

**SUNY Potsdam
Administrative Unit
Assessment Plan**

Administrative Unit: Athletics

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PURPOSE

Administrative Assessment is an ongoing process that allows a unit to evaluate and – where necessary – improve its programs, services and operations. Assessment is a systematic approach to demonstrate continuous improvement in programs, services and operations. This template is to be used when creating your assessment plan. Assessment plans should be measurable, meaningful and manageable.

UNIT MISSION STATEMENT

SUNY Potsdam is committed to providing and supporting high quality programs that are readily apparent to our students, alumni, faculty and staff, as well as members of our community. Our high-quality programs offer balanced opportunities for our student athletes allowing them to achieve their full potential in academics and athletics leading to success in both arenas. SUNY Potsdam is committed to adhering to such fundamental values as good sportsmanship, respect, fairness, honesty, and integrity in an equitable and diverse environment. All student athletes, coaches and spectators will demonstrate respect for one's opponents and the decisions and actions of game officials.

GOAL #1

Reminder: Generally speaking, goals should be grounded in the mission of the unit, be broad, and linked to the overall institutional priorities and goals. They should focus on strengthening and improving critical functions, services and processes and reflect the most important/urgent priorities of the unit.

Aid in the college's ongoing recruitment efforts on both the incoming and transfer side.

GOAL #1 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☒ Retention and Enrollment
- ☒ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☐ Strengthening Community Connections
- ☐ Diversity, Equity, Inclusion, & Belonging

Briefly describe the link between goal #1 and the institutional priority area(s) selected.

The recruitment efforts of the athletic department and its coaches is an integral piece of the college's enrollment efforts. Recruiting student-athletes to represent our athletic programs increases our overall enrollment numbers, thereby impacting our financial stability in a positive manner.

<p>GOAL #1 – DESIRED OUTCOMES AND OBJECTIVES</p> <p>Tip: Outcomes and objectives should be SMART... <u>S</u>pecific, <u>M</u>easurable, <u>A</u>chievable, <u>R</u>elevant, <u>T</u>ime-bound</p> <p>S: The athletic department should aim to represent at least 15 percent of each year’s incoming freshmen class. M: Can be measured with the assistance of the institutional effectiveness office at the end of each enrollment cycle. A: In Fall 2021, athletics represented 14.8 percent of the incoming freshmen class, so this target is achievable. R: Relevant to the college’s ongoing efforts to increase enrollment T: End of each recruitment cycle.</p>	
<p>GOAL #1 – ASSESSMENT METHODS, MEASURES, AND TARGETS</p> <p>Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.</p> <p>At the end of each recruitment cycle, we will ask institutional effectiveness to provide us with data related to enrollment numbers to ensure that our department is hitting it’s targets. This quantitative data will help us to assess whether we are reaching or goal or not.</p>	
<p>GOAL #2</p> <p>Retain at least 85 percent of eligible-to-return student athletes. (Those who are not graduating)</p>	

<p>GOAL #2 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO? (Select all that apply)</p> <p><input checked="" type="checkbox"/> Retention and Enrollment <input checked="" type="checkbox"/> Financial Stability and Analysis <input type="checkbox"/> Academic Programs and Planning <input type="checkbox"/> Strengthening Community Connections <input type="checkbox"/> Diversity, Equity, Inclusion, and Belonging</p>	<p>Briefly describe the link between goal #2 and institutional priority area(s) selected.</p> <p>The athletic department will aim to retain 85 percent of eligible-to-return student-athletes from year to year. Retaining students is equally-if not more-important as recruiting new ones. This will also help to strengthen our financial position.</p>
<p>GOAL #2 – DESIRED OUTCOMES AND OBJECTIVES</p> <p>Tip: Outcomes and objectives should be SMART... <u>S</u>pecific, <u>M</u>easurable, <u>A</u>chievable, <u>R</u>elevant, <u>T</u>ime-bound</p> <p><i>S: A goal of 85 percent retention rate is specific. Retaining 85 percent of our student-athletes will assist in alleviating the college’s financial difficulty concerns as a higher retention rate will likely result in more students on campus if we can increase the college’s new enrollment numbers, as is planned. Relative to this, a strong retention rate should result in and increase in our graduation rates.</i></p> <p><i>M: With the assistance of the institutional effectiveness office, this can be measure from year to year or semester to semester.</i></p> <p><i>A: Over the past three years, the athletic department has seen an 86 percent retention rate, therefore, a goal of 85 percent seems achievable, and is close to current success rates.</i></p> <p><i>R: One of the college’s main priorities is to increase retention rates. This serves that purpose.</i></p> <p><i>T: Can be measured year after year or semester by semester.</i></p>	
<p>GOAL #2 – ASSESSMENT METHODS, MEASURES, AND TARGETS</p> <p>Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.</p> <p>At the end of each semester or academic year, we will be able to assess our retention rates with the help of institutional effectiveness. As a benchmark (86 percent retention over the last three years has already been set, it will be relatively easy to assess if we are staying on track, falling behind, or exceeding our target numbers.</p> <p>Similarly, at the end of each four-year and six-year cycle, we will assess the graduation rates of the student-athlete cohort.</p>	

GOAL #3

Establish SUNY Potsdam's athletic department as an ever-present positive influence on campus and in the greater Potsdam community through coordinated community service efforts.

GOAL #3 - WHAT INSTITUTIONAL PRIORITY AREA(S) DOES THIS GOAL LINK TO?

(Select all that apply)

- ☐ Retention and Enrollment
- ☐ Financial Stability and Analysis
- ☐ Academic Programs and Planning
- ☒ Strengthening Community Connections
- ☒ Diversity, Equity, Inclusion, & Belonging

Briefly describe the link between goal #3 and institutional priority area(s) selected.

SUNY Potsdam teams and student-athletes will take part in coordinated community service efforts throughout the academic year. These will take place both on and off campus, and will include efforts such as community cleanups, monetary support of charitable causes and community reach out programs. This will strengthen the ties between our department and our community, and will foster a sense of belonging for our student-athletes.

GOAL #3 – DESIRED OUTCOMES AND OBJECTIVES

Tip: Outcomes and objectives should be SMART... Specific, Measurable, Achievable, Relevant, Time-bound

S- The athletic department will take part in no less than 10 community service projects per academic year, impacting the campus and the community as a whole. These community service should be aimed at as wide an audience (leaf raking for senior citizens, helping out with the snack pack program at local schools, assisting Renewal House in gathering much-needed items) as possible. Projects undertaken should produce real, tangible results for the cause selected.

M- As there is a target number (10 events per year) attached, this goal is measurable. A year end report will be provided to the director of athletics at the end of each academic year to ensure targets are being met.

A-The Student-Athlete Advisory Committee will be tasked with organizing and coordinating the projects. A concerted effort will make this goal more achievable.

R-Student-athletes will strengthen community connections and foster a sense of belonging by taking part in these projects. This will serve two separate institutional priority areas.

T- Projects must be completed by the end of each academic year.

GOAL #3 – ASSESSMENT METHODS, MEASURES, AND TARGETS

Reminder: These should be aligned with the objectives being assessed. Also, consider using a combination of direct and indirect measures. Be sure to include specific targets.

The student-athlete advisory committee (SAAC) meets each month, and at their monthly meetings, they will provide a report to the SAAC advisor and the director of athletics to ensure we are on track to meet our targets. Upon completion of individual projects, qualitative data will be collected from the beneficiary of the project to ensure student-athletes are invested, engaged and professional. Qualitative data will also be collected from student-athletes to assess whether a sense of belonging is being fostered thanks to participation in these projects. A year-end report will be provided to the director of athletics to ensure targets are being met.

The year-end report will also focus on how many different entities/causes were positively impacted by community service efforts, not just on the sheer amount of efforts undertaken. At least 3 different types of constituencies will benefit from our community service projects.