Athletics

Academic Achievement

*Empower student-athletes to complete their academic careers at the highest level possible.*

**497** Graduate student-athletes at a rate higher than the general student body while achieving a graduation success rate at or above the national average for Division I institutions

*2014-15 Progress Narrative*

We continue to make improvements to our academic support for our student-athletes. Our graduation rates are above both the institutional rate, but below the NCAA Division I national graduation rate data. This is mostly due to poor performance while still a Division II NCAA sponsored program. We have received feedback on our academic support through our student-athlete exit interviews.

- **497.01** Recruit students who are academically prepared to be successful at the NCAA Division I level
- **497.02** Provide support services for: advising, tutoring, mentoring, supervised study and life skills development
- **497.03** Implement a comprehensive feedback system for academic support

**498** All teams should have an Academic Progress Rate (APR) above 950

*2014-15 Progress Narrative*

APR scores for 2014-15 will not be completed until the fall. We must await official start dates of other institutions to determine points awarded to transfer students to other four year institutions.

- **498.01** Each team will have an APR goal which will be communicated through yearly review of head coach expectations
- **498.02** If a team falls below expectations an improvement plan will be put in place
- **498.03** Review APR status with compliance each year
All teams should achieve an overall Grade Point Average (GPA) of 3.00 or better each semester.

2014-15 Progress Narrative

We had one team below a 3.0 in the fall semester of 2014 and three below the 3.0 in the spring of 2015 semester. We continue to meet with our coaches and all recognize the importance of striving to be above a 3.0. Our overall department GPA was an impressive 3.22 in the fall of 2014 and 3.2 in the spring of 2015.

Each team will have a GPA goal which will be communicated through yearly review of head coach expectations.

If a team falls below expectations an improvement plan will be put in place.

Review GPA status with compliance each year.

Recognize and celebrate individual and team academic achievement to all constituencies

2014-15 Progress Narrative

We celebrate team academic achievement during our All-Staff meetings and reports to the Board of Regents. Individual success is recognized with our Student-Athlete Academic Awards Luncheon and our SAAC Awards Banquet.

Continue to improve academic awards banquet.

Increase awareness through website and social media platforms.

Campus & Community Engagement

Engage the campus and community in partnerships to better connect the department to our constituents

Foster a culture of outreach and community service that is embraced by student-athletes, coaches and staff

2014-15 Progress Narrative

Campus and community engagement is one of our strategic priorities in our department's strategic plan. It is a consistent message that has been embraced by all of our coaches and is communicated to our student-athletes. During the 2014-15 academic year we completed close to 2,150 community service hours. While we didn't reach our goal of 2,500, we did increase our outreach from 2013-14.

Enlist student-athletes, coaches and staff to participate in various campus initiatives and committees.

Develop a process to track all service activities.
Volunteer at least 2,500 hours as a department

Cross-promote other programs and University elements during breaks in the game action

We will use consistent communication to inspire and inform our supporters, instill pride, and provide a clear call to action in support of our vision.

2014-15 Progress Narrative

While the newsletter did not get started in 2014-15, it is currently being discussed with the first newsletter coming out the fall of 2015. Our coaches and student-athletes provide great "stories" for us to highlight throughout the year. Their involvement has been recognized on the campus website as well as the athletic website.

Provide a quarterly newsletter to all Go Norse Fund supporters to communicate our athletic success and our involvement in our community

Utilize our website to communicate our athletic success and connect our student-athletes with the university community and our region

Create partnership opportunities that also benefit local city, county and state entities

Recognize staff/programs for community/charity involvement

Increase faculty, staff and student attendance at athletic events

2014-15 Progress Narrative

Base measures have now been set for comparison in future.

Offer special faculty/staff pricing for season tickets

Create Norse Force (student organization) benefits that encourage regular attendance at sporting events

Strengthen partnership with Learfield and Norse Force to offer more opportunities for student engagement during events on campus

Competitive Excellence

Field competitive teams both in conference and nationally

Qualify each team for post-season competition and NCAA Championships, with expectations identified for each program

2014-15 Progress Narrative

Our success during our transition to DI has been remarkable. Each of our programs except for baseball and softball competed in our conference tournaments. We become NCAA Championship eligible during the 2016-17 academic year.

Friday, August 21, 2015
Provide a comprehensive year-round training program for all teams

Recruit student-athletes who after meeting our academic standards can compete successfully at the Division I level

Win more conference championships than any other conference member

Schedule athletic competitions to achieve program expectations while aligning with our overall goals

Provide each team scholarship allocations commensurate with NCAA and conference regulations

Provide the NCAA maximum number of allowable coaches and appropriate support staff to be effective and efficient

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Provide each team scholarship allocations commensurate with NCAA and conference regulations

2014-15 Progress Narrative

We provide 100% scholarship support for our team sports and 75% for our individual sports.

List maximum number of scholarships for each sport

Develop fundraising strategies centered around scholarship support

List maximum number of coaches/support staff for each sport

Develop fundraising strategies to be able to hire new coaches and/or staff

Hire and retain the coaches and staff who embrace and exemplify the core values of NKU Athletics

2014-15 Progress Narrative

We plan on moving a part-time assistant coaching position in our softball program to full-time for the 2016-17 academic year. Other positions will be added when funding becomes available through external resource growth.

List maximum number of coaches/support staff for each sport

Develop fundraising strategies to be able to hire new coaches and/or staff

Hire and retain the coaches and staff who embrace and exemplify the core values of NKU Athletics

2014-15 Progress Narrative

We made two head coaching changes during the 2014-15 academic year and reorganized an area in our department to help us achieve this goal.

Create and fund opportunities for professional development

Annually review and discuss program expectations

Work within university guidelines to adjust pay for superior coaches

Friday, August 21, 2015
**509 Improve and maintain competition, training and support facilities to provide a quality environment for student-athletes**

2014-15 Progress Narrative

- We have identified facility upgrades and improvements necessary to provide a quality environment. Currently developing fund raising plans.

509.01 See Facility Enhancement

**510 Provide equipment, supplies, sports medicine support, game environment and administrative staff support for competitive success**

2014-15 Progress Narrative

- We continue to evaluate and provide support in these areas.

510.01 Develop an annual plan to address any needs related to equipment, supplies, sports medicine, etc.

510.02 Meet yearly with each head coach to discuss challenges and opportunities within his/her program

**Facility Enhancement**

*Create an athletics facilities master plan that supports each of our sports teams while enhancing the student-athlete and fan experience*

**511 Address immediate facilities needs**

2014-15 Progress Narrative

- We continue to monitor our facilities to first of all address student-athlete safety issues which need to be addressed. We also monitor the collegiate landscape to identify facilities that need upgrades.

511.01 Perform comprehensive reviews of maintenance and expansion needs on an annual basis for each venue

511.02 Develop facility upgrade and operational budget

511.03 Provide adequate locker room space for all sport programs on campus

**512 Develop comprehensive long term facility upgrade and maintenance plans**

2014-15 Progress Narrative

- We have completed our facility needs plan and we are developing our fund raising plans.

512.01 Identify needs related to new, expanded or upgraded facilities

512.02 Develop a financial model that meets the goals of the strategic plan for facilities
513  Consider the fan experience in all future facility enhancements

2014-15 Progress Narrative
We have completed fan experience surveys and met with groups of fans to discuss their experience and how we can improve for men's and women's basketball.

513.01 Distribute, analyze and act on data from fan experience surveys
513.02 Utilize Fan Advisory Council for feedback throughout the year
513.03 Monitor customer service as both a mechanism to improve interaction with our customers and receive feedback for potential areas of improvement

Increase Brand Awareness & Institutional Reputation
Build a positive image for NKU that is consistent, recognizable and respected

520  Position NKU to gain positive regional and national recognition that is consistent, distinctive and in alignment with our mission and vision, as well as the mission and vision of the University

2014-15 Progress Narrative
We have established a solid working relationship with University Marketing and Communications. Discussions on building our brand are consistent and led to several branding improvements throughout the year.

520.01 Schedule a minimum of two men's basketball games per season against nationally known opponent
520.02 Increase outreach through various social media opportunities to gain additional exposure and number of followers
520.03 Define, manage and control usage of NKU brand images to represent the University in a positive and consistent manner
520.04 Better utilize resources to engage and interact with fans (web, videos, television, radio, etc.)

521  Increase average annual attendance at each of our athletic events

2014-15 Progress Narrative
Attendance numbers for men's and women's basketball were up over the 2013-14 numbers.

521.01 Define overall attendance figures with a goal of at least a 10% increase each year
521.02 Review fan experience surveys and feedback from the Fan Advisory Council annually
522  **Increase presence of NKU merchandise in off-campus retail stores**

**2014-15 Progress Narrative**

We are working with University Marketing and Communications and our current company SMA to have more exposure locally. We have enjoyed success by getting our merchandise into a new store in the local community.

522.01 Develop an intentional strategy to grow our base of support locally through merchandise sales

522.02 Work closely with University Marketing/Communications and SMA (Learfield) to get more NKU merchandise in local retail stores

522.03 Annual licensing review

**523  Increase amount of home games we televise or live stream each year**

**2014-15 Progress Narrative**

Impressive success in this area. We streamed more games live during the 2014-15 year than ever before. With our move to the Horizon League for 2015-16 we will work closely with them to determine the amount of availability.

523.01 Annual review of number of contests televised or streamed

523.02 Annual review of television/streaming capabilities within each venue along with needed technology upgrades

**Integrity, Accountability & Compliance**

**Student-athletes, coaches and staff will exhibit high standards regarding academic integrity, sportsmanship and personal behavior**

**494  Foster a team environment that optimizes personnel, resources and is organizationally efficient**

**2014-15 Progress Narrative**

We have made excellent progress during the 2014-15 academic year. Our organizational structure has become more effective and efficient. We reorganized or academic team in support of our student-athletes, we completed a Statement of Expectation for our coaches and staff, and we have charged our SAAC members to complete a Statement of Expectations for our student-athletes.

494.01 Update department organizational structure and individual job descriptions and the organizational chart

494.02 Implement a personal development plan that encourages personal growth, accountability and performance excellence

494.03 Improve departmental operations and procedures with appropriate internal controls
Foster an environment of accountability and continuous learning

2014-15 Progress Narrative
Making progress by communicating expectations for our coaches and staff.

495.01 Include mission, vision and values along with measureable expectations as part of programmatic expectations for each sport
495.02 Set goals for both administrative and coaching staffs
495.03 Emphasize and fund the importance of professional development and self-improvement

Comply with Federal, State, NCAA, Conference and University rule and regulations

2014-15 Progress Narrative
We continue to support the educational components necessary and continuously monitor areas where we can improve. Statement of Expectations was completed in 2014-15 and will be completed for our student-athletes during the 2015-16 academic year.

496.01 Complete an annual review of compliance policies and procedures to identify areas for improvement
496.02 Provide NCAA rules education for internal and external constituents through a variety of formats
496.03 Develop a Statement of Expectations for student-athletes and employees consistent with University policies
496.04 Maintain strong relationships and open communication with other campus entities including, but not limited to, the Office of the Registrar, Admissions, Financial Aid, Student Life and Athletics Advisory Council to ensure appropriate checks and balances exist

Resource Development & Fiscal Management
Provide adequate financial resources to enable our teams to compete and win championships

Maximize all revenue streams

2014-15 Progress Narrative
We went through some reorganization in this area that should provide the structure for future success.

517.01 Increase Go Norse Fund support to fund department priorities, capital projects and other programmatic needs through expanding our prospect pool at an annual fund and major gift level
517.02 Set goals for administrative staff in revenue generating areas
Leverage new Ticketmaster (Archtics) software to increase ticket sales by identifying new revenue sources to ensure financial stability and growth

Identify specific priorities, along with Learfield, for revenue generating opportunities

Maximize revenue generating opportunities through our association with the Horizon League

Maximize revenue through our association with the National Collegiate Athletic Association (NCAA)

Responsibly provide and manage the resources necessary to meet the goals of the NKU athletics program while maintaining fiscal stability

Begin in 2014-15

While we manage our resources responsibly, the move from the ASUN to the Horizon League made us re-evaluate the needs for our programs. We will be researching those needs throughout our first year in the League.

Implement three-year budget projections that maintain fiscal stability and reflect both annual and long-term departmental goals

Increase athletics department revenues to align with three-year annual budget projections

Exercise stewardship of departmental expenses to achieve efficiency and effectiveness

Begin in 2014-15

We do an excellent job managing our expenses to achieve efficiency and effectiveness. Our move to the Horizon League will require us to shift funding as we grow more accustomed to our needs in the new League.

Establish procedures to achieve high-quality stewardship of departmental expenses

Be transparent in methods of reporting financial data

Student-Athlete Well-Being

Provide the necessary resources and support for student-athletes to reach their potential physically and mentally.

Promote and support the health and well-being of all student-athletes

Begin in 2014-15

We spent a great deal of time evaluating this area during the NCAA IPP process and feel very good about the resources we provide.

Provide access to comprehensive medical and counseling services for student-athletes

Expand educational programs and services in nutrition and personal health
501.03 Provide healthy and safe practice, competition and travel environments

501.04 Support the academic and personal well-being of student-athletes through sports scheduling

501.05 Provide equitable access to strength training facilities

501.06 Review all healthcare and safety policies each year

502 **Provide tools that support student-athletes’ preparation for leadership and career success**

2014-15 Progress Narrative

Opportunities are provided throughout the year through our SAAC and leadership programs. They are provided once per semester.

502.01 Enhance our delivery of life skills programs

502.02 Develop a career planning process

502.03 Expand collaboration with campus through increased involvement with the campus career center and mentoring programs

502.04 Implement faculty mentor program

503 **Make NKU Athletics a welcoming and supporting environment for all student-athletes**

2014-15 Progress Narrative

Did a good review during our NCAA IPP process.

503.01 Distribute, analyze and act on data from annual student-athlete questionnaire results

503.02 Conduct yearly review of gender and diversity plans with Athletic Council

503.03 Ensure Student-Athlete Advisory Council (SAAC) is comfortable in expressing the needs of our most important voice – our student-athletes

504 **Provide a safe environment free from harassment and discrimination**

2014-15 Progress Narrative

Good review done during our NCAA IPP Process.

504.01 Foster relationships with other campus offices to assist with retention and recruitment of minority student-athletes and staff

504.02 Work with university faculty and staff to identify and develop mentoring opportunities

504.03 Develop leadership roles within SAAC and other committee opportunities that promote inclusiveness

504.04 Support University violence protection and harassment initiatives (Green Dot)