



Unit End of Year Report

Report includes:

- 2016-2017 Annual Goals
- 2016-2017 Assessment Plan
- Key Performance Indicators
- 2016-2017 Points of Pride
- 2017-2018 Annual Goals
- 2017-2018 Assessment Plan

Unit: Intercollegiate Athletics

Director: Erick Hart

UNIT OVERVIEW

This section corresponds with Administrative Unit Assessment Document 1

Unit Mission: The mission of the athletic department is to integrate intercollegiate athletics into the mission of the College at Brockport, which “has the success of its students as its highest priority.” We achieve this by focusing on four key areas, *to Integrate with the University, Achieve academically, Excel athletically and Play with integrity.*

Integrate with the University: At Brockport, keeping student-athletes focused on being a student first, they are treated like other members of the general student body. This experience allows student-athletes to pursue interests beyond athletics. Furthermore, Brockport Athletics builds and strengthens relationships within the Brockport community as well as helping the University connect with the greater regional community.

Achieve Academically: Student-athletes are encouraged to achieve excellence in the classroom as well as the competitive arena. At Brockport, athletics offers an education that supports and supplements the lessons learned in the classroom. Life-long skills such as teamwork, discipline, perseverance, and leadership are cultivated through intercollegiate athletics.

Excel Athletically: Supported athletically by a talented and committed group of coaches and staff, student-athletes are encouraged to channel their passion and drive for athletic excellence by pushing themselves to be the best through hard work and high standards.

Play with Integrity: At Brockport, we foster a community of sportsmanship and compliance that is never compromised. While winning is important, it is kept in perspective.

Functional Goals and Division/College Mapping

For the purpose of EMSA’s work, *Functional Goals* will be defined as the 2-3 broad goals that are necessary for your unit to maintain to adequately serve your functions and responsibilities as expected by the College

Unit Functional Goals		Division Goal Mapping (This will be a number reference)	College Goal Mapping (This will be a number reference)
IAf1	Develop 5 year strategic plan for Athletics	1,2,3,4	1.1; 2.1 3.2, 3.4, 3.5; 4.3
IAf2	Evaluate staffing model and operations procedures for more efficient use of personnel and delivery of services.	4, 5	3.2, 3.5 4.3 4.4

SECTION ONE: 2016-2017 UNIT ANNUAL GOALS

Identify the overall annual goals for the unit

Unit Annual Goals	Outcome/Status
Finish top 4 in the SUNYAC Commissioners Cup	Completed
Final average student-athlete GPA of 3.0 or higher.	Completed
Raise over \$150,000 in donations for the Golden Eagle Society	Completed
Raise over \$50,000 in outside group reservations	Completed
Increase home attendance at home athletic events	Completed

SECTION TWO, PART ONE: 2016-2017 Assessment Plan

Select 3-4 unit goals to comprehensively assess. Section corresponds with the Administrative Unit Assessment Document 2.

Unit Goal		College Mission Alignment: how does this goal support the College's Mission?
Improve the competitiveness of our intercollegiate athletics program		Co-Curricular and Support Programs Provide valuable learning opportunities while building a sense of community
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools used to assess (1, 2)	Assessment Data: summarize the assessment results, indicating whether outcomes were exceeded, met or not met (4)
Finish top 4 in the SUNYAC Commissioners Cup Finish in the 150 in the Division III Learfield Sport Directors Cup Increase overall winning percentage to .600	Feedback (quantitative and qualitative) from student-athletes through post-season evaluations administered through Baseline External benchmarks (SUNYAC Commissioner's Cup; Learfield Director's Cup)	We finished 4 th place in the SUNYAC Commissioner's Cup standings (10 team conference) which is the same finish from the previous year. Therefore, we did achieve our goal of finishing top 4 in the SUNYAC Commissioners Cup. Finished 59 th in the 2016-2017 Learfield Director's Cup (Improved from 182 nd in 2015-2016). 19 of our 23 sports competed in a post-season championship. That is equal to the previous year. Post-Season Student-Athlete Evaluation (Q53): <i>Due to the poor rate of return, the Post-Season Student-Athlete Evaluation was not administered during the 2016-2017 academic year. The instrument will be reviewed and revised by the Student-Athlete Advisory Committee so hopefully a better return rate will be achieved in the future.</i>

CLOSING THE LOOP

Resources Used:

Front Rush (program designed to make the student-athlete recruiting process more efficient) \$7,000/yr.; Sue Medley Consulting service - \$1,000/Yr.; Professional development opportunities for our coaches (ie: Empire 8 Conference Commissioner presentation on sportsmanship); Surveys through baseline

Key Findings:

We have made tremendous strides in this area, highlighted by finishing 4th in the SUNYAC Commissioners Cup. Our student-athlete satisfaction levels with our coaching staff, facilities and supporting resources were overwhelmingly positive. We will continue to provide our coaches with the necessary resources to attract and retain quality student-athletes. In addition, we will consistently reiterate our goals of earning top 4 in the SUNYAC Commissioners Cup and top 150 in the Learfield Directors Cup. These goals will serve as benchmarks to measure athletic success. We will no longer partner with Dan Tudor's Collegiate Strategies, a recruiting consulting service, to support our coaches in their pursuit of quality student-athletes. Collectively, our coaches agreed that his services did not help in the recruiting process.

Dissemination/Discussion of Key Findings:

The results were shared with our coaches and will be reinforced as we begin the next athletic year

Summary Sentence for EMSA Briefing Book:

Brockport's athletic programs continue to improve athletically as evidenced by finishing top 4 in the SUNYAC Commissioners Cup for the 2nd consecutive year and nearly 70% of its programs competing in post-season championships.

SECTION TWO, PART TWO: 2016-2017 Assessment Plan

The Qualitative Project

SUNY Student Opinion Survey Data Point: Please note the SOS data point identified for additional study.

Section III, Part A, #15: "Athletic and recreational facilities"

Questions for focus group:

1. Which aspects of athletic and recreational facilities do you like most, and why?
2. What concerns or complaints do you have about the athletic and recreational facilities?
3. What do the facilities say to you about Brockport?

Logistics:

Facilitator: Mike Idland

Notetaker: Sandra Vazquez

Date: 4/19/17

Time: 4pm

Location: Lookout in Tuttle Athletic Complex

of students in attendance: 6

Findings:

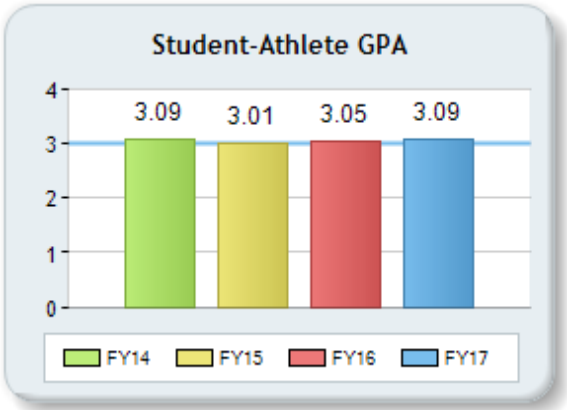
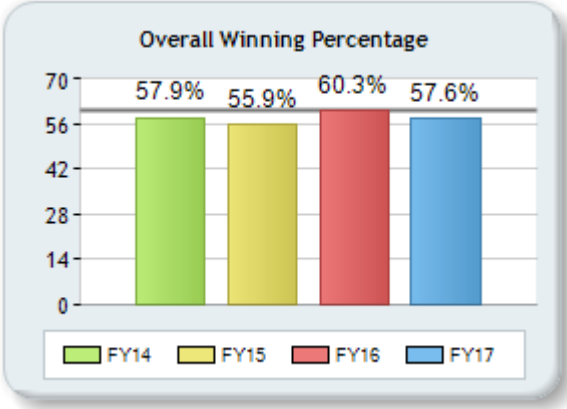
Themes: Please list 1-3 themes you identified which emerged from the focus group dialogue(s).

The group is generally very enthusiastic about the SERC both in terms of appearance and functionality. They feel that Brockport offers the means to pursue a healthy lifestyle for students, student-athletes, and employees. They believe that the athletic and recreational facilities are a major part of the experience at Brockport for all types of students.

Quote: Please provide a quote from a focus group participant which clearly identifies/supports each of your themes.

"It [the presence of accessible athletic and recreation facilities] promotes a healthy lifestyle. If we use the SERC and the other facilities while we're here, we will continue to be active when we're older."

SECTION THREE: UNIT KEY PERFORMANCE INDICATORS

Key Performance Indicators and Benchmarks	Analysis										
 <p>Student-Athlete GPA</p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>GPA</th> </tr> </thead> <tbody> <tr> <td>FY14</td> <td>3.09</td> </tr> <tr> <td>FY15</td> <td>3.01</td> </tr> <tr> <td>FY16</td> <td>3.05</td> </tr> <tr> <td>FY17</td> <td>3.09</td> </tr> </tbody> </table>	Fiscal Year	GPA	FY14	3.09	FY15	3.01	FY16	3.05	FY17	3.09	<p>Brockport and its student-athletes are committed to the NCAA Division III philosophy that places the highest priority on academic success and the overall educational experience. We believe that athletics is “an integral part of the student-athlete’s educational experience” and embrace our role in developing outstanding student leaders. We achieve this by focusing on four key areas stated in our unit mission, “...to <i>Integrate with the University, Achieve academically, Excel athletically and Play with integrity.</i>”</p> <p>In 2016-17, our 600+ student-athletes combined for a 3.09 grade point average, marking the sixth consecutive year above 3.0. We will continue to find ways to improve the academic standards for all of our student-athletes. For example, we will continue to educate our coaches and support staff on the available academic support programs on campus. We will collaborate with those programs to track the student-athlete usage.</p> <p>There has been a positive correlation between the student-resource center and an increase in GPA for “at risk” student-athletes (2.49 GPA or less). Our staff has also created a Corrective Action Plan (CAP) for each student-athlete on probation (2.0 or lower). This requires the student-athlete to meet with his/her coach and Academic Enhancement Coordinator throughout the semester to monitor his/her academic progress.</p> <p style="text-align: center;">-----</p>
Fiscal Year	GPA										
FY14	3.09										
FY15	3.01										
FY16	3.05										
FY17	3.09										
 <p>Overall Winning Percentage</p> <table border="1"> <thead> <tr> <th>Fiscal Year</th> <th>Winning Percentage</th> </tr> </thead> <tbody> <tr> <td>FY14</td> <td>57.9%</td> </tr> <tr> <td>FY15</td> <td>55.9%</td> </tr> <tr> <td>FY16</td> <td>60.3%</td> </tr> <tr> <td>FY17</td> <td>57.6%</td> </tr> </tbody> </table>	Fiscal Year	Winning Percentage	FY14	57.9%	FY15	55.9%	FY16	60.3%	FY17	57.6%	<p>In the past several years, Brockport has made a concerted effort to hire talented coaches that embrace our mission. Our success depends on our ability to attract and retain quality student-athletes. The department has invested in Front Rush, an online recruiting software system, to communicate and track prospective student-athletes. Moreover, our department offered professional development opportunities for our coaches on topics such as recruiting, competitive success and sportsmanship.</p> <p>As a result, the Eagles have been successful on and off the field. In 2016-17, 19 of our 23 teams competed in post-season play. As a department, we placed 4th in the SUNYAC and 59th out of 325 Division III programs in the Learfield Directors Cup, a program that recognized success by institutions that offer broad-based athletic programs. Individually, 21 Eagles earned All-American honors in their</p>
Fiscal Year	Winning Percentage										
FY14	57.9%										
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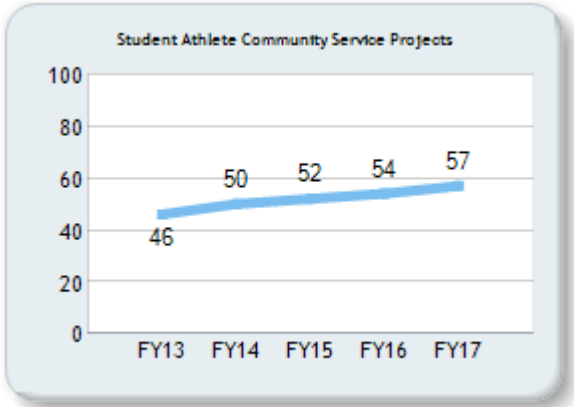
Athletic Excellence

The Eagles finished the 2016-17 year ranked 59th in the Division III Learfield Directors Cup.

59

Brockport Eagles earning All-American honors in 2016-17.

21



respective sports and two student-athletes earned SUNY’s highest for academic excellence and student achievement.

We will consistently reiterate our goals of academic and athletic excellence, striving to meet and exceed these benchmarks each year.

Community service is a critical component to the overall development of our student-athletes. Our student-athletes are role models on and off campus and as a result, hothers. Our goal in ‘16-17 was to have our student-athletes participate in over 50 community service projects, which we exceeded.

The department will begin to measure student-athlete involvement on campus by partnering with the Office of Community Development to track amount of community service hours completed by student athletes.

Student athletes are natural leaders but there needs to be more of a commitment from our department in revealing those characteristics in competition, classroom and community. Collaborating with the Student Leadership Department to create a Sports Leadership Certificate was a great first step. We need to increase the number of its participants next year.

SECTION FOUR: 2016-2017 POINTS OF PRIDE AND ACCOMPLISHMENTS

Identify up to 10 points of pride and accomplishments throughout the 2016-2017 year. Where applicable, indicate how the accomplishment aligns with college mission and priorities.

Point of Pride/Accomplishment	College Mission and Priorities Alignment
Women's Volleyball winning the 2016 SUNYAC Championships and making it to the third round of the NCAA Tournament.	Co-curricular & Recruitment Strategies; Community Building and Collaboration Support Programs
Women's Lacrosse making it to the sweet 16 the 2017 NCAA Tournament; Finishing ranked #15 in the country	Co-curricular & Recruitment Strategies; Community Building and Collaboration Support Programs
Steve Pike (women's volleyball), Steve Wagner (women's lacrosse) voted SUNYAC Coach of the Year; Don Murray (Wrestling) named ECWC Coach of the Year.	Co-curricular & Recruitment Strategies; Community Building and Collaboration Support Programs
Liz Wilson (women's soccer) was selected at the Chancellor's Award	Academic Quality & Engagement; Retention of students
Noelle Pollencarz (Volleyball) was awarded the SUNY Chancellors Academic Award (highest GPA and Athletic finisher in SUNY System) in 2015 and 2016.	Academic Quality & Engagement; Retention of students
Noelle Pollencarz was named the SUNYAC Scholar Athlete of the Year (highest academic GPA and Athletic Achievements in SUNYAC)	Academic Quality & Engagement; Retention of students
Brockport student-athletes finishing with a cumulative average GPA of 3.09. This is the 6 th year in a row that the student-athlete GPA has been over a 3.0.	Academic Quality & Engagement; Retention of students
Each program offered an alumni event (20 events).	A Culture of Philanthropy and Connectedness; Community Building and Collaboration
The Bob Boozer Golden Eagle Golf Open (largest fundraising event of the year) attracted approximately 100 golfers.	A Culture of Philanthropy and Connectedness; Community Building and Collaboration
Generated \$85,000 in outside group reservations.	Learning Environment and Quality of Place; Recruitment Strategies
35% of student-athletes earned the Dean's List	Academic Quality & Engagement; Retention of students

SECTION FIVE: 2017-2018 UNIT STRATEGIC GOALS

For the purpose of EMSA's work, *Strategic Goals* will be defined as the 2-4 goals that are determined for your unit to advance the strategic direction as defined by the College and supported through the Division's goals.

Strategic Goals	Divisional Goal Mapping	College Goal Mapping	Strategic Plan Operational Objective(s)*	Action Plan	Timeline
IA1: Reflect the NCAA focus on student-athlete experience by supporting student-athlete academic achievement, team success, and personal growth.	Goals 1, 2, 3	Goals 1, 2,	1.1 2.1	<ul style="list-style-type: none"> We will create an environment that provides a holistic student-athlete experience with equal emphasis on academic achievement, athletic success, and personal development. Student-athletes will be prepared for life after athletics and have the tools to succeed after graduation from the combination of athletic and academic support (Athletic department and Eagle Success programs), community service experience, career preparation, and leadership development programming. 	
IA2: Support institutional enrollment goals by creating a streamlined system for tracking prospective student-athletes.	Goals 1,	Goal 1	1.1	<ul style="list-style-type: none"> Develop best practices plan for student-athlete recruitment by consulting with at least 3 peer institutions Coaches complete training and demonstrate proficiency using Banner system for recruiting Establish a Department liaison to Admission that assists with flagging, tracking and misc. concerns with system 	
IA3: Evaluate staffing model and operations procedures for more efficient use of personnel and delivery of services.	Goals 3,4	Goals 3, 4	3.4 4.1	<ul style="list-style-type: none"> Handbooks developed for each area including training manual for student and professional staff Department Mission statement SWOT analysis completed by all managers of each operational area by February 1, 2018 Final recommendations Submitted to AD by March 15, 2018 Quotes for expanded laundry facilities Layout for new Strength and Conditioning Upgraded video room Hospitality/Recruiting room 	

***THIS WILL BE A NUMBER(S) FROM THE COLLEGE'S OPERATIONAL DOCUMENT**

SECTION SIX: 2017-2018 Assessment Plan

Identify 1-2 Functional Goals and 1-2 Strategic Goals and determine your proposed component and plan for assessing. This section corresponds with the Administrative Assessment Documentation Document 2.

Unit Annual Goal:		
IA1: Reflect the NCAA focus on student-athlete experience by supporting student-athlete academic achievement, team success, and personal growth.		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Finish in Top 3 of SUNYAC Commissioner's Cup	SUNYAC conference office reports on overall performance of conference teams	Institutionally funded professional development opportunities for head coaches (\$15,000 annually)
Finish in Top 100 of Division III Leafield Sports Directors' Cup	Annual report demonstrating overall athletic program performance of NCAA Division III teams.	GA/Temp service funding to support additional academic support/study halls for student-athletes
Student Athlete average GPA of 3.0 or higher	Report from Registrar/Academic services	Individuals Responsible: Erick Hart (athletic); Susan Hoffman and Steve Pike (academic); Susan Hoffman and Dani Drews (other assessment)
Senior student-athletes and SAAC members attribute personal growth to their athletic experience.	Senior Exit Surveys Pre/post year surveys of SAAC members	

Action Plan:

- Recruit talented student-athletes – in progress
- Continue to offer professional development opportunities for each coach – in progress
- Create challenging schedules prepare teams for post-season – in progress
- Provide academic support for student-athletes by providing two members of coaching staff as liaisons and through weekly, required study halls for student-athletes with gpas below 2.5—in progress
- Provide leadership development opportunities through team and SAAC participation.

Goal Rationale:

Our ultimate goal in our athletics department is to enhance the student-athlete experience. The NCAA Division III Positioning Statement states that, "The Division III experience provides for passionate participation in a competitive athletics environment, where student-athletes push themselves to excellence and build upon their academic success with new challenges and life skills." We fully embrace those ideals and through this goal, will provide a well-rounded experience for our student-athletes.

See the full NCAA statement here:

http://www.ncaa.org/sites/default/files/DIII_Strategic%2BPlatform_DIII_Logo_Dec_09.pdf

Unit Annual Goal:		
IA2: Support institutional enrollment goals by creating a streamlined system for tracking prospective student-athletes.		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
<p>Develop best practices plan for student-athlete recruitment</p> <p>Coaches complete training and demonstrate proficiency using Banner system for recruiting</p> <p>Establish a Department liaison to Admission that assists with flagging, tracking and miscellaneous concerns with system</p>	<ul style="list-style-type: none"> • Develop questionnaire for and survey at least 3 peer institutions • Survey coaches following training to ensure proficiency • Monthly activity report to track coaches' usage of system • Annual report that connects patterns of coach activity with successful recruitment • Est. monthly meeting with Admission for troubleshooting; reporting 	<p>Software/licenses that allow Front Rush recruiting system to integrate with Brockport Admission system. (\$7,000 - 10,000)</p> <p>Individuals Responsible: Erick Hart, Dani Drews; TBD assistance from Admission and possibly IT</p>

Action Plan:

- Establish committee from Admission, Athletics and IT to develop technology needs and options within or in addition to our current system
- Request information from SUNYAC institutions regarding their Admissions practices regarding student-athlete recruitment with the goal of obtaining at least 3 for comparison
- Review and develop a plan that allows coaches to track
- Implement new system and train coaches on usage
- Provide internal mentorship for successful recruiting practices
- Improve efficiency, resulting in greater return on recruiting investment and more recruits enrolling at Brockport
- Create real time and annual reporting on the impact of Athletics recruiting on undergraduate enrollment

Goal Rationale:

Recruiting is the life blood of every collegiate athletic department. However, with increasing off-field demands on coaches, finding time, energy and funds for recruiting are becoming more difficult. Using technology to make our work more efficient and to share information with Admission are obvious places to start. So, our goals are quite simple:

- 1) Establishing greater partnership with Admission and their systems to maximize results.
- 2) Use technology to streamline our processes to identify, recruit and enroll outstanding student-athletes while also ensuring that coaches are able to maintain a healthy work-life balance.

Strategic Goal:		
IA3: Evaluate staffing model and operations procedures for more efficient use of personnel and delivery of services.		
Outcomes and Criteria: identify 2-3 specific outcomes related to goal and criteria for success (3)	Data Sources and Methods: resources and tools that will be used to assess (1, 2)	Resources Needed and Individual(s) Responsible: describe what resources (human, financial, etc.) are needed to pursue this goal
Establish policies and procedures for each area of Athletic Operations (facilities, home event management, weight room, athletic training room)	Handbooks developed for each area including training manual for student and professional staff Department Mission statement	Ed Jaskulski, Strength and conditioning room Jason Morini, Pool Fred Parker, Equipment Room Nate Bull, Facilities Lee Cohen, Head ATC Dani Drews, Admin.
Develop recommendations of staffing needs/changes to staff performance programs and areas of responsibility	SWOT analysis completed by all managers of each operational area by February 1, 2018; Final recommendations Submitted to AD by March 15, 2018	\$40,000 for 2 new washers and dryers for Tuttle South (funds allocated already for HVAC/remodel)
Create list of facilities and capital items necessary for improved service and efficiency	Quotes for expanded laundry facilities Layout for new Strength and Conditioning Upgraded video room Hospitality/Recruiting room	Individuals Responsible: Dani Drews, Erick Hart

Action Plan:

- Use the 2017-18 academic year to review what we do and how we do it.
- Evaluate practices to determine whether they align with our mission and institutional responsibilities.
- With group discussions and individual meetings with supervisors, identify areas of strength, weakness and needs improvement/revision
- Use this exercise to align department needs and provide professional development opportunities for staff.
- Establish a more equitable distribution of work load
- Provide department with flexibility to meet the needs and demands of student-athletes and growing department.

Goal Rationale:

The Athletics department staff takes great pride in maintaining the level of service and excellence for which Brockport Athletics is known. As we have grown, so have demands on our coaches and support staff. Our goal this year is to take the time to revisit all areas of operations, support staffing and determine how to become better, stronger, faster.