

## Athletics, Recreation and Wellness

### Student Affairs

### Administrative Unit Assessment

FY 19 (July 2018-July 2019)

### Department and Assessment Report Information

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For which department or area are you reporting?	Athletics, Recreation and Wellness
What is the name and MGA email address of the person responsible for this report?	Chip Smith chip.smith@mga.edu

### Departmental Mission and Goals

The mission and goals of the department should be consistent over a 5 year period, although some institutional changes may necessitate and prompt a change in mission or goals for specific departments. In this section, you will report the mission statement for your department as well as the long term goals (5 year range) for the department.

<b>What is the mission statement for this department/area? Your mission should explain why the department/area exists and who it serves.</b>	<p>The Department of Athletics, Recreation, and Wellness have common goals of promoting healthy lifestyles, teaching the importance of education and life-long physical activity, and encouraging community. This assessment provides goals and objectives toward these common objectives from separate perspectives.</p> <p>The mission of Athletics is to provide opportunities for students to achieve athletic and academic excellence, experience personal growth and learn the value of leadership.</p> <p>Student Recreation will provide world class facilities and programs that maintain or improve our student's health and wellness by encouraging physical activities that help to teach healthy lifestyles.</p>
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<b>What are the goals for this department? These should be the "big things" the department/area intends to accomplish within 5 years.</b>	<p>ATHLETICS</p> <ul style="list-style-type: none"><li>• Increase student attendance at all campus athletic events each year of the five year period.</li><li>• Meet or exceed a graduation rate of 50%, based on the number of student-athletes in the cohort entering the institution five years earlier.</li><li>• Consistently earn Gold Level recognition in the NAIA Champions of Character program.</li></ul>
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- Support 50% of the scholarship budget from revenue sources external to the University.
- Fully fund the salaries of assistant coaches to the level of our peer group.

RECREATION

- To engage students through diverse opportunities for fitness, recreation, and wellness.
- To develop collaborative partnerships on campus and off campus.
- To provide opportunities for developing leadership skills through participation in group fitness, intramural sports, and clubs.
- To promote opportunities for civic engagement and service learning for club sports.

## Objectives

Each year, every department should identify objectives the department hopes to accomplish in the next year. These should align with departmental goals and the MGA strategic plan. In the next section you will be reporting on the objectives you set and whether or not you achieved them in FY19. Later in the document you will report on objectives you hope to accomplish in the coming fiscal year, FY20.

### Objective 1

<b>Objective 1: What was this department's first objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Improve student-athlete involvement in Experiential Learning at the Bronze Level.
<b>Objective 1: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Number of participants who completed specific levels.
<b>Objective 1: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	* 80 % of student-athletes
<b>Objective 1: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Approximately 44%
<b>Objective 1: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 1: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	Better understanding of the goal and more stringent monitoring of progress are keys to the meet this goal.

## Objective 2

<b>Objective 2: What was this department's second objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	Collect student attendance data at campus athletic events for future assessment plans.
<b>Objective 2: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	Counting the number of students who attended.
<b>Objective 2: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	* Take head count for at least 25% of athletic events.
<b>Objective 2: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	Less than 25% of events were monitored.
<b>Objective 2: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 2: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	*Manual counts are difficult, time-consuming and inaccurate, due in large part to the fact that there are multiple points of entry at some venues. We have taken steps to solve this at the baseball stadium. Until we can make facilities changes, accurate student attendance counts may not be possible.

### Objective 3

<b>Objective 3: What was this department's third objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	*Increase the five-year graduation rate for student-athletes.
<b>Objective 3: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	*Percentage of student-athletes who graduated within five years of matriculation to MGA.
<b>Objective 3: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	* No less than 25%.
<b>Objective 3: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	19.5%.
<b>Objective 3: Did your department meet this objective?</b>	The department did not meet this objective.
<b>Objective 3: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	This is a significant and complex goal to achieve. The attainment of this goal depends on institutional dynamics in addition to athletic primacy. We will continue to emphasis graduation while pursuing support from other university entities.

**Objective 4**

<b>Objective 4: What was this department's fourth objective for this fiscal year? Objectives should be specific, measurable, and achievable within one year.</b>	* Work closely with the MGA Foundation to increase external revenue.
<b>Objective 4: How did your department measure this objective? (Survey, budget number, number of participants, jobs completed, measurable time and/or effort)</b>	*Revenues designated for the support of Athletics as reported by the annual MGA Foundation audit report, available from the MGA Foundation Office.
<b>Objective 4: What was your target outcome for this objective? (i.e. 80% participation, 5% enrollment growth, 7% change in engagement)</b>	*\$100,000
<b>Objective 4: At what level did the department/area achieve on this objective? (This should be a number, i.e. 82%, 6%, 345 attendees, 75% engagement)</b>	* \$155,000
<b>Objective 4: Did your department meet this objective?</b>	The department exceeded this objective.
<b>Objective 4: What did your department learn from working toward this objective? What changes will you make based on this effort next year?</b>	The growth of external revenue is both essential for the growth of athletics and is progressive rather than immediate.

## Future Plans

<p><b>Please identify at least four measurable objectives for the next fiscal year. In listing the objectives, please use the format shown in these examples.1) The Department of X will improve services levels by 5% as measured by our satisfaction survey. 2) The department to X will provide training in ABC for at least 73 MGA faculty and staff.</b></p>	<ol style="list-style-type: none"><li>1. The Department of Athletics will livestream at least 50% of its home athletic contests on a YouTube/subscription/PPV basis.</li><li>2. The composite grade point average for all student-athletes will be 2.9 or better.</li><li>3. There will be a departmental retention rate of at least 20%, based on year-to-year NAIA squad list data.</li><li>4. Recreation and Wellness will increase the number of students participating in programming in intramurals, group fitness, outdoor recreation trips, and health and wellness events by a total of 10%.</li><li>5. Recreation and Wellness will achieve a 70% satisfaction rating on recreation facilities and programming via survey results of all patrons.</li></ol>
<p><b>Based on this assessment, please share your thoughts on the current status and future direction of this department or area.</b></p>	<p>Athletics, Recreation and Wellness offers many activities for students, faculty, staff, and paid community members to participate in multiple opportunities which allow learning of enjoyable activities promoting a healthy lifestyle.</p> <p>In regard to Recreation and Wellness, a lack of staffing creates a difficulty in expansion of some programs but a new staff member in Macon who is focused on activities for intramurals, outdoor recreation, and events will help increase the numbers. Expanded offerings will continue to be added over the next year and help the department reach more students to drive the mission of offering patrons, specifically students, new opportunities to participate in recreational and wellness activities. Staff members continue to monitor trends in college recreation and intramurals through participation in local (Georgia Recreation Sports Association) and national (National Intramural and Recreational Sports Association) organizations. Staff members collaborate with other departments and each other to continually offer opportunities to students, faculty, staff, and community members to find a method of recreating themselves through activity in the department.</p>

	<p>The Department of Athletics continues to transition from a two-year to a four-year program. There remains a misunderstanding among many external constituents as to the purpose and mission of MGA Athletics. As part of a four-year degree-granting university, it is obligatory that the expectations for student-athletes be to remain at university and graduate, and this be shared and encouraged by staff, and coaches. Emphasis on retention and graduation rates will remain a priority.</p> <p>The increase in enrollment and the growth of external revenues have provided stability to athletic budgets and, just as importantly, the internal perception of our athletic future. The attitude and outlook of the athletic staff are decidedly more positive than two years ago. We have seen improved performance in athletic competition this year, and the continued success of our student-athletes in the classroom. As these trends continue, MGA Athletics will continue to fulfill its role as a valuable component of the university.</p>
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