

Assessment Cycle 2021-22

Athletic Department

Divisions: Academics/Life Skills, Business Management, Compliance, Marketing/Development, Sports Information

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Northwestern State University Mission Statement

Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

Athletic Department Vision Statement

To embrace a sustained effort of developing student-athletes as competitors, scholars, and role models.

Athletic Department Mission Statement

The Northwestern State University athletic program endeavors to support the University's mission and strategic framework that is centered on preparing students with the academic and personal skills necessary to become productive members of society. The athletic program will achieve its vision by instilling the qualities of self-discipline, integrity, teamwork, and sportsmanship within its student-athletes, coaches, staff, administration, and fan base. An environment that supports diversity and inclusion while making community outreach a high priority will support these initiatives.

Athletic Department Core Values

Academic Achievement, Personal Responsibility, Competitive Success.....Every Minute, Every Hour, Every Day.

Methodology

The assessment process for the Athletic Department is as follows:

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- (1) Data from assessment tools are collected and returned to the program coordinator.
- (2) The program coordinator will analyze the data to determine whether measurable outcomes have been met
- (3) Results from the assessment will be discussed with Athletic Department subcommittee of the University Assessment Committee (UAC).
- (4) The Athletic Department subcommittee of the UAC will decide if measurement changes are warranted or if program changes need to occur after discussion

Division: Academics/Life Skills

Service Outcomes:

SO 1: Student-athletes will understand the importance of community service by engaging in several projects.

Measure 1.1: The Academic Service staff will provide data concerning student-athlete participation in life skill workshops. An annual participation rate of 57% has been established.

Finding: Target was met.

Analysis: In 2020-21, the Academic Service staff set a target participation rate of 55%. The 2020-21 target was not met. Six life skill events/workshops were held from August 2020 through April 2021. A total of 286 student-athletes attended these events out of a possible 624 attendees. This led to a 45.8% participation rate, short of the 55% target by nearly 10%. Graduation stole ceremonies and receptions from both fall and spring semesters recorded the highest participation rate of 89.8% (44 out of a possible 49 student-athletes attended these events), while the National Girls and Women in Sports Day Panel Event (a new event) had the low mark at 5.6% (Only seven of a possible 124 attended this virtual event). With all sports competing that spring, it is believed this led to poor attendance of the February 3 event (although the event was virtual). Based on analysis of the results, a goal of 57% participation rate was set for the 2021-22 assessment cycle. For 2021-2022, the target was met. Five student-athlete development events were held with a 68% participation rate. Limited events were held during the academic year due to COVID-19 protocols as well as limited student-athlete development staff. Of the non-mandatory events held, the "International Student-Athlete Night" (61%) and the "National Women and Sports Day" event (32%) had the highest attendance rates. During 2021-2022, the department was able to reinstate the "Vic's Choice Awards". 200 student-athletes attended the event. The lone mandatory event was held in August to which all 350 student-athletes were present to listen to special guest speaker Jodi Greve speak on mental toughness. Two stole ceremonies were held (fall and spring) as well as two alternate stole ceremonies (men's basketball and

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baseball) and one alternate graduate ceremony (softball). The fall stole ceremony had a 78% participation rate, while the spring stole ceremony had a 75% participation rate. The combined 88% participation rate fell just short of the previous year rate (89.8%). This is attributed to the mid-week graduation ceremonies and timing of the stole ceremonies.

Action – Decision or Recommendation: In 2021-22 the target was met. Based on the analysis of 2021-22 results, the Academic Service staff will increase the annual participation rate to 58% to drive continuous improvement.

Source: 2021-22 Participation Rate in Life Skill Events/Workshops

Measure 1.2: The Academic Service staff will provide data concerning student-athlete participation in community service projects. An annual participation of no less than 4,600 hours has been established.

Finding: Target was not met.

Analysis: Based on the analysis of the 2019-20 results, in 2020-21, the Academic Service staff set a goal of 4,500 hours of community service again. As a result, the 2020-21 target was not met. A total of 1,544 community service hours were recorded. Lack of opportunities is a direct result of Covid-19. All teams were involved in collecting food, water and other items for relief efforts related to Hurricane Laura. These items were provided directly to McNeese State University, a fellow Southland Conference member located in Lake Charles, La. This event accounted for an estimated one-third of the community service hours from this past year. The football team was also involved in distributing food and water to families in need, not only in relief of Hurricane Laura, but also for people negatively impacted by the pandemic. This accounted for an estimated 150 hours of their total 425 recorded during this past year. Based on analysis of these results, a target of 4,600 community service hours were set for the 2021-22 assessment cycle. 2,345 hours were recorded, short of this year's target. A variety of reasons led to the shortcoming, such as COVID-19 protocols, hours not being recorded and submitted, the impact of the transfer portal, and staff changes within the athletic department. Of the hours that were recorded, the Cross Country/Track and Field programs earned the most hours with 1,092 collectively for the academic year. A majority of their hours were accrued by assisting the Louisiana High School State Cross Country meet which was held on NSU's campus. Other athletic events held at the Track and Field Complex and parking vehicles at all home football games accounted for the remainder of their community service hours. The student-athlete development staff collaborated with the NSU School of Education and "adopted" Fairview Alpha Elementary. Student-athletes committed to visiting at least once a month to read and play games with grades K-3. There were a variety of other events, such as National Day

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of Service, Martin Luther King, Jr Day, hurricane relief drives, and the MASH toy drive, that allowed student-athletes to give back to the community during the academic year.

Action – Decision or Recommendation: In 2021-22, the target was not met. Based on analysis of 2021-22 results, the Academic Service staff will increase the target to 4,700 hours to drive continuous improvement.

Source: 2021-22 Community Service Report

SO 2: Student-athlete will be academically successful.

Measure 2.1: The Academic Service staff will provide data per semester on the total Athletic Department grade point average (all teams combined). A goal of no less than a 3.05 grade point average per semester has been established.

Finding: Target was partially met.

Analysis: In accordance with the plan of action from 2019-20, it was determined to maintain Athletic Department GPA of a 3.0 for each semester during the 2020-21 academic year. As a result, the 2020-21 target was again partially met. The Athletic Department recorded a 3.038 overall GPA during the Fall 2020 semester, marking the second consecutive semester of exceeding the stated target. However, a 2.947 overall GPA was measured during the Spring 2021 semester, falling short of the target for the second time in two years. After analysis, the target was raised to a 3.05 GPA for each semester during the 2021-22 assessment cycle. The target was again partially met. An overall Athletic Department GPA of 3.057 was recorded for the Fall 2021 semester, exceeding the target by .007. However, a 3.04 GPA was registered for the Spring 2022 semester, falling short of the goal by .01. This marked the third time in three years the assessment target was not met.

Action – Decision or Recommendation: In 2021-22, the target was partially met. Based on analysis of 2021-22 results, the Academic Service staff will increase the target GPA to 3.06 to drive continuous improvement.

Source: 2021-22 Athletic Department GPA Spreadsheets

Division: Business Management

Service Outcomes:

SO 1: Balance the Athletic Department budget on an annual basis.

Measure 1.1: A final budget to actual analysis will be provided following the end of each fiscal year.

Finding: Target was met.

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Analysis: Based on analysis of results, the goal of a balanced budget was maintained for the 2019-20 report with special emphasis placed on aggressively pursuing other sources of revenue, while continuing to lower costs in as many areas as possible. These actions led to reported revenues of \$13,024,256, while total reported expenses were \$12,961,283. This resulted in a \$62,973 surplus for year ending June 30, 2020. For the 2021-22 assessment cycle, the target was met. Total revenues reported for the 2020-21 fiscal year were \$12,540,086, while expenses were \$12,176,835. This resulted in a \$363,251 surplus, marking the third consecutive year a surplus was recorded.

Action – Decision or Recommendation: For the 2020-21 report, the target was met. For the 2021-22 budget and the 2022-23 assessment cycle, the target of a balanced budget will continue.

Source: 2020-21 Athletic Department Budget Report

SO 2: To operate with no audit findings.

Measure 2.1: The Business Manager will provide documentation from the state audit (NCAA agreed upon procedures).

Finding: Target was not met.

Analysis: Based on analysis of results from the 2018-19 audit cycle, a target of no audit findings was set by the Athletic Business Manager for the 2019-20 audit cycle. The findings listed were all a result of human error. All errors were corrected, and it is expected that errors in those specific areas will not occur again due to the corrections made. The hiring of an Assistant Business Manager will continue to benefit the Business Office. Due to these actions, the target was not met. The following audit findings were reported for the 2019-20 fiscal year:

1. An overstatement of \$29,366 in other operating revenue was identified. Specifically, this amount was included in estimated revenue due from a receivable (Natchitoches PARC tax revenue), but that amount had not been received from the City of Natchitoches at the time of the audit. Statement A was corrected.
2. \$2,946 in holiday meals were incorrectly included as team travel expenses, which resulted in an overstatement of team travel and an understatement in student-athlete meals expenses. Statement A was corrected.

Based on analysis of results from the 2020-21 audit cycle, the target was not met. Although an Assistant Business Manager was hired, the Business Manager, who was in that position for 20-plus years, retired. This led to a new individual taking over the position, and this transition led to numerous audit findings as listed below:

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1. Memberships and dues non-program specific were overstated, and football was understated by \$15,000. Statement A was corrected.
2. Team travel non-program specific was overstated by \$35,318, football was understated by \$10,649, men's basketball was understated by \$10,134, and other sports were understated by \$14,535. Statement A was corrected.
3. Other operating expenses non-program specific were overstated by \$11,376. Statement A was corrected.
4. Medical expenses and insurance non-program specific were overstated by \$19,604, men's basketball was understated by \$2,456, women's basketball was understated by \$2,456, and other sports were understated by \$26,068. Statement A was corrected.
5. \$14,971 of athletic student aid was reported as football rather than non-program specific and \$9,998 of other operating expense was reported as football rather than non-program specific. Statement A was corrected. The University did not properly allocate student fees to each sport based on actual expenses, resulting in \$1,427,904 overstatement of non-program specific, \$272,161 understatement of football, \$112,326 understatement of men's basketball, \$132,128 understatement of women's basketball, and \$911,289 understatement of other sports. Statement A was corrected.
6. The University did not properly allocate direct institutional support to each sport based on actual expenses, resulting in a \$354,842 understatement of non-program specific, \$45,971 overstatement of football, \$18,705 overstatement of men's basketball, \$142,486 overstatement of women's basketball, and \$147,680 overstatement of other sports. Statement A was corrected. A portion of expenses used to calculate indirect institutional support was based on fiscal year 2020 totals, resulting in an overstatement of indirect institutional support revenues and expenses of \$2,657. Statement A was corrected.
7. \$32,408 in revenues related to the rental of athletic facilities was incorrectly reported as royalties, licensing, advertisement, and sponsorship revenue instead of other operating revenues. Statement A was corrected.
8. Coaching salaries, benefits, and bonuses paid by the University and related entities of \$35,885 for women's basketball and \$39,252 for other sports was incorrectly reported as support staff/administrative compensation, benefits, and bonuses paid by the University and related entities as non-program specific. Statement A was corrected.
9. The University's non-athletics-related other debt was erroneously reported as total athletics-related debt, resulting in an overstatement of total athletics-related debt by \$614,457. Additionally, total institutional debt did not equal the sum of amounts held by both the University and DUF, resulting in an overstatement of total institutional debt by \$524,948.
10. Athletics dedicated endowments inappropriately included the DUF money market accounts, resulting in an overstatement of athletics-dedicated endowments by \$73,198. Additionally, athletics-dedicated endowments were not included in the

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total for institutional endowments, resulting in an understatement of institutional endowments by \$2,360,568.

Action – Decision or Recommendation: According to the 2020-21 audit report, the target was not met. Based on analysis of this report, the Athletic Business Manager will maintain the target of no audit findings in the 2021-22 audit cycle. A new employee has been hired in this area. It is the hope of the Athletic Department that proper policies and procedures will be upheld and maintained, and future findings will cease to occur.

Source: 2020-21 NCAA Financial Audit Report

Measure 2.2: The Business Manager provided documentation from the Demons Unlimited Foundation audit.

Finding: Target was met.

Analysis: Based on analysis of this 2018-19 audit report, a goal of no audit findings within the Demons Unlimited Foundation was maintained for the 2019-20 audit cycle. Policies and procedures would still be continually monitored and updated as needed. Due to these actions, the target was met with no audit findings reported for the 2019-20 fiscal year. For the current assessment cycle, the target was met. During the 2020-21 audit cycle, no exceptions were reported, marking the fifth consecutive year of zero findings. As always, policies and procedures must continue to be monitored to minimize the possibility of audit findings in future reports.

Action – Decision or Recommendation: Based on the analysis of the 2020-21 audit report the target was met. Based on analysis of this report, the Athletic Business Manager will maintain the target of no audit findings in the 2021-22 audit cycle. The audit cycle for 2021-22 will begin in the Fall of 2022.

Source: 2020-21 Demons Unlimited Foundation Audit Report

Division: Compliance

Service Outcomes:

SO 1: Each student-athlete will earn their baccalaureate degree.

Measure 1.1: The Compliance Office completes the annual NCAA Federal Graduation Rates report. The annual target of 60% graduation rates among student-athletes has been set.

Finding: Target was met.

Analysis: Due to analysis of the 2019 Federal Graduation Rates report, the target was increased to a 59% graduation rate for 2020 Federal Graduation Rates report.

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However, a reported graduation rate of 50% fell short of the stated target for that year's cycle. The 50% graduation rate was the lowest recorded since 2015. Although the target was not met, a 60% graduation rate was set as a new target for the 2021 Federal Graduation Rates. With a 61% recorded Federal Graduation Rate, this year's target was surpassed by 1%, marking an 11% increase from last year's report.

Action – Decision or Recommendation: In 2021-22, the target was met. The 2021 Federal Graduation Rate Report registered a 61% graduation rate among student-athletes, an 11% increase from the previous year. Based on analysis of these results, the annual target rate will be increased to 61% to drive continuous improvement.

Source: 2021 NCAA Federal Graduation Rate Report

Measure 1.2: The Compliance Office completes the annual NCAA Federal Graduation Rates report. In comparison with the student body, an annual target of 18% higher graduation rates by student-athletes has been set.

Finding: Target was not met.

Analysis: Due to measured results from 2019-20, the target was increased to a 17% higher graduation rate by student-athletes in comparison to the general student body. However, a graduation rate of 50% in the 2020 report by student-athletes, as compared to a 45% graduation rate by the normal student body, missed the target by a 12% clip. This marked the closest margin between those rates since 2002, when the student body rate (31%) was actually more the student-athlete rate (29%). Although the target was not met, the goal was increased to an 18% difference to drive continuous improvement. The 2021 report registered a 61% graduation rate among student-athletes, as opposed to a 48% rate for the general student body. With a measured difference of 13%, the target was still not met, but an improvement of 8% from last year to this year was a noticeable improvement.

Action – Decision or Recommendation: In 2021-22, the target was not met. The 2021 NCAA Federal Graduation Rate Report measured an increase of an 8% difference (from 5% to 13%) in graduation rates between student-athletes and the general student body, however the rate was still short of the 18% target by 5%. Based on analysis of these results, an annual target an 19% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Source: 2021 NCAA Federal Graduation Rate Report

Measure 1.3: The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 74% Graduation Success Rate for the Athletic Department has been set.

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Finding: Target was met.

Analysis: Due to analysis of results for the 2019 Graduation Rates Report, the target was increased to 73% moving forward into the 2020-21 assessment cycle. The 2020 NCAA Federal Graduation Rate Report recorded an 84% Graduation Success Rate, which replaced the previous year's record, exceeding it by two percentage points. The total also surpassed the target by 11 percentage points. The 2021 NCAA Federal Graduation Rates Report registered a 87% Graduation Success Rate for NSU student-athletes, recording another all-time high in this area, and marking the seventh consecutive year the department's GSR improved from the previous year. The rate also exceeded the stated target by 13%.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on analysis of results, a target of 75% has been established to drive continuous improvement in this area.

Source: 2021 NCAA Federal Graduation Rate Report

SO 2: Each student-athlete will make academic progress towards earning a baccalaureate degree.

Measure 2.1: The Compliance Office completes the annual NCAA Academic Progress Rates report. The annual target of no less than a .943 Academic Progress Rate for each team has been set.

Finding: Target was not met.

Analysis: Due to analysis of results from the 2019-20 APR Institutional Report, the target was increased to .942 for the 2020-21 cycle. The 2020-21 APR Institutional Report listed 8 different teams with perfect scores, a new record for Northwestern State since this report began. However, Men's Track & Field registered a .927 single year score, falling short of the .942 target by .15 points. This was the second consecutive year one team fell short of the stated target. Despite missing the target, a goal of .943 was set for each team moving forward into this assessment cycle. Based on analysis of the 2020-21 institutional APR report, four teams fell below the stated target: Men's Cross Country (.929), Men's Track & Field (.909), Women's Basketball (.926), and Women's Track & Field (.921). Men's Cross Country, Women's Basketball, and Women's Track & Field have recorded solid scores over the years, so the Athletic Department treated this as a one-year anomaly. However, Men's Track & Field has now missed the target for two consecutive years and have registered a lower APR score in four consecutive years. This led to multiple meetings with the Track and Field coaching staff stressing the importance of improved academic performance in their sport. Continued lack of academic performance in this sport could lead to APR penalties, including lack of postseason opportunities. The coaching staff clearly understands the significance of this situation.

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Action – Decision or Recommendation: In 2021-22, the target was not met. Four sports recorded a score lower than the stated target of .943. Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .944 for future assessments to drive continuous improvement.

Source: 2020-21 NCAA Academic Progress Rate Institutional Report

Measure 2.2: The Compliance Office completes the annual NCAA Academic Progress Rates report. A goal of incurring zero penalties has been set.

Finding: Target was met.

Analysis: The 2020-21, as well as the 2019-20 report recorded no penalties. This allowed the university to continue its streak of never incurring a penalty more than an Academic Improvement Plan during the existence of the Academic Performance Program.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on the analysis of the 2021-22 results, in 2022-23, the goal of a no Academic Performance Program penalties will be maintained.

Source: 2020-21 NCAA Academic Performance Program Penalty Report

Division: Marketing/Development

Service Outcomes:

SO 1: Improved attendance at ticketed sporting events.

Measure 1.1: The Marketing and Development staff provided an annual report of revenues at ticketed sporting events (baseball, men's basketball, women's basketball, football, softball, track, and field). A goal of 5% increase from the previous year was established.

Finding: Target was met.

Analysis: In 2020-21, the target was not met. Ticket revenue fell to \$152,152, a decrease of \$97,950 or 39% from last year. This also represents the lowest ticket sale total over the last nine years. Covid-19 restrictions again effected the bottom line, while having all sports compete in Spring 2021 semester also had an adverse effect on attendance. Softball was the only sport to register an increase from last year, registering a 4,834 or 44% increase in total ticket sales from last year (6,083) to this year (10,917). This also marked the second highest total over the last nine years in this sport. Football recorded its lowest total over the past nine years with 94,232 in total tickets sales. However, only three home games were hosted at 50% capacity during

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the Spring 2021 semester which contributed to this total. In 2021-22, the target was met. Total ticket revenue rose to \$222,635, an increase of \$70,483 or 46.3% from the previous year. This increase was aided by the lessening of Covid-19 restrictions but was still the second lowest total over the last decade. Baseball showed promise, registering total ticket revenue of \$26,275, the third highest total in the current ten-year span. Women's Basketball recorded its highest total (\$18,976) over the last three years.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on the analysis of the 2021-22 results, in 2022-23, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

Source: Ticket Sales Comparison Chart (from 2012-13 to present)

SO 2: Improved self-generated revenues

Measure 2.1: The Marketing and Development staff will provide an annual report of self-generated revenues and compare to previous year's total. A goal of 10% increase from the previous year has been established.

Finding: Target was met.

Analysis: In 2020-21, the target was not met. Although total revenues increased to \$2,613,298, an increase of \$214,542 from the previous year, it represented an increase of 8.2%, just short of 10% target. Contributions saw an increase of \$43,961 respectively, but a \$167,083 jump in cash and cash equivalents represented the largest increase in revenue from 2019-20. Although the increase just missed the target, considering the negative economic impact caused by the pandemic, this increase represents a positive outcome. For the 2021-22 assessment cycle, the target was met. Total revenues rose to \$3,604,057, which represented an increase of \$990,759, or 37.9%, from the previous year. The biggest increase occurred again in the cash and cash equivalents area, with \$506,446 more revenue recorded from the previous year. Contributions recorded a noticeable increase with \$31,446 from the previous year.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on the analysis of the 2021-22 results, in 2022-22, a target of 10% increase in revenues will be set to drive continuous improvement.

Source: 2019-20 & 2020-21 Demons Unlimited Foundation Budget Reports

SO 3: Enhance fan and donor experiences at sporting events and special events.

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Measure 3.1: The Marketing and Development staff will collect and analyze data from ticket holder surveys as specified below:

Finding: Target was not met.

Analysis: During the 2020-21, the target was not met. Due to Covid-19, surveys were not issued by the Athletic Department. Due to significant staff turnover in this area, surveys were not issued for the 2021-22 assessment cycle as well.

Action – Decision or Recommendation: In 2021-22, the target was not met. For future assessment cycles, Athletic Department staff members in this area would like to issue ticket holder surveys once again. The data collected from these surveys have provided valuable feedback in the past, so issuing surveys once again is a priority moving forward.

Division: Sports Information

Service Outcomes:

SO 1: Promote academic and athletic accomplishments of student-athletes.

Measure 1.1: The Sports Information staff will provide a yearly Earned Media Report, setting a goal of a 5% advertising value equivalency increase on a yearly basis.

Finding: Target was met.

Analysis: In 2020-21, target was met. According to Meltwater Media, the estimated earned media coverage for NSU Athletics is an AVE of \$501.22 million from April 1, 2020, to March 31, 2021. The number increased nearly 11 percent from the \$452.8 million of 2019-20. Despite COVID-19 affecting competition from April to November, the sports information office wrote 530 press releases. It falls short of the 844 written last year at the same, but the staff wrote more features and other creative content to fill the COVID-19 hole with no sports. For this assessment cycle, Meltwater Media reported an estimated earned media coverage of \$542.47 million from April 1, 2021, to March 30, 2022. This is an increase of 8% from last year's \$501.22 million. The Sports Information Department wrote 782 press releases this past year as well, an increase of 252 over last year's mark of 530. More features and human-interest stories were written this year.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on analysis of the 2021-22 results, in 2022-23, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

Source: 2021-22 Sports Information Earned Media Report

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Measure 1.2: Continue to expand social media footprint by 6% on a yearly basis. Footprint will be measured by various metrics, including Twitter/Instagram followers, Facebook likes as well as impressions and interactions on posted material across the various platforms.

Finding: Target was met.

Analysis: In 2020-21, the target was met. NSU Athletics has eight Facebook accounts and nine Twitter accounts, and 16 of those 17 grew by at least six percent in followers. 15 of those 17 accounts grew by double digits, including Men's Basketball Facebook (68 percent), Football Facebook (82 percent) and Softball Facebook (30 percent). During the 2021-22 assessment cycle, NSU Athletics registered nine Facebook accounts and 10 Twitter accounts, and 16 of those 17 grew by at least six percent in followers. Eleven of those 17 accounts grew by double digits, including Men's Basketball Facebook (39 percent) and Instagram (63 percent), Football Facebook (45 percent) and Softball Facebook (32 percent). NSU Instagram accounts experienced rapid growth, but an Instagram baseline has yet to be established, so there are no year-to-year comparisons.

Action – Decision or Recommendation: In 2021-22, the target was met. Based on the analysis of the 2021-22 results in 2022-23, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement. Establishing an Instagram baseline to measure future growth in this area is still a priority moving forward.

Source: 2021-22 Sports Information Social Media Report

SO 2: Prepare student-athletes for authentic situations involving media and job interviews.

Measure 2.1: Assess interview skills with mock media and job interviews with the assistance of Academic Service employees. The data will be measured by an interview assessment form.

Finding: Target was not met.

Analysis: In 2020-21, the target was partially met. Sports information continued to interview student-athletes in a media setting on video, publishing and distributing those videos to media outlets. The interview regiment continues to be the most widespread in the Southland Conference and one of the most widespread in the nation in terms of SID-led media interviews of student-athletes. SIDs worked around COVID-19 protocols to continue to provide media exposure on NSU's channels and to media outlets. However, no mock job interviews were conducted due to COVID-19 protocols, and no assessment forms were completed. In 2021-22, the target was not met. The Sports Information Office continues to conduct numerous media interviews on camera for

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social media accounts, website, and local media outlets. However, mock interviews were not conducted by the office or Academic Service employees.

Action – Decision or Recommendation: In 2021-22, the target was not met. Based on the analysis of the 2021-22 results, it will be discussed with the Sports Information Department if this should continue to be a measure moving forward into future assessment cycles.

Source: 2021-22 Sports Information Mock Interview Report

Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results

Division: Business Management

Total revenues reported for the 2020-21 fiscal year were \$12,540,086, while expenses were \$12,176,835. This resulted in a \$363,251 surplus, marking the third consecutive year a surplus was recorded.

Division: Compliance

The 2021 NCAA Federal Graduation Rates Report registered an 87% Graduation Success Rate for NSU student-athletes, recording another all-time high in this area, and marking the seventh consecutive year the department's GSR improved from the previous year. The rate also exceeded the stated target by 13%.

Division: Marketing/Development

Total ticket revenue rose to \$222,635, an increase of \$70,483 or 46.3% from the previous year. This increase was aided by the lessening of Covid-19 restrictions but was still the second lowest total over the last decade. Baseball showed promise, registering total ticket revenue of \$26,275, the third highest total in the current ten-year span. Women's Basketball recorded its highest total (\$18,976) over the last three years.

Total revenues rose to \$3,604,057, which represented an increase of \$990,759, or 37.9%, from the previous year. The biggest increase occurred again in the cash and cash equivalents area, with \$506,446 more revenue recorded from the previous year. Contributions recorded a noticeable increase with \$31,446 from the previous year.

Division: Sports Information

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Meltwater Media reported an estimated earned media coverage of \$542.47 million from April 1, 2021, to March 30, 2022. This is an increase of 8% from last year's \$501.22 million. The Sports Information Department wrote 782 press releases this past year as well, an increase of 252 over last year's mark of 530. More features and human-interest stories were written this year.

NSU Athletics registered nine Facebook accounts and 10 Twitter accounts, and 16 of those 17 grew by at least six percent in followers. Eleven of those 17 accounts grew by double digits, including Men's Basketball Facebook (39 percent) and Instagram (63 percent), Football Facebook (45 percent) and Softball Facebook (32 percent). NSU Instagram accounts experienced rapid growth, but an Instagram baseline has yet to be established, so there are no year-to-year comparisons.

Plan of Action Moving Forward

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2021-22 results, the Academic Service staff will increase the annual participation rate to 58% to drive continuous improvement.

Measure 1.2: Based on analysis of 2021-22 results, the Academic Service staff will increase the target to 4,700 hours to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of 2021-22 results, the Academic Service staff will increase the target GPA to 3.06 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: For the 2021-22 budget and the 2022-23 assessment cycle, the target of a balanced budget will continue.

SO2

Measure 2.1: Based on analysis of this report, the Athletic Business Manager will maintain the target of no audit findings in the 2021-22 audit cycle. A new employee has been hired in this area. It is the hope of the Athletic Department that proper policies and procedures will be upheld and maintained, and future findings will cease to occur.

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Measure 2.2: Based on analysis of this report, the Athletic Business Manager will maintain the target of no audit findings in the 2021-22 audit cycle. The audit cycle for 2021-22 will begin in the Fall of 2022.

Division: Compliance

SO1

Measure 1.1: Based on analysis of results, the annual target rate will be increased to 61% to drive continuous improvement.

Measure 1.2: Based on analysis of results, an annual target an 19% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Measure 1.3: Based on analysis of results, a target of 75% has been established to drive continuous improvement in this area.

SO2

Measure 2.1: Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .944 for future assessments to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2021-22 results, in 2022-23, the goal of a no Academic Performance Program penalties will be maintained.

Division: Marketing/Development

SO1

Measure 1.1: Based on the analysis of the 2021-22 results, in 2022-23, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

SO2

Measure 2.1: Based on the analysis of the 2021-22 results, in 2022-22, a target of 10% increase in revenues will be set to drive continuous improvement.

SO3

Measure 3.1: For future assessment cycles, Athletic Department staff members in this area would like to issue ticket holder surveys once again. The data collected from these surveys have provided valuable feedback in the past, so issuing surveys once again is a priority moving forward.

Assessment Cycle 2021-22

Division: Sports Information

SO1

Measure 1.1: Based on analysis of the 2021-22 results, in 2022-23, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

Measure 1.2: Based on the analysis of the 2021-22 results in 2022-23, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement. Establishing an Instagram baseline to measure future growth in this area is still a priority moving forward.

SO2

Measure 2.1: Based on the analysis of the 2021-22 results, it will be discussed with the Sports Information Department if this should continue to be a measure moving forward into future assessment cycles.