

**INTERCOLLEGIATE ATHLETICS AND RECREATIONAL SPORTS
ANNUAL PROGRAM REVIEW
2003-2004**

2003-2004 ANNUAL OBJECTIVES AND OUTCOMES – Intercollegiate Athletics

1. Finish in the top 30 in the National Collegiate Athletic Director's Cup Award.
Outcome: Goal accomplished! Intercollegiate Athletics achieved it's most successful athletic year in the history of the program, placing 5th in the nation in the Director's Cup. This included six CCAA Championships, NCAA Regional appearances by seven teams and one individual resulting in 5 NCAA West Regional Championships. Six teams competed for their respective national championship. Two programs finished second in the nation. Twenty-two student-athletes achieved All-American status.
2. Update and revise the Personnel Evaluation Document.
Outcome: Project underway. Process to date has included meeting with Human Resources to determine appropriate procedure for the review of coaching staff under the current bargaining contract. Coaches were reviewed using current format, written revision of personnel evaluation procedure is yet to be completed.
3. Complete revision of the Policy & Procedure Manual.
Outcome: Staff began work in revising the significantly outdated manual (last revision 1992). A first rough draft is being circulated.
4. Develop and implement a plan to inform boosters about their responsibilities relative to the NCAA rules.
Outcome: A draft of the plan was completed and circulated.
5. Develop a policy to monitor student-athlete welfare issues.
Outcome: Began to research a new method to determine student-athlete "satisfaction" with issues related to their participation in intercollegiate athletics. Plans to work with Institutional Research to develop a tool for implementation this year are underway.
6. Fundraise \$250,000 in athletic grant-in-aid dollars.
Outcome: Through a combination of annual giving, sport specific giving and special events, this goal was accomplished.
7. Publish three issues of "Wildcat Illustrated".
Outcome: Goal accomplished. The product was of high quality and very popular.
8. Implement a comprehensive athletics marketing, sales and promotional campaign.
Outcome: Goal accomplished. The campaign to "Put Some Cats in Your Life" included all forms of media.
9. Develop a five-year scholarship budget plan to begin endowing sports scholarship accounts.
Outcome: The plan was developed and approved. Implementation will begin this year.
10. Develop a Capital Development and Major Equipment replacement plan.
Outcome: Project deferred to 2004-2005.
11. Create a community outreach program involving student-athletes from all sports.
Outcome: Implemented the Wildcat Outreach elementary school outreach program. Coaches and student-athletes from varsity sports visited 19 local elementary schools which reached 6500

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elementary students. Implemented the "Wildcat Kid's Club", an athletics outreach program to encourage kids to attend athletic contests. The program had 50 members in the inaugural year.

12. Involve the Student Athlete Advisory Committee in department functions and campus activities. Outcome: SAAC representatives met monthly throughout the year. Chico State was represented at all conference meetings. SAAC was involved with the Scour and Devour and the Community Challenge events on campus. The SAAC students were active in the campaign against SB 193.

2004-2005 ANNUAL OBJECTIVES– Intercollegiate Athletics

1. Increase focus of athletics department on the academic success and retention of student-athletes. (Athletics Goal 1, 3, 6)
2. Develop a program to identify and monitor student-athlete welfare issues. (Athletics Goal 1, 3, 6)
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)
4. Increase "branding" of athletics and presence of program on campus and in community. (Athletics Goal 1, 6, 10)