

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 identifies expected outcomes, assesses the extent to which it achieves these outcomes, and provides evidence of seeking improvement based on analysis of the results".

Be sure to **SAVE** your progress as you work!

Administrative Unit

Athletics

Submission Year

2022-2023

Assessment Coordinator Name

Jamie Wilson

Enter Assessment Coordinator Email

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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

2021-2022

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

Faculty Athletic Representative GPA report

Frequency of Assessment

Once a Year. End of Spring Semester

Data Collected for this Timeframe (Results)

6/2022

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

2

Comments/Narrative

391 out 565 student-athletes achieved a Lander cumulative GPA of 3.0 or higher. That equates to 69.20% which partially meets the expected outcome. Since the last report was submitted in 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. While we have partially met our goal we 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

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.).

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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

Timeframe for this Outcome

2021-2022

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

Faculty Athletic Representative GPA report

Frequency of Assessment

Once a Year. End of Spring Semester

Data Collected for this Timeframe (Results)

6/27/2022

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

3

Comments/Narrative

This year we had 127 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 Young Harris College with 74 student athletes. Below is the criteria set by the Peach Belt.

- 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.

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

2021-2022

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)

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

Comments/Narrative

Lander University Athletics Attendance for 2021-2022 home events tallied at 22,160. This was a decrease from the last reported numbers in 2018-2019 home events. However, 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. This year we included Esports because we hosted a PBC event.

Resources Needed to Meet/Sustain Results**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

2021-2022

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

Finance Report from Capital Fundraiser

Frequency of Assessment

Once A Year: At the End of Fundraising Campaign

Data Collected for this Timeframe (Results)
7/22/2022

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

Comments/Narrative

We were unable to do the Drop in 2021-2022, we did however raise \$136,762.93 in giving Tuesday. We will be changing the Drop for the 22-23 year and looking at doing a different event.

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

2021-2022

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)
6/27/2022

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

Comments/Narrative

Lander University Athletics finished 2021-2022 Peach Belt Social Media Rankings in 2nd place. During the 2021-2022 academic year, Lander's Twitter account ranked third in the PBC overall. The Bearcats' Instagram account was ranked first, while Facebook and YouTube accounts placed second. Since October 2021 Instagram grew by 369 followers, Facebook grew by 382, and Twitter by 452.

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 and 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. It's 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

2021-2022

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

Peach Belt Commissioner's Cup Report

Frequency of Assessment

Once a Year: After the Commissioner's Cup Report

Data Collected for this Timeframe (Results)

5/31/2022

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

3

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 2021-2022 Lander University finished in 5th out of 10 schools with a .554 rating points. The top 3 schools were, Columbus State (.837), Flagler (.729) and North Georgia (.714). In 2020-2021 Lander was 7th with a .519 rating out of 12 schools. The top 3 were Flagler (.764), North Georgia (.757) and Columbus State (.657). Would like to continue to move up in the ranking 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)