous

**Budget:** 0.00

**University Goals:** 1,4,5

**Strategic  
Goals:**

**Responsibility:** Director

**Participation:** Business Manager

**Results:** Department volunteered for 25 community organizations, exceeded 3,000+ hours of community service, and read in 14 different elementary schools; SAAC raised over \$3,200 (\$1,499 Make-A-Wish and \$1,725 for Fire Recovery Fund), Lion's Birthday party (carnival games), Kid's Fun Night, Movie Night with the Lions, Kid's Zone on Spirit Hill, Salvation Army, Kiwanis Pancake Day, and Tornado Relief Effort; Youth Initiatives (Credit Union Ticket Program, Give a Kid a Chance, Reading between the Lions) - 450 children participated in 2008-09, 500 in 2009-10, and 910 in 2010-11; San Diego Chicken for Student Night; Division II Football Championship Game; and Division II Golf National Championship Tournament

**Actions:** Continue "Reading Between the Lions" program; encourage student-athletes and staff members to engage in at least 5 hours of community service; complete "outdoor" classroom/alumni pavilion on Spirit Hill; and establish marketing plans to communicate affordable family fun via Students Benefit Package, youth and females

**Improvements:**

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**Title:** Friend and Fund Raising

**Description:** To cultivate relationships with alumni, community, and corporate partners and encourage their support of UNA's commitment to excellence in athletics: (1) Sportsman's Club; (2) Corporate Partnership/Broadcasting; (3) and Broadcasting -- Lion Sports Network

**Budget:** 0.00

**University  
Goals:** 1,4

**Strategic  
Goals:**

**Responsibility:** Director

**Participation:** Business Manager

**Results:** (1) Sportsman's Club: Membership Drive (2006 = \$96,500, 2007 = \$102,000, 2008 = \$110,000, 2009 = \$117,111, and 2010 = \$122,267 [all include matching]); and in conjunction with Foundation, created UNA/Sportsman's Club Celebrity Golf Classic; (2) Corporate Partnership/Broadcasting (2006 =

\$144,000 cash and \$143,000 Trade for total of \$287,000; 2007 = \$135,000 Cash and \$102,000 Trade for a total of \$237,000; 2008 = \$283,000 Cash + \$148,000 Trade for a total of \$331,000; 2009 = \$170,000 Cash + \$228,000 Trade for a total of \$398,000; and 2010 = \$340,675 Cash + \$253,179 Trade for a total of \$593,854); (3) Broadcasting - Lion Sports Network = 70 total athletic contests broadcast on network (FM Stations), Football covered area from Memphis, TN and Oxford, MS ... east to Scottsboro, AL; Men's Basketball (Shoals, Athens, Decatur, Madison, Lawrenceburg, Moulton); Women's Basketball & Baseball covered all of Colbert & Lauderdale counties; HOME football = "Game Day LIVE" pre-game from Spirit Hill for 2 hours (Home Depot); "Talking Basketball" 12 shows LIVE from Rosies with basketball coaches; and first year of LSN: Revenue exceeded cost (salary, air time, operating cost); (4) Established relationship with SMA Licensing Group and Implemented Corporate Appreciation Program

**Actions:** Increase new members of the Sportsman's Club (2010 = 382 members); increase Corporate Sponsors Cash (10%); increase Corporate Sponsor trade (10%); re-brand athletics logo with SMA; Launch "The Lion PAWS," which is a Partnership Alliance for Women's Sports; Add new affiliate added for 2011-12 (25,000 watt FM station) expanding coverage south to Birmingham and east to Gadsden (110 counties in Alabama, Tennessee, Mississippi); Create Corporate Season Ticket Program; and Introduce Hospitality Tent/Room for Football and Basketball games

## **Improvements:**

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<b>Title:</b>	Program, Capital & Other Substantial Projects
<b>Description:</b>	(1) Completed Projects; (2) Continuing Items; and (3) Future Items
<b>Budget:</b>	0.00
<b>University Goals:</b>	1,2,3,4,5
<b>Strategic Goals:</b>	
<b>Responsibility:</b>	Director
<b>Participation:</b>	Business Manager
<b>Results:</b>	(1) Supplemental budget allocation for sports; Braly Stadium (ProGrass Turf, Sound System, and Scoreboard); Josh Willingham Hitting Facility for Baseball; soccer locker room; baseball sound system; re-surfaced Varsity tennis courts; post-eligibility Scholarships (Karnes/Sportsman's Club); part-time academic coordinator, part-time financial aid coordinator; student-athlete welfare - exit interview emailed to all outgoing seniors for completion &

feedback; gender equity plan updates - establish a core gender equity task force, chaired by OCR campus representative & assisted by SWA & Athletics Committee

**Actions:** Campus-wide Title IX survey - successful compliance with 408 students completing survey

**Improvements:** (2) Continuing Items: Elevator in Braly; Spirit Hill Concert series; and Campus-wide Title IX Survey (3) Future: softball drainage, official's dressing room at Mike D. Lane Field; "Academic Development Center;" and Varsity Weight Room/Cardiovascular area and equipment

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**Title:** Vision of Excellence

**Description:** (1) Facilities; (2) Staffing; (3) Scholarship; (4) Operating; and (5) Other

**Budget:** 0.00

**University Goals:** 1,2,4

**Strategic Goals:**

**Responsibility:** Director

**Participation:** Business Manager

**Results:**

**Actions:**

**Improvements:** (1) Facilities that include: weight room, indoor facility, office space, Flower's Hall/Self Fieldhouse Upgrade (office space, academic center, booster room, seating), Braly Stadium (video board, locker room, lights, next level: corporate boxes/club level); (2) Staffing (Athletics Development Officer, Marketing and Promotions, Webmaster/Graphic Artist, Strength/conditioning, Equipment Manager, and Sport Expansion) (3) Scholarship (fully fund in-state scholarships, explore concept of Out-of-State waivers, enhance summer and post-eligibility scholarship fund, fund endowed position scholarships, and expand sports offerings); (4) Operating: review current student-fee structure, increase operating budgets, and consider sport expansion; (5) Other: explore the purchase of 2 UNA Charter buses and expand UNA Fleet Program