Administrative Unit Assessment Report

Assessment is a term commonly used to encompass the process of gathering and using evidence to guide improvements.

SACSCOC requires that "The institution <u>identifies</u> expected outcomes, <u>assesses</u> the extent to which it achieves these outcomes, and <u>provides evidence of seeking improvement</u> based on analysis of the results".

Be sure to SAVE your progress as you work!

Administrative Unit
Athletics

Submission Year
2023-2024

Assessment Coordinator Name
Jamie Wilson

Enter Assessment Coordinator Email
jwilson2@lander.edu

Unit Goal

Goal

Goal 1

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Lander University student-athletes will academically perform at a higher level.

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

Outcomes are specific, **measurable** statements that reflect the broader goals. They will primarily describe what the unit is going to do and what its impact will be on students and other key stakeholders (alumni, parents, employers, etc.).

Most administrative units measure **Operational Outcomes** which describe the level of performance of an operational aspect of a program or office (ex. number of services provided, timeliness of a process).

Some units may measure **Student Learning Outcomes** which describe knowledge, skills, and values that students are expected to gain as a result of their educational experiences (ex. Student Wellness Program may measure student knowledge of healthy habits.)

What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome

To increase the percentage of student athletes with a 3.0 GPA.

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
70% or more of student-athletes achieved a Lander cumulative 3.0 GPA for the academic year

Performance Target for "Partially Met"
Between 61% - 69% of student- athletes achieved a Lander cumulative 3.0 GPA for the academic year

Performance Target for "Not Met"
60% or less of student-athletes achieved a Lander cumulative 3.0 GPA for the academic year

Assessment Measure Used	**Frequency of Assessment**
Faculty Athletic Representative GPA report/ PowerBI	Once a Year. End of Spring Semester
Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
6/2023	3

Comments/Narrative
466 out 627 student-athletes achieved a Lander cumulative GPA of 3.0 or higher. That equates to 74.32% which meets the expected outcome. Since 2018-2019 we have increased our student-athletes and added additional sports.166 out of 245 student-athletes achieved a cumulative 3.0 GPA for the 2018-2019 academic year. 2021-2022 391- 565 with a 3.0 or higher equates to 69.20% We have met our goal in the 2022-2023 school year and have increased the percentage.

Resources Needed to Meet/Sustain Results
Achievement and sustaining results related to 70% of student-athletes achieving a cumulative Lander GPA for the academic school year rely on staffing additions and resources allocated to creating and supporting academic excellence.

Explanation of How Resources Will Be Used
See Below.

Outcome 2

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What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome

Lander University will have more student-athletes with a 3.5 GPA within the Peach Belt Conference (ADA Academic Achievement Awards)

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Lander University will be in the top 3 with a 3.5 GPA within the Peach Belt Conference

Performance Target for "Partially Met"
N/A

Performance Target for "Not Met"
Lander University did not achieve a higher GPA within the Peach Belt Conference

Assessment Measure Used	**Frequency of Assessment**
Faculty Athletic Representative GPA report/ PowerBI	Once a Year. End of Spring Semester

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
8/3/2023	3

Comments/Narrative
This year we had 158 student-athletes that earned a cumulative GPA of a 3.5 or higher out of the 7 schools that reported. The next highest school was Flagler College with 116 student athletes. Below is the criteria set
-have a cumulative grade point average of 3.5 or higher on a 4.0 scale
-have attended a minimum of two years (four semesters) of college-level work
-have been an active member of an intercollegiate team during his/her last academic year (Given the continued challenges institutions have had this year when it comes to participation, all athletes who meet bullet point items 1 and 2 are still eligible as long as they were still an active member of the roster during this academic year

Resources Needed to Meet/Sustain Results
Achievement and sustaining results related to student-athletes achieving a higher average cumulative GPA rely on staffing additions and resources allocated to creating and supporting academic excellence. Need continued support from the Academic Success Center and tutors

Explanation of How Resources Will Be Used
See Below.

Goal Summary

Goal Summary/Comments
While there is room for improvement, outcomes show that Lander University student-athletes academically perform at a higher level..

Changes Made/Proposed Related to Goal
Room for improvement relies on resources allocated to creating and supporting academic excellence in athletics as that is the national trend in intercollegiate athletics. Currently, there is no staff person with academic support services as a primary focus. Our Faculty Athletic Rep, Assistant Athletic Director for Compliance and Associate Athletic Director for Student Athlete Success work with students related to registration, eligibility and academic early alerts. In athletics it is common to have Athletic Academic

Advisors who help coordinate registration, checking class attendance, referral to campus resources, and standardized advising that accommodates practice times, class/game schedule and workload. Being granted an additional position would allow us to look at student-athletes individual academic performance regularly. We attribute our success over the last few years to direct interaction with Academic Success Center and use of the Academic Early Alert system. Also, the addition of space for student-athletes to have dedicated study-hall would be a wonderful improvement and increase our ability to monitor student-athletes at risk.

Upload Files (if needed)

Goal 2

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Demonstrate an increase of brand awareness, community engagement with fan and donor support

Pillar of Success Supported
Highly-Valued Community Partner

Outcomes

Outcome 1

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
To increase overall home attendance for Lander Athletics

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Overall home attendance for Lander Athletics increased by 5% or more annually

Performance Target for "Partially Met"
N/A

Performance Target for "Not Met"
Overall home attendance increased by less than 5% or decreased annually

Assessment Measure Used
Assistant AD for Sports Information Attendance
Report and our Ticket Administrator

Frequency of Assessment
Once a Year: End of the Year

Data Collected for this Timeframe (Results)
8/3/2023

Score (Met=3, Partially Met=2, Not Met=1)
3

Comments/Narrative
Lander University Athletics Attendance for 2022-2023 home events tallied at 27,683. This was an increase from the last reported numbers in 2021-2022 home events with 22,160. In this time frame, we have gotten a new Sports Information Director and have updated our ticketing systems. Now charging at almost all home events we are able to track the attendance better and get a more accurate number. Student Life introduced a new product called Presence, we will now be able to track our students better to determine the attendance of the student body.
Current sports we track are Acro and Tumbling, Baseball, Men's Basketball, Men's Lacrosse, Men's Soccer , Women's Basketball, Women's Lacrosse, Softball, Women's Soccer, Volleyball, and Wrestling and Field Hockey

Resources Needed to Meet/Sustain Results
We need continued help and student workers to help manage the growing increase in attendance at our games.

Explanation of How Resources Will Be Used

Outcome 2

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Increase the amount of money raised by the athletic capital fundraiser to support athletics and operating budget and scholarships.

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
$75,000 or more is raised by the Lander University Athletics capital fundraiser

Performance Target for "Partially Met"

Between $65,000 and 74,999 is raised by the Lander University Athletics capital fundraiser

Performance Target for "Not Met"
Less than $65,000 is raised by the Lander University athletics capital fundraiser

Assessment Measure Used	**Frequency of Assessment**
Finance Report from Capital Fundraiser	Once A Year: At the End of Fundraising Campaign

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
7/22/2023	1

Comments/Narrative
For Giving Tuesday we raised around $138,000, which was an increase from 2021-2022 136,762. We were unable to have our capital fundraiser in 2021-2022. In 2023-2022 we have completed a new capital fundraising campaign that replaced The Drop from prior years and have earned over $147,000 with the intention to still continue to do Giving Tuesday.

We are currently discussing if we will be doing another campaign in the spring.

Resources Needed to Meet/Sustain Results
A staff person/budget dedicated completely towards sponsorship engagement that allows innovative ways to leverage and engage sponsors in ways that are imperative to their business needs.

Explanation of How Resources Will Be Used
See below.

Outcome 3

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Lander University will achieve a high ranking in Peach Belt Social Media Rankings.

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Lander University finishes the academic year ranked in the top 3 of Peach Belt Social Media Rankings

Performance Target for "Partially Met"
N/A

Performance Target for "Not Met"
Lander University finished the academic year ranked below the top 5 of Peach Belt Social Media Rankings

Assessment Measure Used
Assistant AD for Sports Information Social Media Reports

Frequency of Assessment
Once A Year: End of Spring Season

Data Collected for this Timeframe (Results)
6/27/2023

Score (Met=3, Partially Met=2, Not Met=1)
3

Comments/Narrative
Lander University Athletics finished 2022-2023 Peach Belt Social Media Rankings in 2nd place overall. During the 2022-2023 academic year, Lander's Twitter account ranked fourth in the PBC overall. The Bearcats' Instagram account was ranked third (which dropped from 2122), while Facebook was fourth and the YouTube account placed second. While we did drop in some areas overall we are still in second place just behind Georgia College with a total number of followers of 18,042 and Lander at 17,961.

Resources Needed to Meet/Sustain Results
The addition of student-workers or graduate assistants to help support the need for content at all sporting events.

Explanation of How Resources Will Be Used
See below.

Goal Summary

Goal Summary/Comments
The department has seen growth in all areas related to brand awareness. There are still many ways the department will be able to grow in brand awareness and donor support.

Changes Made/Proposed Related to Goal
Currently, our Director of Marketing, Productions and Fan engagement oversees the acquisition an stewardship of corporate sponsors for the athletic department and manages the production of live audio/video content and game operations at all home athletic events. That employee works hand and hand with our Assistant Athletic Director for Sports Information who are in charge of promoting Lander's varsity sports programs, in addition to overseeing landerbearcats.com, social media, video stream broadcasts, press releases, photography, publications, and statistics. They also both work in the areas of fundraising campaigns and student athlete success programs. Its particularly important to look at staffing additions in this area to assist with fan engagement, content creation and promotion of the Lander Athletics brand.
A focus also needs to be given to donor support through sponsorship opportunities as there is possible inventory that remains unfulfilled or untapped like signage at the JMC and the basketball tables or creating new opportunities at these venues.

Upload Files (if needed)

Goal 3

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Lander University will achieve athletic competitive excellence

Pillar of Success Supported
Selective, Competitive Recruitment and Enrollment of Ambitious and Talented Students

Outcomes

Outcome 1

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What type of Outcome would you like to add?
Operational Outcome

Enter Outcome
Lander University Athletics will finish with a high ranking in the Peach Belt Commissioner's Cup

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Lander University Athletics finishes in the top 5 in the Peach Belt Commissioner's Cup

Performance Target for "Partially Met"
Lander University Athletics finishes in the top half of the rankings for the Peach Belt Commissioner's Cup

Performance Target for "Not Met"
Lander University Athletics does not finish in the top half of rankings for the Peach Belt Commissioner's Cup

Assessment Measure Used	**Frequency of Assessment**
Peach Belt Commissioner's Cup Report	Once a Year: After the Commissioner's Cup Report
Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
5/30/2023	1

Comments/Narrative
The Peach Belt Commissioner's Cup is presented annually to the best overall athletic department based on regular- season standings and select championships. The PBC commissioner's Cup is determined by calculating the number of points possible to each school, given the number of sports they participate in, divided by the number of points earned during the year. Points are determined by

placement in the final regular-season standings in each of the PBC's 10 championship sports. In 2022-2023 Lander University finished in 8th out of 11 schools with a .504 rating points. Our rankings dropped for the 2022-2023 school year. With the new addition of men's and women's track and field, we were unable to compete in all events to earn the points needed to move us up in the standing. With the change in coaching staff we look to increase our standings for next year.

Resources Needed to Meet/Sustain Results
Achievement and sustaining results related to competitively ranking in the PBC Commissioner's cup relies on resources focused on recruitment and retention of top athletes and coaches.

Explanation of How Resources Will Be Used
See Below.

Goal Summary

Goal Summary/Comments
Overall Lander University Athletics has continued to see some success in specific programs there has been inconsistent competitive excellence in long term areas of top ranking. With the addition of strength and conditioning, we have seen growth in many teams competitive advantage and know that will continue to happen, with the support of this program. There is still a disparity among Lander University teams based off of age of program, tenure of coaches and budget allocations for sports. Our conference has a number of Georgia schools who benefit from a larger recruiting state and many in state scholarship opportunities South Carolina does not offer.

Changes Made/Proposed Related to Goal
In order to consistently compete with the top ranked schools there needs to be a larger focus on scholarship dollars that allows Lander University to eventually become a fully funded athletic department. Overall when thinking about success within the department with the addition of student athletes, the addition of staff and facilities space is necessary.

Upload Files (if needed)

Goal 4

Unit Goals are broad statements that describe the overarching long-range intended outcomes of an administrative unit. They support the Institution's Mission/Goals.

Unit Goal
Engage and increase community service involvement among all of our sports teams.

Pillar of Success Supported
Advancement Activities Leveraged to Further the University's Mission

Outcomes

Outcome 1

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What type of Outcome would you like to add?
Student Learning Outcome

Enter Outcome
Student-athletes and coaches will actively engage in community involvement for the purpose of community service.

Timeframe for this Outcome
2022-2023

Performance Target for "Met"
Going to and participating in 16-20 different community events

Performance Target for "Partially Met"
Going to and participating in 10-15 different community events

Performance Target for "Not Met"
Going to and participating in less then 10 different community events

Assessment Measure Used	**Frequency of Assessment**
reporting forms on ARMS	Collect the data each semester, update coaches with the status and reevaluate at the end of the year

Data Collected for this Timeframe (Results)	**Score (Met=3, Partially Met=2, Not Met=1)**
8/1/2023-5/28/2024	

Comments/Narrative
Adding this initiative to increase involvement in the community to hopefully increase engagement with the community in all areas of the athletic department. For the 2022-2023 year, I would like to assess the number of places my athletic teams go and count each area as a community event and keep track of the hours for the year. Once I have collected the yearly data I will adjust my target goals to place and hours.

Resources Needed to Meet/Sustain Results

Explanation of How Resources Will Be Used

Goal Summary

Goal Summary/Comments
2022-2023 first year with the community service goal

Changes Made/Proposed Related to Goal

will look at again next year once the data is collected for the 2022-2023 year.

Upload Files (if needed)