

**INTERCOLLEGIATE ATHLETICS AND RECREATIONAL SPORTS
ANNUAL PROGRAM REVIEW
04-05 MEASURES OF PERFORMANCE AND QUALITY**

2004-2005 ANNUAL OBJECTIVES AND OUTCOMES– Intercollegiate Athletics

1. Increase focus of athletics department on the academic success and retention of student-athletes. (Athletics Goal 1, 3, 6)
 - With funding from an NCAA Grant, an advising program was implemented for the academic year for scholarship student-athletes targeted as “At-Risk” based on their GPA. Program will continue in 05-06.
 - Coordinated study skills workshops with Student Learning Center for teams targeted at student-athletes.
2. Develop a program to identify and monitor student-athlete welfare issues. (Athletics Goal 1, 3, 6)
 - Working with the eligibility staff and Institutional Research, a tool to survey student-athletes regarding their experience was drafted. It is anticipated that a pilot test will be done at the conclusion of fall 2005 and if necessary again in spring 2006. Full programmatic implementation is projected for the 2006-2007 academic year.
3. Develop a five-year financial plan to address programmatic needs from outside funding sources (major equipment and scholarships) and resources (fundraising, advertising sales, special events). (Athletics Goal 1, 2, 3)
 - Equipment needs assessment was completed during spring 2005. Assessment will be compiled and priorities set during fall 2005.
 - Long-range planning for scholarship goals will be completed in conjunction with Advancement staff during fall 2005.
4. Increase “branding” of athletics and presence of program on campus and in community. (Athletics Goal 1, 6, 10)
 - Three publications of Wildcat Illustrated, circulation increased to include Oroville
 - Posters and pocket schedules were widely distributed throughout campus and community
 - 2000 “Wildcat Athletics” lapel pins were widely distributed throughout campus and community
 - Elementary Outreach program reached 18 Chico elementary schools

2005-2006 ANNUAL OBJECTIVES-Intercollegiate Athletics

1. Create a series of publications/events that celebrates the #3 finish in the Director's Cup. (Athletics Goal # 1, 3, 5, 10)
2. Pay off the Acker Seatback Loan (Athletics Goal #2, 8)
3. Hire a Development Officer. Create a strategic fundraising/advancement plan. (Athletics Goal #6, 8, 10)
4. Work with Alumni to develop one “Alumni Event” associated with a basketball road trip. (Athletics Goal #1, 5, 6, 10)
5. Finalize the student-athlete satisfaction survey. (Athletics Goal # 1, 2, 3, 4, 9)
6. Redesign the coaches evaluation to be more reflective of their current responsibilities. (Athletics Goal #1, 2, 3, 4, 9)