

# *Board of Trustees Meeting Focus Discussion*

*May 2, 2008*

# *Athletics Overview*

*Mr. Kenneth Godfrey*

*Special Assistant to the President / Athletic Director*



# *Intercollegiate Athletics and Recreational Sports*

# *Mission Statement*

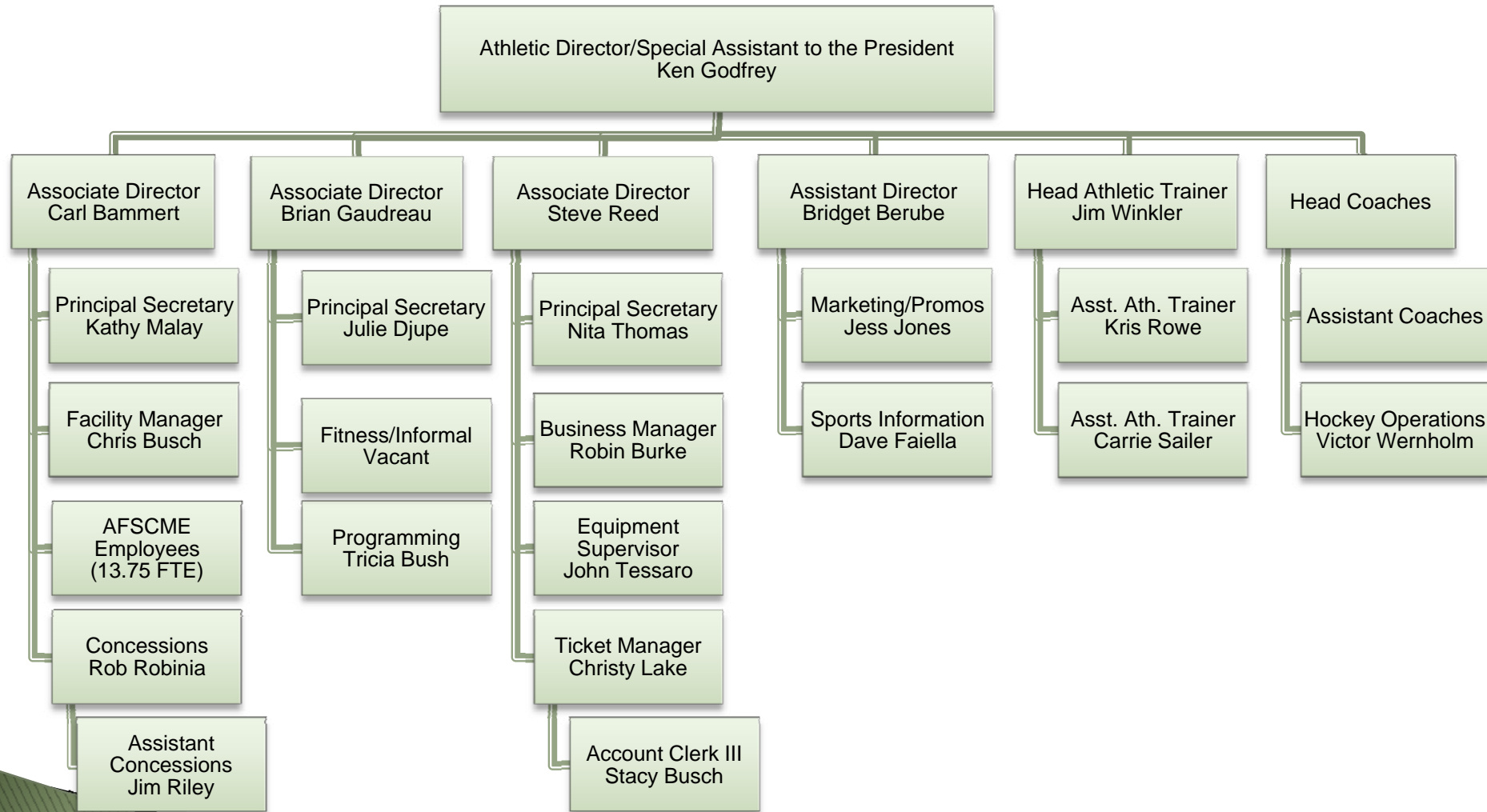
- ▶ *Intercollegiate Athletics and Recreational Sports, by providing quality athletic and recreational sports opportunities, shares in the university academic mission by creating and maintaining an environment that promotes academic achievement, collegiate spirit and tradition, interpersonal growth, social development, lifetime leisure skills and a life long connection with NMU.*



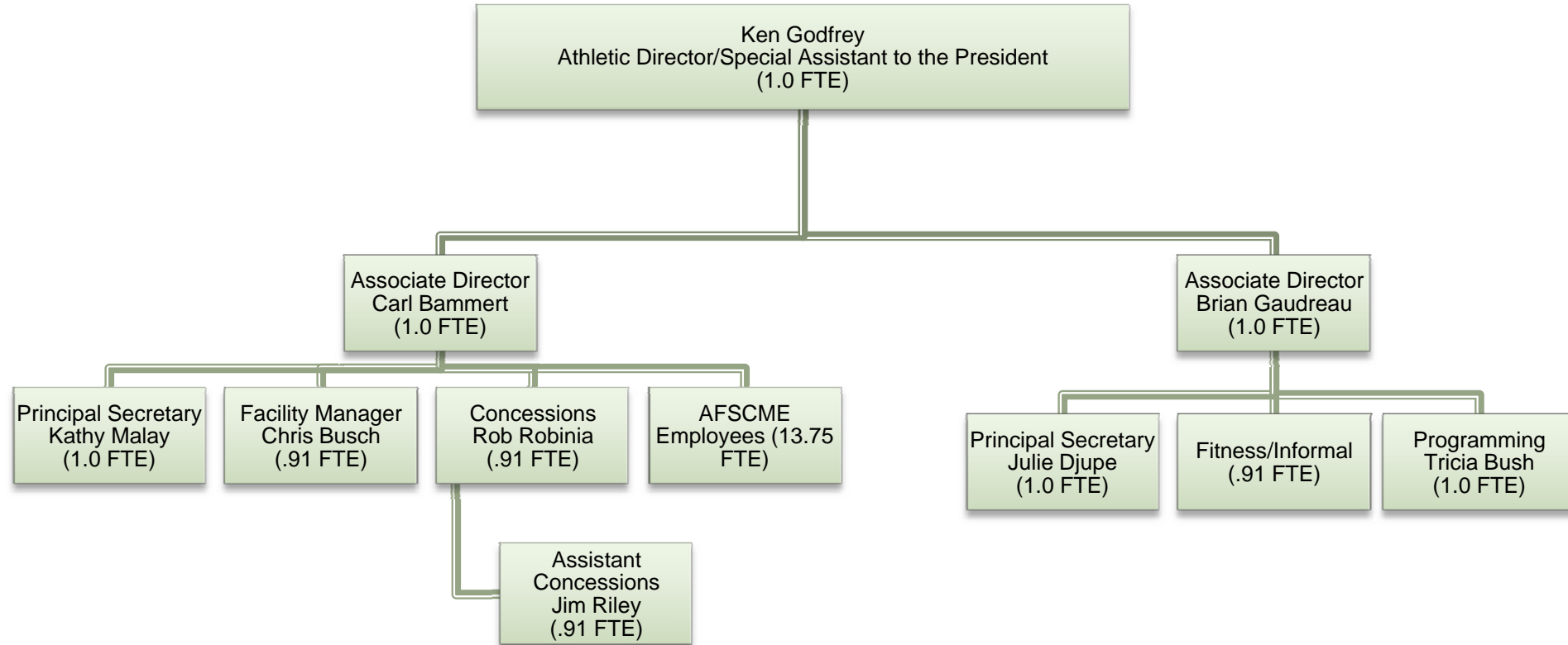
# *Organizational Charts*

- ▶ Intercollegiate Athletics and Recreational Sports
- ▶ Recreational Sports
- ▶ Intercollegiate Athletics
- ▶ United States Olympic Education Center

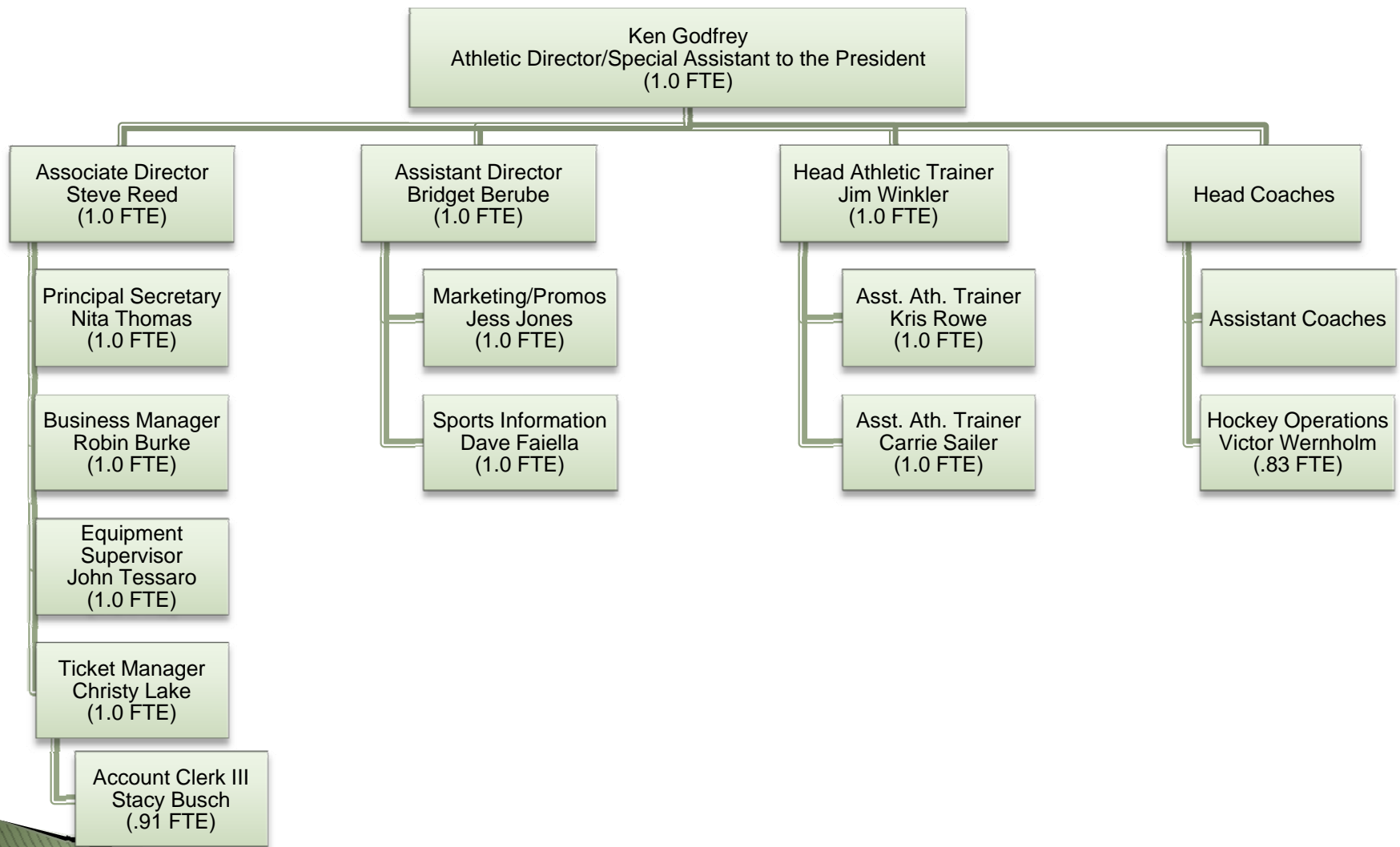
# *Intercollegiate Athletics and Recreational Sports*



# *Recreational Sports*

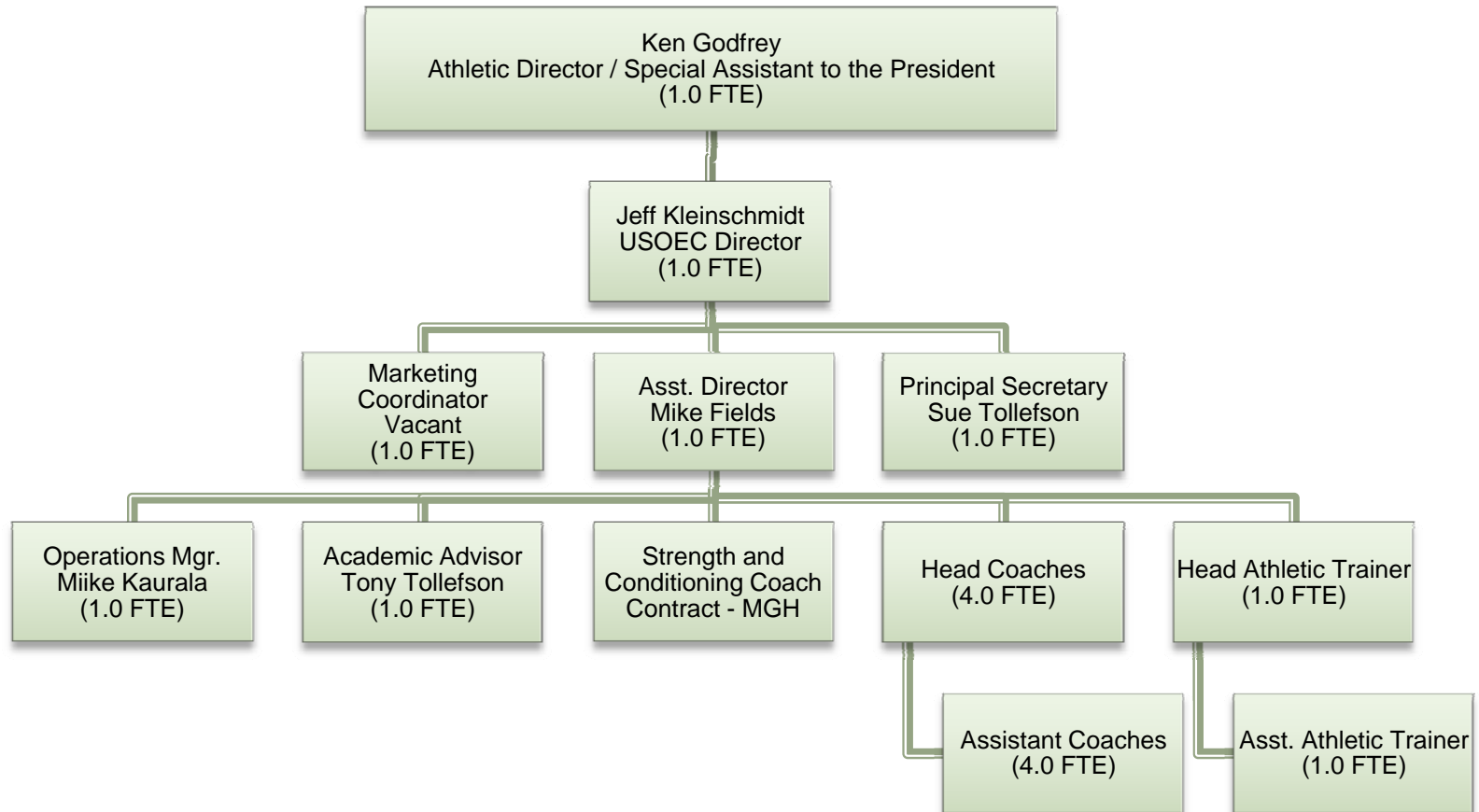


# *Intercollegiate Athletics*





# *United States Olympic Education Center*



# *Recreational Sports Complex*

- ▶ Facilities
  - Superior Dome
  - Berry Events Center
  - Physical Education Instructional Facility
- ▶ Revenue generated - \$880,000
- ▶ Variety of campus/community uses



# *Superior Dome*

- ▶ Over 200,000 people through the doors in 2007-08
- ▶ Home to the NMU football, soccer, and track/field teams
- ▶ Home to the USOEC
- ▶ Hosted 40 special events
- ▶ Intramural Sports use
- ▶ Club Sports use
- ▶ Recreation use – walking, jogging, and tennis
- ▶ HPER Department classes
- ▶ Military Science activities



# *Berry Events Center*

- ▶ Home to the NMU hockey and basketball teams
- ▶ Home to the USOEC speed skating team
- ▶ Hosted 37 special events
- ▶ Recreation use – hockey, figure skating and skating socials
- ▶ HPER Department classes
- ▶ Concerts and speakers





# *Physical Education Instructional Facility*

- ▶ Home to the NMU volleyball, swimming and diving teams
- ▶ Hosted 25 special events
- ▶ Home to the HPER Department
- ▶ Recreation Program use
- ▶ HPER Department classes



# *Recreational Sports Programs*

- ▶ Various programs
- ▶ Revenue generated - \$885,000
- ▶ Supports student recruitment and retention
- ▶ Important leisure resource for the university and local communities



# *Informal Recreation*

- ▶ 5,240 – Student Recreation Members
- ▶ 681 – Faculty/Staff Recreation Members
- ▶ 557 – Community Recreation Members
- ▶ 237,690 – Total Member use
- ▶ 20,118 – Total PEIF Pool use





# *Outdoor Recreation*

- ▶ Equipment for every outdoor season
- ▶ Outdoor adventure trips and programs
- ▶ 5,000 climbers on the Boreal Boulder





# *Youth and Family*

## Summer Athletic Camps

- ▶ 12 summer sport camps
- ▶ Camps offered for hockey, football, basketball, volleyball, soccer, swimming, track and field, and cross country
- ▶ 818 youth participants



## Wildcat Kid's Day Camp

- ▶ Spring and summer camps offered
- ▶ 13 themed weeks of fun
- ▶ 595 youth participants
- ▶ Rotary supported camp scholarships



# *Recreation Programs*

- ▶ U.P. caring for youth diabetes camp partner
- ▶ Marquette Aquatic Swim Team
- ▶ Girl Scout Winterfest overnight program
- ▶ Kid's and family climb Friday nights
- ▶ American Red Cross swim lesson program



# *Sports Clubs*

- ▶ 14 sports clubs
  - 6 men's
  - 6 women's
  - 2 co-ed
- ▶ 330 participants
  - 159 male
  - 171 female
- ▶ Season accomplishments
  - Alpine skiing qualified 6 men and 1 woman for the USCSA Nationals
  - Women's club hockey ended the season ranked 11<sup>th</sup> in the nation
  - Women's club hockey qualified for the ACHA National Tournament





# *Group Fitness*

- ▶ 8,936 participants annually
- ▶ 400 participants each week
- ▶ 26 fitness class per week
- ▶ Specialty fitness classes and services
- ▶ Personal training
- ▶ Most popular classes
  - Pilates
  - Power Yoga
  - Zumba
  - Spinning





# *Intramural Sports*

- ▶ 18 competitive sports activities
- ▶ 4157 students participated in their sport of choice 18,125 times
- ▶ Most popular sports
  - Flag football – 648
  - Volleyball – 633
  - Ultimate frisbee – 373



# *Student Employment*

- ▶ 250 students
- ▶ Student employee wages - \$509,000 annually
- ▶ Variety of positions department-wide
  - Lifeguard
  - Secretaries
  - Facility supervisors
  - Event Managers
  - I.M. Sport Officials
  - Ticketing supervisors
  - Climbing wall facilitators
  - Group fitness instructors
  - Personal trainers
  - Swim instructors
  - Graphic artists
  - I.D. checkers
  - Ushers
  - Score keepers
  - Ticket takers
- ▶ Benefits of work experience
  - Valuable work experience
  - Meaningful leadership opportunities and experience
  - Purposeful on-going training



# *Student Internships*

- ▶ Provide students with important resume-building experience
- ▶ Connect the classroom to real life work experiences
- ▶ Current opportunities:
  - Business
  - Public relations
  - Outdoor recreation
  - Sports entertainment
  - Sports information
  - Marketing and promotions
  - Graphic design
  - Event and facility management
  - Fitness and health promotion
  - Athletic training



# *Athletics*

- ▶ National Collegiate Athletic Association Division II Institution
- ▶ Division I Ice Hockey





# *Current Sports*

## Men's

- ▶ Basketball
- ▶ Football
- ▶ Golf
- ▶ Hockey
- ▶ Nordic Skiing

## Women's

- ▶ Basketball
- ▶ Cross Country
- ▶ Indoor Track and Field
- ▶ Nordic Skiing
- ▶ Outdoor Track and Field
- ▶ Soccer
- ▶ Swimming and Diving
- ▶ Volleyball

# Conference Affiliations

## Central Collegiate Hockey Association

- ▶ Member institutions
  - Alaska
  - Bowling Green
  - Ferris State
  - Lake Superior State
  - Miami
  - Michigan
  - Michigan State
  - Nebraska-Omaha
  - Notre Dame
  - Ohio State
  - Western Michigan



## Great Lakes Intercollegiate Athletic Conference

- ▶ Member institutions
  - Ashland (Ohio)
  - Ferris State
  - Findlay (Ohio)
  - Grand Valley
  - Hillsdale
  - Indianapolis
  - Lake Superior State
  - Michigan Tech
  - Northwood
  - Saginaw Valley
  - Tiffin
  - Wayne State



## Central Collegiate Ski Association

- ▶ Member institutions
  - Alaska-Fairbanks
  - Saint Benedict
  - Saint Scholastica
  - Gustavus
  - Michigan Tech
  - Northland College
  - St. Cloud State
  - St. John's
  - St. Olaf
  - Wisconsin-Green Bay



# *Participation*

Athletics		
Gender	Number of Participants	Gender Percentage
Male	162	45.76 %
Female	192	54.24 %
Total	354	

Student Body		
Gender	Number of Students	Gender Percentage
Male	4,407	47.09%
Female	4,951	52.91%
Total	9,358	

# *Dean's List*

Athletics		
Semester	# of Athletes on Dean's List	% of Athletes on Dean's List
Winter 2007	130	39.27%
Fall 2007	153	43.22%

Student Body		
Semester	# of Students on Dean's List*	% of Students on Dean's List**
Winter 2007	2,353	33.61%
Fall 2007	2,428	31.71%

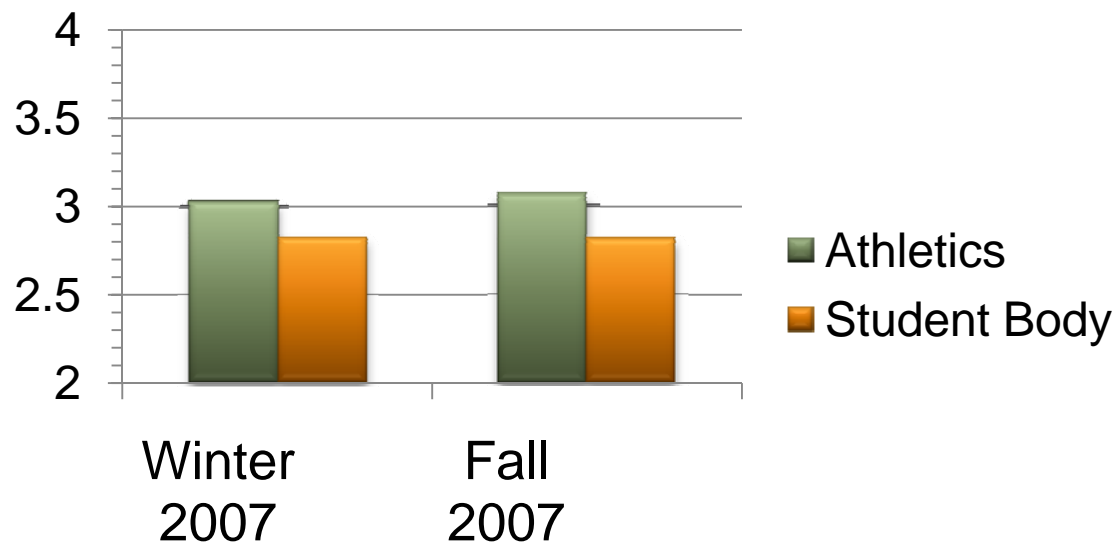
\*Based on deans list published as of 4/9/2008 on the nmu.edu website

\*\*Based on full-time undergraduate counts as of 4/9/2008 on the institutional research website (W07 7000 and F07 7657)



# *Cumulative GPA*

Semester	Athletics	Student Body
Winter 2007	3.03	2.83
Fall 2007	3.07	2.82



# *Academic Credit Load*

Semester	Total Credit Hours by Athletes	Average Credit Hours per Athlete
Fall 2007	4,972.50	14.05
Winter 2008	4,645.50	14.79

## Team Stats – Fall 2007

Team	Cum GPA	F07 GPA	Participants	# on Deans List	% on Deans List
Basketball, Men's	2.57	2.39	14	4	28.57
Football	2.59	2.47	103	20	19.42
Golf	2.62	2.66	8	2	35.00
Hockey	3.07	2.97	28	10	35.71
Nordic Skiing, Men's	3.54	3.47	9	7	77.78
<b>Men's Overall</b>	<b>2.88</b>	<b>2.79</b>	<b>162</b>	<b>43</b>	<b>26.54</b>
Basketball, Women's	3.01	3.13	14	7	50.00
Cross Country	3.36	3.44	26	19	73.08
Indoor Track and Field	3.09	3.19	41	21	51.22
Nordic Skiing, Women's	3.51	3.67	9	6	66.67
Outdoor Track and Field	3.09	3.21	42	22	52.38
Soccer	3.08	3.06	25	13	52.00
Swimming and Diving	2.96	2.73	18	8	44.44
Volleyball	3.40	3.48	17	14	82.35
<b>Women's Overall</b>	<b>3.19</b>	<b>3.24</b>	<b>192</b>	<b>110</b>	<b>57.29</b>
<b>Overall</b>	<b>3.07</b>	<b>3.07</b>	<b>354</b>	<b>153</b>	<b>43.22</b>

# Scholarships

Team	NCAA Limit	NMU Limit	Participants	Scholarship/ Athlete
Basketball, Men's	10	10	14	.71
Football	36	34	103	.33
Golf	3.6	1.5	8	.19
Hockey	18	18	28	.64
Nordic Skiing, Men's	6.3	3	9	.33
<b>Overall Men's</b>	<b>73.9</b>	<b>66.5</b>	<b>162</b>	<b>.41</b>
Basketball, Women's	10	10	14	.71
Cross Country	4.2	4.2	26	.16
Indoor Track and Field	4.2	4.2	41	.10
Nordic Skiing, Women's	6.3	6.3	9	.70
Outdoor Track and Field	4.2	4.2	42	.10
Soccer	9.9	9.9	25	.40
Swimming and Diving	8.1	8.1	18	.45
Volleyball	8	8	17	.47
<b>Overall Women's</b>	<b>54.9</b>	<b>54.9</b>	<b>192</b>	<b>.29</b>
<b>Overall</b>	<b>128.8</b>	<b>121.4</b>	<b>354</b>	<b>.34</b>



# *Title IX*

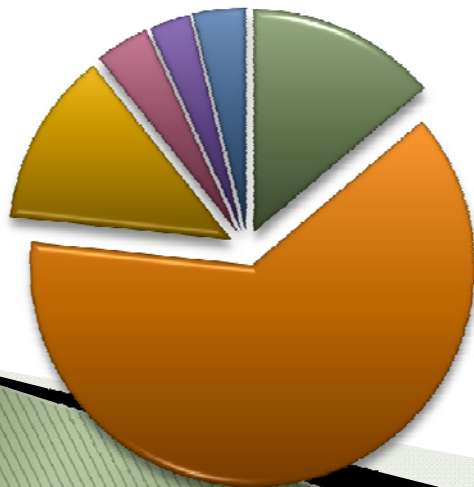
- ▶ Overall - doing very well
- ▶ Issues
  - Dedicated locker room space – cross country, men's and women's skiing, indoor and outdoor track and field
- ▶ Addressing these issues

# *Supplemental Funding - Athletics*

Donor Clubs	\$145,000
Ticket Sales	\$420,000
Endowed Scholarships	\$20,000
Student Athletic Fee	\$460,000
Sponsorships, advertising, etc.	\$130,000
Misc. Fundraising	\$85,000
<b>Total</b>	<b>\$1,260,000</b>

# *Revenue Sources*

Revenue Sources	Dollar Amounts
Student Athletic Fee (including bad debts)	\$461,718
General Fund Support	\$2,099,262
Ticket Revenue	\$423,472
Advertising & Promotions	\$131,363
Miscellaneous fundraising	\$100,832
Donor Clubs	\$124,186
<b>Total</b>	<b>\$3,340,883</b>



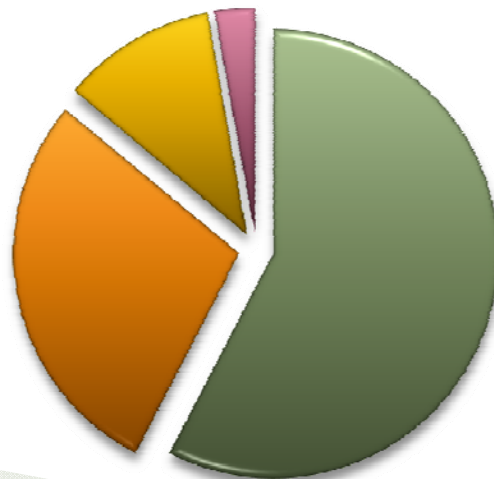
**Revenue Sources**

- Student Athletic Fee (including bad debts)
- General Fund Support
- Ticket Revenue
- Advertising & Promotions
- Miscellaneous fundraising
- Donor Clubs

# *Expenses*

Expense Information	Dollar Amounts
Salaries (Established Labor)	\$1,924,661
Operating	\$950,234
Travel	\$371,762
Recruiting	\$94,127
<b>Total</b>	<b>\$3,340,784</b>

**Expenses**



- Salaries (Established Labor)
- Operating
- Travel
- Recruiting



# *Points to Remember*

## ► Facilities

- Hosted 102 Events involving 150 days
- Generated \$880,000 in revenue (rental, concessions, advertising)
- Facilities of choice for major Upper Peninsula Events
- Economic boost for the local area
- Among the top facilities in the country for Division II athletics

# *Points to Remember (continued)*

- ▶ Recreation
  - Generated \$885,000 in revenue (memberships, guest passes, programming)
  - Campus recreation opportunities and student employment experiences enhance and support student recruitment and retention

# *Points to Remember (continued)*

## ► Athletics

- Mission statement relates clearly to the mission of NMU
- Stresses the educational objectives and academic progress of student-athletes
- Supports equitable opportunity for all student-athletes and staff
- Student-athlete welfare is a high priority
- Commitment to the principles of sportsmanship, ethical conduct, rules compliance and amateurism as defined by the NCAA
- Community involvement and service by our student-athletes is great
- Events have a significant economic impact

# *Intercollegiate Athletics and Recreational Sports*

- ▶ 56 FTE employees
  - Custodians, secretaries, coaches, administrators, etc.
- ▶ 250 student employees
- ▶ 354 student-athletes
- ▶ 3 million dollars generated
- ▶ Contributions to the community
  - Engage community in many different ways
  - Tremendous economic impact
  - Provide opportunity for the community to use facilities and participate in programs that enhance their lives
- ▶ NMU students contribute greatly to the operation and services provided by the department
- ▶ Home athletic events are video streamed and internet broadcast worldwide

# *NCAA Community Engagement National Award*

- ▶ [http://www.ncaa.org/wps/portal/newsdetail?WCM\\_GLOBAL\\_CONTEXT=/wps/wcm/connect/NCAA/NCAA+News/NCAA+News+Online/2008/Division+II/Community-engagement+winners+announced+--+04-16-08+NCAA+News](http://www.ncaa.org/wps/portal/newsdetail?WCM_GLOBAL_CONTEXT=/wps/wcm/connect/NCAA/NCAA+News/NCAA+News+Online/2008/Division+II/Community-engagement+winners+announced+--+04-16-08+NCAA+News)



# *NMU's Community College Role*

*Dr. Les Wong, President*

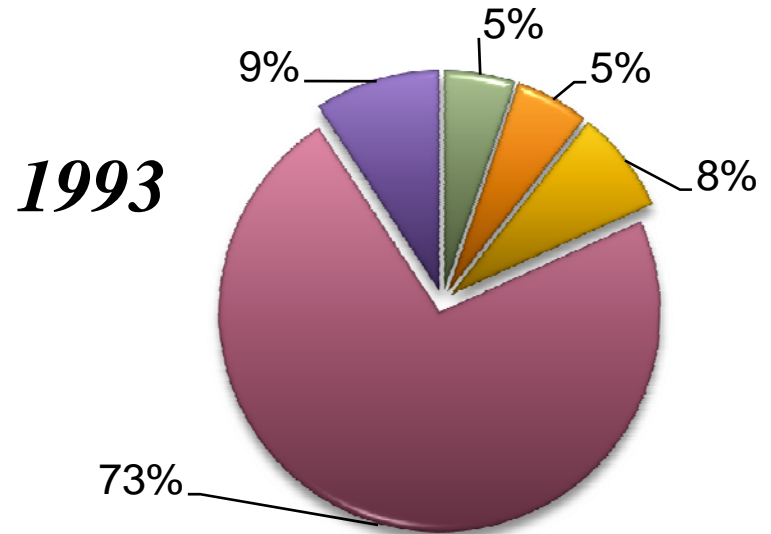
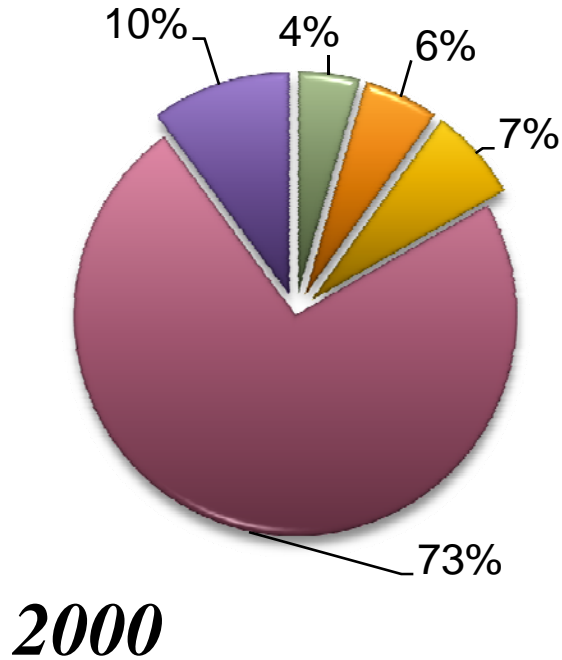
*Dr. Susan Koch, Provost and Vice President for Academic Affairs*

# *Collaboration*

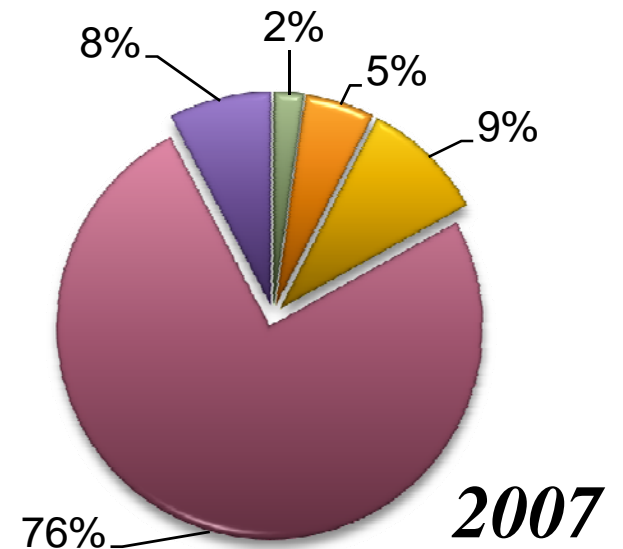
- ▶ Collaboration with local/regional industry and business is an integral part of the community college function
  - Marquette General Hospital
  - Cleveland-Cliffs, Inc.
  - Regional Skill Alliances
  - Pioneer Surgical
  - Lake Superior Community Partnership
  - Marquette Board of Light and Power



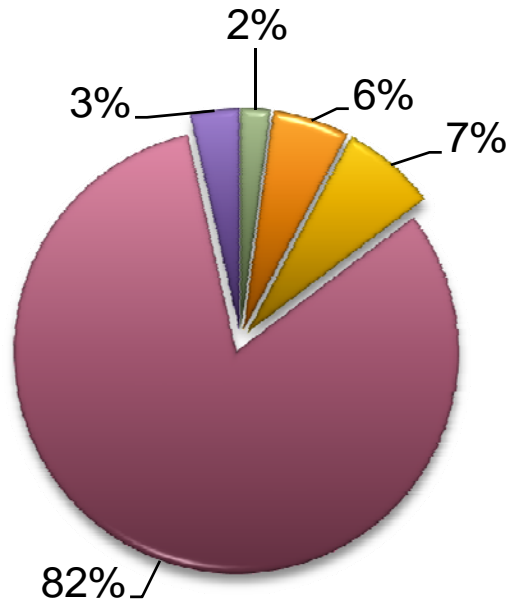
# Headcount Level by Program



- Undergrad Nondegree
- Vocational / Certificate / Diploma
- Associate
- Baccalaureate
- Graduate



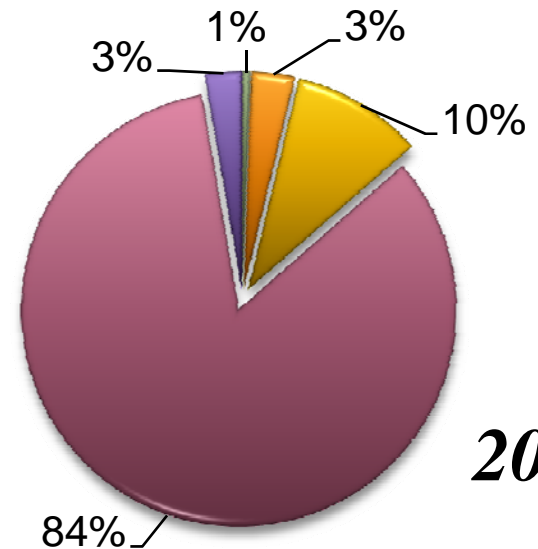
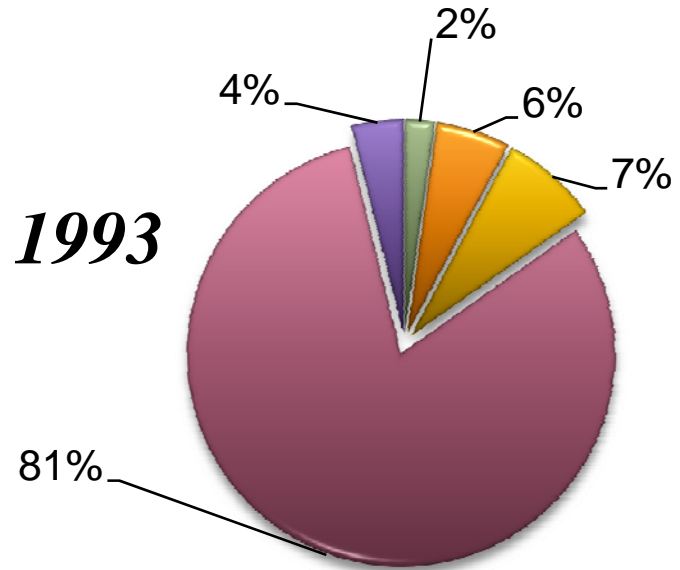
# *Credit Hours by Level of Program*



**2000**

- Undergraduate Nondegree
- Vocational / Certificate / Diploma
- Associate
- Baccalaureate
- Graduate

**1993**



**2007**

# *Certificate Programs*

Program	Enrollment
Pre-Practical Nursing and Practical Nursing	99
Cosmetology	52
Heating and Air Conditioning / Refrigeration	27





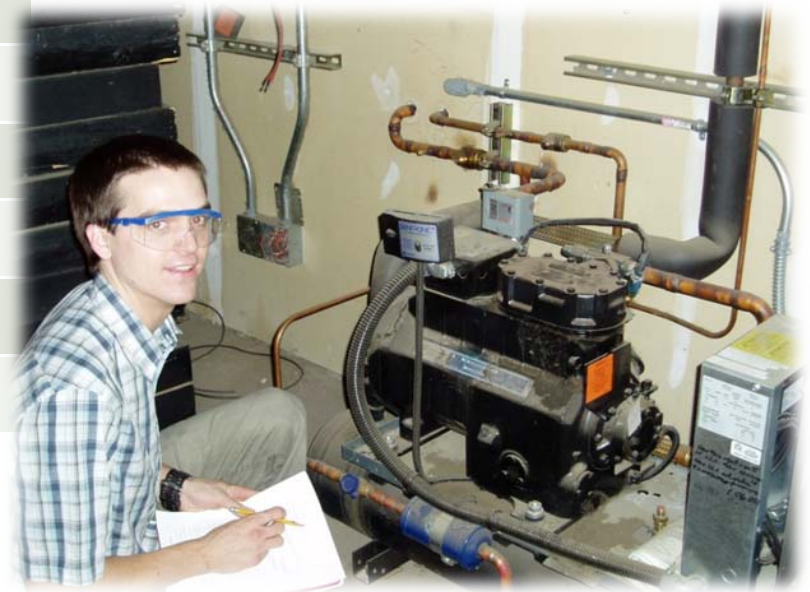
# *Vocational Programs*

Program	Enrollment
Advanced Law Enforcement	194
Electrical Line Technician	27
Collision Repair Technology	12



# *Associate Degree Programs*

Program	Enrollment
Industrial Maintenance	56
General Business	46
Criminal Justice	43
Clinical Lab Technician	40
Applied Child Development	38
Food Service Management	35
Surgical Technology	32
Automotive Service Technology	30
Health Information Processing	29
Building Technology	28



# *NMU Non-Credit Programs*

- ▶ In 2007, the School of Technology and Applied Sciences hosted 550 workers from more than 30 companies for 10,314 training hours
- ▶ NMU coordinates training at the Jacobetti Center for more than 1,600 Cleveland-Cliffs Mining employees each year, including factor testing and Mining Safety and Health Administration training
- ▶ In collaboration with various groups, NMU provides a wide variety of continuing education, training, and educational enrichment opportunities for individuals throughout the U.P.



# *Road Map to 2015:*

- ▶ A specific Road Map for certificate, one-year, and two-year programs
  - New applied programs in computing and IT-related majors
  - A growing portfolio of corporate collaborations
  - Programs that take advantage of U.P. assets and demographics
  - Increased collaboration with local communities, development groups, and others to enhance community and economic development in the region





# *Challenges / Opportunities*

- ▶ How can this segment of the university be best organized and supported to serve the educational needs of students and the workforce needs of the region?
- ▶ What programs will best serve students and workforce needs in the next two years, next decade ... and beyond?
- ▶ How can students best be recruited for programs with high employment potential?
- ▶ How can students best be retained to program completion?
- ▶ How can programs best be structured to accommodate transfer students and students who wish to advance smoothly into 4-baccalaureate programs?

