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
United States Olympic Education Center

Ken Godfrey
Athletic Director / Special Assistant to the President
(1.0 FTE)

Jeff Kleinschmidt
USOEC Director
(1.0 FTE)

Marketing Coordinator
Vacant
(1.0 FTE)

Asst. Director
Mike Fields
(1.0 FTE)

Principal Secretary
Sue Tollefson
(1.0 FTE)

Operations Mgr.
Miike Kaurala
(1.0 FTE)

Academic Advisor
Tony Tollefson
(1.0 FTE)

Strength and Conditioning Coach
Contract - MGH

Head Coaches
(4.0 FTE)

Head Athletic Trainer
(1.0 FTE)

Assistant Coaches
(4.0 FTE)

Asst. Athletic Trainer
(1.0 FTE)
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

Northern Michigan University • Intercollegiate Athletics and Recreational Sports
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 11th 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
- Benefits of work experience
  - Valuable work experience
  - Meaningful leadership opportunities and experience
  - Purposeful on-going training

Northern Michigan University • Intercollegiate Athletics and Recreational Sports
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

Northern Michigan University • Intercollegiate Athletics and Recreational Sports
## Participation

### Athletics

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Participants</th>
<th>Gender Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>162</td>
<td>45.76 %</td>
</tr>
<tr>
<td>Female</td>
<td>192</td>
<td>54.24 %</td>
</tr>
<tr>
<td>Total</td>
<td>354</td>
<td></td>
</tr>
</tbody>
</table>

### Student Body

<table>
<thead>
<tr>
<th>Gender</th>
<th>Number of Students</th>
<th>Gender Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Male</td>
<td>4,407</td>
<td>47.09%</td>
</tr>
<tr>
<td>Female</td>
<td>4,951</td>
<td>52.91%</td>
</tr>
<tr>
<td>Total</td>
<td>9,358</td>
<td></td>
</tr>
</tbody>
</table>
## Dean’s List

### Athletics

<table>
<thead>
<tr>
<th>Semester</th>
<th># of Athletes on Dean’s List</th>
<th>% of Athletes on Dean’s List</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2007</td>
<td>130</td>
<td>39.27%</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>153</td>
<td>43.22%</td>
</tr>
</tbody>
</table>

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

### Student Body

<table>
<thead>
<tr>
<th>Semester</th>
<th># of Students on Dean’s List*</th>
<th>% of Students on Dean’s List**</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2007</td>
<td>2,353</td>
<td>33.61%</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>2,428</td>
<td>31.71%</td>
</tr>
</tbody>
</table>

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

<table>
<thead>
<tr>
<th>Semester</th>
<th>Athletics</th>
<th>Student Body</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2007</td>
<td>3.03</td>
<td>2.83</td>
</tr>
<tr>
<td>Fall 2007</td>
<td>3.07</td>
<td>2.82</td>
</tr>
</tbody>
</table>

![Bar chart showing the comparison of Athletics and Student Body GPA for Winter 2007 and Fall 2007](chart.png)

*Northern Michigan University • Intercollegiate Athletics and Recreational Sports*
# Academic Credit Load

<table>
<thead>
<tr>
<th>Semester</th>
<th>Total Credit Hours by Athletes</th>
<th>Average Credit Hours per Athlete</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fall 2007</td>
<td>4,972.50</td>
<td>14.05</td>
</tr>
<tr>
<td>Winter 2008</td>
<td>4,645.50</td>
<td>14.79</td>
</tr>
</tbody>
</table>
## Team Stats – Fall 2007

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

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

<table>
<thead>
<tr>
<th>Source</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Donor Clubs</td>
<td>$145,000</td>
</tr>
<tr>
<td>Ticket Sales</td>
<td>$420,000</td>
</tr>
<tr>
<td>Endowed Scholarships</td>
<td>$20,000</td>
</tr>
<tr>
<td>Student Athletic Fee</td>
<td>$460,000</td>
</tr>
<tr>
<td>Sponsorships, advertising, etc.</td>
<td>$130,000</td>
</tr>
<tr>
<td>Misc. Fundraising</td>
<td>$85,000</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$1,260,000</strong></td>
</tr>
</tbody>
</table>
# Revenue Sources

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

**Revenue Sources**

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

<table>
<thead>
<tr>
<th>Expense Information</th>
<th>Dollar Amounts</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries (Established Labor)</td>
<td>$1,924,661</td>
</tr>
<tr>
<td>Operating</td>
<td>$950,234</td>
</tr>
<tr>
<td>Travel</td>
<td>$371,762</td>
</tr>
<tr>
<td>Recruiting</td>
<td>$94,127</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$3,340,784</strong></td>
</tr>
</tbody>
</table>

**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
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
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

NMU’s Community College Role

Dr. Les Wong, President
Dr. Susan Koch, Provost and Vice President for Academic Affairs
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
Credit Hours by Level of Program

2000
- Undergraduate Nondegree: 82%
- Vocational / Certificate / Diploma: 6%
- Associate: 3%
- Baccalaureate: 1%
- Graduate: 2%

1993
- Undergraduate Nondegree: 81%
- Vocational / Certificate / Diploma: 7%
- Associate: 6%
- Baccalaureate: 4%
- Graduate: 2%

2007
- Undergraduate Nondegree: 84%
- Vocational / Certificate / Diploma: 3%
- Associate: 3%
- Baccalaureate: 1%
- Graduate: 10%
## Certificate Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-Practical Nursing and Practical Nursing</td>
<td>99</td>
</tr>
<tr>
<td>Cosmetology</td>
<td>52</td>
</tr>
<tr>
<td>Heating and Air Conditioning / Refrigeration</td>
<td>27</td>
</tr>
</tbody>
</table>
## Vocational Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advanced Law Enforcement</td>
<td>194</td>
</tr>
<tr>
<td>Electrical Line Technician</td>
<td>27</td>
</tr>
<tr>
<td>Collision Repair Technology</td>
<td>12</td>
</tr>
</tbody>
</table>
## Associate Degree Programs

<table>
<thead>
<tr>
<th>Program</th>
<th>Enrollment</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Maintenance</td>
<td>56</td>
</tr>
<tr>
<td>General Business</td>
<td>46</td>
</tr>
<tr>
<td>Criminal Justice</td>
<td>43</td>
</tr>
<tr>
<td>Clinical Lab Technician</td>
<td>40</td>
</tr>
<tr>
<td>Applied Child Development</td>
<td>38</td>
</tr>
<tr>
<td>Food Service Management</td>
<td>35</td>
</tr>
<tr>
<td>Surgical Technology</td>
<td>32</td>
</tr>
<tr>
<td>Automotive Service Technology</td>
<td>30</td>
</tr>
<tr>
<td>Health Information Processing</td>
<td>29</td>
</tr>
<tr>
<td>Building Technology</td>
<td>28</td>
</tr>
</tbody>
</table>
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?