

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:

Assessment Cycle 2024-25

- (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 59% has been established.

Finding: Target was met.

Analysis: During the 2023-24 assessment cycle, the target was not met. Although participation in multiple events occurred, coaches did not track the time and the participants at this event. Some of the events included: Reading to students at elementary schools, Special Olympics, NSU Community Service Day, Chunk the Change for the NSU Food Pantry, and Basketball clinics for low-income children in the community. More events were held than last year, but without proper tracking, the percentage of participation could not be measured. During the 2024-25 assessment cycle, the target was met. With the use of Helper Helper, which is software that helps record and track community service hours, the department was able to track participation and recorded a 90% participation rate. This included several community service events and life skills seminars.

Action – Decision or Recommendation: In 2024-25, the target was met. Based on the analysis of 2024-25 results, the Academic Service staff will increase the annual percentage rate to 60% to drive continuous improvement.

Source: 2024-25 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 4,900 hours has been established.

Assessment Cycle 2024-25

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was not met. Student-athletes participated in a total of 3,764 community service hours, an increase of 1,419 hours from the 2021-22 assessment cycle (the last time hours were recorded). Although more events were held that year than in 2022-23 cycle, the total was short of the stated target by 1,036 hours. During the 2024-25 assessment cycle, the target was not met. Student-athletes participated in a total of 4,273 hours. Although the total increased from 2023-24 by 509 hours, the total was short of the stated target by 627 hours. More events were held than the previous year, and Helper Helper is being utilized to track total hours which is attributed to the increase.

Action – Decision or Recommendation: In 2024-25, the target was not met. Based on analysis of 2024-25 results, the staff will increase the target to 4,950 hours to drive continuous improvement.

Source: 2024-25 Community Service Report

SO 2: Student-athletes 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 3.08 grade point average per semester has been established.

Finding: Target was met.

Analysis: During the 2023-24 assessment cycle, the target was not met. A fall semester GPA of 3.025 was measured, short of the target GPA by .045. However, the department reached a 3.105 GPA during the spring 2024 semester, easily surpassing the target by .035. For several consecutive years, the Athletic Department has fallen short of the goal by missing the target GPA in one semester. During the 2024-25 assessment cycle, the target was met. A fall semester GPA of 3.19 was measured, exceeding the goal by 0.11. At the time, the 3.19 semester GPA was the highest GPA in recorded history (since Spring 2014). Additionally, a new record was set with a 3.27 department GPA in the Spring 2025 semester, surpassing the stated target by 0.19. This is the first time in several consecutive years the target was met and exceeded in both semesters, resulting in a department GPA of 3.23 for the 2024-25 assessment cycle.

Action – Decision or Recommendation: In 2024-25, the target was met. Based on analysis of 2024-25 results, the Academic Service staff will increase the target GPA to 3.09 to drive continuous improvement.

Source: 2024-25 Athletic Department GPA Spreadsheets

Assessment Cycle 2024-25

Division: Business Management

Service Outcomes:

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

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

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was not met. \$13,655,218 of revenues was reported, an increase of \$149,780 for the 2021-22 budget report. However, expenses soared to \$14,993,445, an increase of \$1,759,184 from the previous year's total of \$13,234,261. Increases in expenses from athletic student aid, coaching salaries/benefits, and other operating expenses were noted in the report. During the 2024-25 assessment cycle, the target was not met. Reported revenues were \$12,482,768, while reported expenses were \$15,148,724. This resulted in a deficit of \$2,665,956. Increases in team travel due to a new bus contract with Mayo (more than double the cost of travel from last year) and a new apparel contract with Under Armour attributed to increased expenses during the 2024-25 academic year. Also, the Prather Coliseum scoreboard project, although it hasn't begun, was included in this year's expenses (\$250,000+).

Action – Decision or Recommendation: For the 2024-25 report, the target not met. For the 2024-25 budget and the 2025-26 assessment cycle, the target of a balanced budget is set to drive continuous improvement.

Source: 2023-24 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: During the 2022-23 audit cycle, the target was not met. The following exception was reported:

1. It was noted that all athletics-dedicated endowments are held by the Demons Unlimited Foundation and all other endowments are held by the University. Institutional endowments were understated by \$2,210,812.

Assessment Cycle 2024-25

During the 2023-24 audit cycle, the target was met. In the audit conducted by the Louisiana Legislative Auditor, no exceptions were noted in the report. This marks the first time since the 2016-17 audit cycle that no findings were reported during the state audit.

Action – Decision or Recommendation: According to the 2023-24 audit report, the target was met. Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

Source: 2023-24 NCAA Financial Audit Report

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

Finding: Target was met.

Analysis: During the 2022-23 audit cycle, the target was met. The annual Demons Unlimited Foundation audit, as performed by the accounting firm of Thomas, Cunningham, Broadway & Todtenbier, found no exceptions during the 2022-23 cycle. It was also noted that the four findings from the previous year were corrected at the time of the audit (June 30, 2023). During the 2023-24 audit cycle, the target was met. The audit was again conducted by Thomas, Cunningham, Broadway and Todtenbier, and no exceptions were noted. This marked the second consecutive year no findings were discovered during the audit.

Action – Decision or Recommendation: Based on the analysis of the 2023-24 audit report the target was met. Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

Source: 2023-24 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 63% graduation rates among student-athletes has been set.

Finding: Target was not met.

Assessment Cycle 2024-25

Analysis: During the 2023-24 assessment cycle, the target was not met. A 54% Federal Graduation Rate was reported, a 17% drop from the previous year, and lowest recorded total since 2020 (50%). It is believed the proliferation of the NCAA Transfer Portal has led to a sharp decline in Federal Graduation Rates, not just at Northwestern State University, but at all colleges and universities nationwide. During the 2024-25 assessment cycle, the target was not met. A 56% Federal Graduation Rate was reported, an increase of 2% from the previous year's report. However, this score is still 7% below stated targeted.

Action – Decision or Recommendation: In 2024-25, the target was not met. The 2024 Federal Graduation Rate Report registered a 56% graduation rate among student-athletes. Based on analysis of these results, the annual target rate will be increased to 64% to drive continuous improvement.

Source: 2024 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 21% higher graduation rates by student-athletes has been set.

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was not met. A 54% graduation rate by student-athletes, as compared to a 46% graduation rate by the student body in general, led to a difference of 8%, missing the stated target by 12%, and recording the lowest measured difference between student-athletes and the general student body since 2020 (5%). During the 2024-25 assessment cycle, the target was not met. The student body graduation rate recorded a 44% mark, as compared to a 56% Federal Graduation Rate for student-athletes. Although this increased to a 4% difference in rates from the previous year, it was still 9% lower than the stated target.

Action – Decision or Recommendation: In 2024-25, the target was not met. Based on analysis of these results, an annual target of 22% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Source: 2024 NCAA Federal Graduation Rate Report

Measure 1.3: The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 77% Graduation Success Rate for the Athletic Department has been set.

Finding: Target was met.

Assessment Cycle 2024-25

Analysis: During the 2023-24 assessment cycle, the target was met. Although a two-point drop occurred from last year to this year's Graduation Success Rate (86%), the target was still eclipsed by 10%. This marked the fifth consecutive year the Athletic Department recorded a Graduation Success Rate of 80% or better. During the 2024-25 assessment cycle, the target was met. An 87% Graduation Success Rate was recorded, registering a 1% increase from the previous year's score. This marked the sixth consecutive year a score of 80% or better was reported by the Athletic Department.

Action – Decision or Recommendation: In 2024-25, the target was met. Based on analysis of results, a target of 78% has been established to drive continuous improvement in this area.

Source: 2024 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 .946 Academic Progress Rate for each team has been set.

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was not met, with two sports failing to meet the .945 minimum target. Women's Basketball registered a .938 score, well below their 4-year average of .962. Football dropped dramatically, recording a .898. This is easily the lowest score Football has registered during the last four years, and the lowest such total since the 2010-11 APR report (.895). During the 2024-25 assessment cycle, the target was not met. Men's Basketball recorded a .913 score, well below their .956 score from the previous year and their .947 4-year average. Men's Track & Field had a .935 score, .011 points below the stated target. Women's Volleyball was the final team registering a score below the stated target (.936). This is the lowest score recorded by this team over the last four years and well below their average during that time frame (.984).

Action – Decision or Recommendation: In 2024-25, the target was not met. Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .947 for future assessments to drive continuous improvement.

Source: 2023-24 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.

Assessment Cycle 2024-25

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was met. During the 2024-25 assessment cycle, the target was not met. The sport of Football was not sponsored for the 2023-24 academic year due to tragic circumstances involving the death of a student-athlete. Because of this, Football was measured on a 3-year average and not the normal 4-year average. This led to a multi-year rate of .928, which is below the minimum required multi-year average of .930. However, the institution qualified for a waiver and was able to avoid post-season and countable athletically related activity penalties for the 2025-26 academic year.

Action – Decision or Recommendation: In 2024-25, the target was not met. Based on the analysis of the 2024-25 results, in 2025-26, the goal of no Academic Performance Program penalties will be set to drive continuous improvement.

Source: 2023-24 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: During the 2023-24 assessment cycle, the target was not met. A total of \$189,359 in ticket sales was reported, the lowest recorded total since 2020-21 (Covid), and second lowest total over the last 12 years. Season ticket sales saw a slight decline of \$6,197 or 4.8% from 2022-23. However, gate ticket sales saw a dramatic drop in revenue, from \$107,530.19 to \$66,829, a \$40,701.19 drop (37.8%) from 2022-23 to 2023-24. Football (\$24,167/41.5%), Men's Basketball (\$11,490.09/65.6%) and Women's Basketball (\$6,965.09/57.4%) recorded the largest drops by individual sports, while Baseball (\$2,895/19.5%) and Softball (\$729.99/13.6%) recorded solid increases from the previous year. During the 2024-25 assessment cycle, the target was met. Total reported tickets sales for the 2024-25 seasons were \$240,817. This represents an increase of \$51,458 or 21.3% from last year. Football (\$45,469), Men's Basketball (\$5,740.50), Women's Basketball (2,940.50) and Softball (\$802) all recorded ticket revenue increases from the previous year. The overall total is the highest recorded ticket revenue since 2019-20.

Assessment Cycle 2024-25

Action – Decision or Recommendation: In 2024-25, the target was met. Based on the analysis of the 2024-25 results, in 2025-26, 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 them to the previous year's total. A goal of 10% increase from the previous year has been established.

Finding: Target was not met.

Analysis: During the 2023-24 assessment cycle, the target was not met. Revenues decreased by \$355,033 from last year, representing a 10.1% decrease. Cash and cash equivalents saw a major drop from \$1,241,078 in 2022 to \$469,996 in 2023, \$771,082 or 62.1% decline. Gains in the areas of investments, contributions and other receivables could not offset the steep drop in cash and cash equivalents. During the 2024-25 assessment cycle, the target was not met. Revenues decreased \$306,012 from the previous year, representing a 12.8% drop from 2023. Fundraising totals were decreased by \$217,970, while a decrease of \$136,178 was recorded in overall contributions. However, investment returns increased by \$134,466 demonstrating promise in that area.

Action – Decision or Recommendation: In 2024-25, the target was not met. Based on the analysis of the 2024-25 results, in 2025-26 a target of 10% increase in revenues will be set to drive continuous improvement.

Source: 2022-23 & 2023-24 Demons Unlimited Foundation Budget Reports

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: During the 2023-24 assessment cycle, the target was not met. A 1.8 million advertising equivalent was measured for the 2023-24 academic year. This is down significantly from the previous year, 2021-22 as well. Part of the drop can be attributed to the departure of Hansel Enmanuel, but advertising value equivalency in 2021-22

Assessment Cycle 2024-25

(prior to Hansel Enmanuel) was measured at \$542.47 million. In 2020-21, \$501.22 million was measured. A new company was used by NSU in 2023-24 to measure advertising values. It is believed this company did not report data properly. At the very least, the value, based on 2020-21 and 2021-22 values, should be about \$500 million. During the 2024-25 assessment cycle, the target was met. NSU Athletics produced more than \$15 million in advertising value equivalency, an increase of 1400%, based on available data from the 2023-24 cycle. More than \$11 million came from online sources and \$3 million from television, according to data provided from Cision One. The top NSU produced content during the cycle was the game recap from NSU football's road game at No. 13 Southeast Missouri, producing \$2.5 million in advertising equivalency that was posted on Yahoo! News. Another Yahoo! News article that included the mention of former NSU softball player Maggie Black and her marriage to Kansas City Royals short stop Bobby Witt Jr produced \$2.5 million in advertising value. NSU Athletics had a potential online audience reach of 3.1 billion during the 2024-25 cycle.

Action – Decision or Recommendation: In 2024-25, the target was met. Based on analysis of the 2024-25 results, in 2025-26, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

Source: 2024-25 Sports Information Earned Media Report

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: During the 2023-24 assessment cycle, the target was met. A 12.2% increase was measured across all sport-specific accounts. Softball led the way with a 18.7% jump from the year before, while Men's Basketball registered a respectable 15.5% increase. Facebook and Instagram baselines were set for the first time as well. Overall, 568,800 reaches were registered, while 37,800 were measured on Instagram. Softball again led the way with 280,900, while Baseball followed closely behind with 232,700 reaches. During the 2024-25 cycle the target was met. While a slight increase in followers was recorded on the main X account (@NSUDemons), less than one percent, five of the sport specific accounts saw increases of more than 10 percent with softball and women's basketball growing by nearly 2,000 followers each in the past year. Women's basketball saw the most dramatic increase with a growth of 77 percent from its 2024 total. Across all NSU Athletic branded X accounts, there was a 15 percent increase in total followers, a total of 10,617.

Assessment Cycle 2024-25

Instagram follows through the NSU Athletics suite of accounts saw an increase of 21 percent with volleyball seeing their reach more than double with a growth of 139 percent. Women's basketball and softball both saw more than a 50 percent increase in followers. The baseball and football accounts each saw increases of 20 percent from the previous year.

Facebook data was measured across four different metrics – reach, interactions, followers and links clicked. Across all pages and metrics, there was an overall statistical increase with 17 of the 28 total marks having equal to or higher totals from 2023-24 data collection. Among the sport-specific pages, baseball, football, men's basketball and soccer all saw increases in three of the four metrics. The main page was the only one that saw an overall decrease in the four metrics (reach, interactions, links clicked), but did see an increase in total followers.

Action – Decision or Recommendation: In 2024-25, the target was met. Based on the analysis of the 2024-25 results, in 2025-26, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement.

Source: 2024-25 Sports Information Social Media Report

Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results. The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2024-2025. These changes are based on the knowledge gained through the AC 2023-2024 results analysis.

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2023-24 results, the Academic Service staff and the Senior Woman's Administrator, purchased a community service tracking system called "Helper, Helper". This application allowed student-athletes to check-in to community service events on their cell phone. Instead of relying on coaches to track participation, student-athletes tracked their own participation. This allowed student-athletes to add attendance information to their resumes for future employment opportunities as well.

Measure 1.2: Based on analysis of 2023-24 results, the staff increased the target to 4,900 community service hours to drive continuous improvement.

SO2

Assessment Cycle 2024-25

Measure 2.1: Based on analysis of 2023-24 results, the Academic Service staff increased the target GPA to 3.08 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: For the 2023-24 budget and the 2024-25 assessment cycle, the target of a balanced budget was set to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of the 2022-23 NCAA Financial Audit, the Athletic Business Manager set a target of no audit findings for the 2023-24 audit cycle to drive continuous improvement.

Measure 2.2: Based on analysis of the 2022-23 Demons Unlimited Foundation Audit Report, the Athletic Business Manager set a target of no audit findings for the 2023-24 audit cycle to drive continuous improvement.

Division: Compliance

SO1

Measure 1.1: Based on analysis of results, the annual target of the Federal Graduation Rate was increased to 63% to drive continuous improvement.

Measure 1.2: Based on analysis of results, the annual target of 21% greater graduation rate by student-athletes in comparison to the general student body was set to drive continuous improvement.

Measure 1.3: Based on analysis of results, the annual NCAA Graduation Success Rate target of 77% was established to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of results, the minimum Academic Progress Rate target for all teams was raised to .946 to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2023-24 results, in 2024-25, the goal of no Academic Performance Program penalties was set to drive continuous improvement.

Division: Marketing/Development

SO1

Assessment Cycle 2024-25

Measure 1.1: Based on the analysis of the 2023-24 results, in 2024-25, a target of 5% increase from the previous academic year was set to drive continuous improvement.

SO2

Measure 2.1: Based on the analysis of the 2023-24 results, in 2024-25, a target of 10% increase in revenues was set to drive continuous improvement.

Division: Sports Information

SO1

Measure 1.1: Based on analysis of the 2023-24 results, for 2024-25, the Sports Information Department drove 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 2023-24 results, in 2024-25, the Sports Information Department set a target of 6% social media growth from the previous year to drive continuous improvement.

Plan of Action Moving Forward

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2024-25 results, the Academic Service staff will increase the annual percentage rate to 60% to drive continuous improvement.

Measure 1.2: Based on analysis of 2024-25 results, the staff will increase the target to 4,950 hours to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of 2024-25 results, the Academic Service staff will increase the target GPA to 3.09 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: Based on analysis of results, for the 2024-25 budget and the 2025-26 assessment cycle, the target of a balanced budget will be set to drive continuous improvement.

Assessment Cycle 2024-25

SO2

Measure 2.1: Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

Measure 2.2: Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

Division: Compliance

SO1

Measure 1.1: Based on analysis of these results, the annual target rate will be increased to 64% to drive continuous improvement.

Measure 1.2: Based on analysis of these results, an annual target of 22% 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 78% 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 .947 for future assessments to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2024-25 results, in 2025-26, the goal of no Academic Performance Program penalties will be set to drive continuous improvement.

Division: Marketing/Development

SO1

Measure 1.1: Based on the analysis of the 2024-25 results, in 2025-26, 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 2024-25 results, in 2025-26 a target of 10% increase in revenues will be set to drive continuous improvement.

Division: Sports Information

SO1

Assessment Cycle 2024-25

Measure 1.1: Based on analysis of the 2024-25 results, in 2025-26, 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 2024-25 results, in 2025-26, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement.