

Athletic Department

Divisions: Academics/Life Skills, Business Management, Compliance, Marketing/Development, Sports Information

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Northwestern State University Mission Statement

Northwestern State University is a responsive, student-oriented institution committed to acquiring, creating, and disseminating knowledge through innovative teaching, research, and service. With its certificate, undergraduate, and graduate programs, Northwestern State University prepares its increasingly diverse student population to contribute to an inclusive global community with a steadfast dedication to improving our region, state, and nation.

Athletic Department Vision Statement

To embrace a sustained effort of developing student-athletes as competitors, scholars, and role models.

Athletic Department Mission Statement

The Northwestern State University athletic program endeavors to support the University's mission and strategic framework that is centered on preparing students with the academic and personal skills necessary to become productive members of society. The athletic program will achieve its vision by instilling the qualities of self-discipline, integrity, teamwork, and sportsmanship within its student-athletes, coaches, staff, administration, and fan base. An environment that supports diversity and inclusion while making community outreach a high priority will support these initiatives.

Athletic Department Core Values

Academic Achievement, Personal Responsibility, Competitive Success.....Every Minute, Every Hour, Every Day.

Assessment Cycle 2025-26

Methodology

The assessment process for the Athletic Department is as follows:

- (1) Data from assessment tools are collected and returned to the program coordinator.
- (2) The program coordinator will analyze the data to determine whether measurable outcomes have been met
- (3) Results from the assessment will be discussed with Athletic Department subcommittee of the University Assessment Committee (UAC).
- (4) The Athletic Department subcommittee of the UAC will decide if measurement changes are warranted or if program changes need to occur after discussion

Division: Academics/Life Skills

Service Outcomes:

SO 1: Student-athletes will understand the importance of community service by engaging in several projects.

Measure 1.1: The Academic Service staff will provide data concerning student-athlete participation in life skill workshops. An annual participation rate of 60% has been established.

Finding: Target was met.

Analysis: During the 2024-25 assessment cycle, the target was met. With the use of Helper Helper, which is software that helps record and track community service hours, the department was able to track participation and recorded a 90% participation rate. This included several community service events and life skills seminars. During the 2025-26 assessment cycle, the target was met. By utilizing Helper Helper the department was able to track participation and recorded a 70% participation rate in various community service events and life skills seminars.

Action – Decision or Recommendation: In 2025-26, the target was met. Based on the analysis of 2025-26 results, the Academic Service staff will increase the annual percentage rate to 65% to drive continuous improvement.

Source: 2025-26 Participation Rate in Life Skill Events/Workshops

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Measure 1.2: The Academic Service staff will provide data concerning student-athlete participation in community service projects. An annual participation of no less than 4,950 hours has been established.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. Student-athletes participated in a total of 4,273 hours. Although the total increased from 2023-24 by 509 hours, the total was short of the stated target by 627 hours. More events were held than the previous year, and Helper Helper is being utilized to track total hours which is attributed to the increase. During the 2025-26 assessment cycle, the target was not met. Student-athletes participated in a total of 4,287 hours. Although the total increased from 2024-25 by 50 hours, the total was short of the stated target by 663 hours. Use of Helper Helper, which continues to make participation easier to track, will increase for all sports. The Student-Athlete Advisory Council (SAAC) will also plan more events to provide additional opportunities for community service.

Action – Decision or Recommendation: In 2025-26, the target was not met. Based on analysis of 2025-26 results, the staff will increase the target to 5,000 hours to drive continuous improvement.

Source: 2025-26 Community Service Report

SO 2: Student-athletes will be academically successful.

Measure 2.1: The Academic Service staff will provide data per semester on the total Athletic Department grade point average (all teams combined). A goal of no less than a 3.09 grade point average per semester has been established.

Finding: Target was met.

Analysis: During the 2024-25 assessment cycle, the target was met. A fall semester GPA of 3.19 was measured, exceeding the goal by 0.11. At the time, the 3.19 semester GPA was the highest GPA in recorded history (since Spring 2014). Additionally, a new record was set with a 3.27 department GPA in the Spring 2025 semester, surpassing the stated target by 0.19. This is the first time in several consecutive years the target was met and exceeded in both semesters, resulting in a department GPA of 3.23 for the 2024-25 assessment cycle. During the 2025-26 assessment cycle, the target was met. A fall semester GPA of 3.23 was measured, exceeding the goal by 0.14. Additionally, the department recorded a 3.22 GPA in the Spring 2026 semester, surpassing the stated target by 0.13. As a result, the department had a 3.225 for the 2025-26 assessment cycle, falling slightly short of the record high GPA from the previous year.

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Action – Decision or Recommendation: In 2025-26, the target was met. Based on analysis of 2025-26 results, the Academic Service staff will increase the target GPA to 3.10 to drive continuous improvement.

Source: 2025-26 Athletic Department GPA Spreadsheets

Division: Business Management

Service Outcomes:

SO 1: Balance the Athletic Department budget on an annual basis.

Measure 1.1: A final budget for actual analysis will be provided following the end of each fiscal year.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. Reported revenues were \$12,482,768, while reported expenses were \$15,148,724. This resulted in a deficit of \$2,665,956. Increases in team travel due to a new bus contract with Mayo (more than double the cost of travel from last year) and a new apparel contract with Under Armour attributed to increased expenses during the 2024-25 academic year. Also, the Prather Coliseum scoreboard project, although it hasn't begun, was included in this year's expenses (\$250,000+). During the 2025-26 assessment cycle, the target was not met. A total of \$15,082,038 in revenues was reported for the 2024-25 fiscal year. However, \$15,249,283 in expenses led to a deficit of \$167,245. Although the deficit was noticeably less than the prior year (\$2,498,711 less), the marked the third consecutive time a deficit was reported by the Athletic Department.

Action – Decision or Recommendation: For the 2025-26 report, the target not met. For the 2025-26 budget and the 2026-27 assessment cycle, the target of a balanced budget is set to drive continuous improvement.

Source: 2024-25 Athletic Department Budget Report

SO 2: To operate with no audit findings.

Measure 2.1: The Business Manager will provide documentation from the state audit (NCAA agreed upon procedures).

Finding: Target was not met.

Analysis: During the 2023-24 audit cycle, the target was met. In the audit conducted by the Louisiana Legislative Auditor, no exceptions were noted in the report. This marks the first time since the 2016-17 audit cycle that no findings were reported during

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the state audit. During the 2024-25 audit cycle, the target was not met. The following exceptions were reported:

1. A sample of 10% of student athletes from the listing of university student aid recipients was selected and reviewed. Two instances where the athletic aid reported in Compliance Assistance software were understated by a total of \$3,668. This error did not impact the Statement. The errors have been corrected.
2. Documentation of the University's team travel policies was compared to the University's team travel policies and NCAA-related policies. In addition, the general ledger detail was compared to the total expenses reported. As a result of these procedures, an overstatement of \$122,464 was noted (football \$65,885, men's basketball \$22,251, women's basketball \$17,601, other sports \$16,707, and non-program specific \$20) due to recruiting expenses being misclassified as travel expenses. These errors resulted in a net error totaling \$122,464. Statement A was corrected.
3. The general ledger detail for the purchase of equipment, uniforms, and supplies was obtained and compared to the total expenses reported. A sample of five transactions was used to validate the existence of the transactions and the accuracy of their recording. As a result of these procedures, an overstatement for football of \$1,971 was noted due to student-athlete meals (non-travel) expenses being misclassified as sports equipment, uniforms, and supplies expenses. Statement A was corrected.
4. Total outstanding University debt was compared to supporting documentation and the University's general ledger. As a result of these procedures, it was noted that all athletics-related debt is held by the Demons Unlimited Foundation. The amount of athletics related debt and institutional debt was overstated by \$17,136. The University corrected the report.
5. Total fair market value of university endowments was compared to supporting documentation and the University's general ledger. As a result of these procedures, it was noted that all athletics-dedicated endowments are held by the Demons Unlimited Foundation, and all other endowments are held by the University. Athletics-dedicated endowments were understated by \$103,167, and institutional endowments were overstated by \$1,318,567. The University corrected the report.

Action – Decision or Recommendation: According to the 2024-24 audit report, the target was not met. Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2025-26 audit cycle to drive continuous improvement.

Source: 2024-25 NCAA Financial Audit Report

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Measure 2.2: The Business Manager provided documentation from the Demons Unlimited Foundation audit.

Finding: Target was met.

Analysis: During the 2023-24 audit cycle, the target was met. The audit was again conducted by Thomas, Cunningham, Broadway and Todtenbier, and no exceptions were noted. This marked the second consecutive year no findings were discovered during the audit. During the 2024-25 audit cycle, the target was met. The audit was again performed by the accounting firm of Thomas, Cunningham, Broadway and Todtenbier. No exceptions were found for a third consecutive year with the Demons Unlimited Foundation.

Action – Decision or Recommendation: Based on the analysis of the 2024-25 audit report the target was met. Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2025-26 audit cycle to drive continuous improvement.

Source: 2024-25 Demons Unlimited Foundation Audit Report

Division: Compliance

Service Outcomes:

SO 1: Each student-athlete will earn their baccalaureate degree.

Measure 1.1: The Compliance Office completes the annual NCAA Federal Graduation Rates report. The annual target of 64% graduation rates among student-athletes has been set.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. A 56% Federal Graduation Rate was reported, an increase of 2% from the previous year's report. However, this score is still 7% below stated targeted. During the 2025-26 assessment cycle, the target was not met. A 50% Federal Graduation Rate was recorded, representing a 6% drop from the previous year. It was also the lowest rate since the 2015 report. It clearly represents the negative impact of the NCAA Transfer Portal on Federal Graduation Rates, a trend that has continued to occur nationwide.

Action – Decision or Recommendation: In 2025-26, the target was not met. The 2025 Federal Graduation Rate Report registered a 50% graduation rate among student-athletes. Based on analysis of these results, the annual target rate will be increased to 65% to drive continuous improvement.

Source: 2025 NCAA Federal Graduation Rate Report

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Measure 1.2: The Compliance Office completes the annual NCAA Federal Graduation Rates report. In comparison with the student body, an annual target of 22% higher graduation rates by student-athletes has been set.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. The student body graduation rate recorded a 44% mark, as compared to a 56% Federal Graduation Rate for student-athletes. Although this increased to a 4% difference in rates from the previous year, it was still 9% lower than the stated target. During the 2025-26 assessment cycle, the target was not met. A Federal Graduation Rate of 50% was recorded by student-athletes, while the student body registered a 45% mark. The 5% difference represents the smallest margin since the 2020 report, and continues to document the negative impact of the NCAA Transfer Portal on Federal Graduation Rates nationwide.

Action – Decision or Recommendation: In 2025-26, the target was not met. Based on analysis of these results, an annual target of 23% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Source: 2025 NCAA Federal Graduation Rate Report

Measure 1.3: The Compliance Office completes the annual NCAA Graduation Success Rates report. The annual target of 78% Graduation Success Rate for the Athletic Department has been set.

Finding: Target was met.

Analysis: During the 2024-25 assessment cycle, the target was met. An 87% Graduation Success Rate was recorded, registering a 1% increase from the previous year's score. This marked the sixth consecutive year a score of 80% or better was reported by the Athletic Department. During the 2025-26 assessment cycle, the target was met. A score of 85% was recorded, exceeding the stated target by 7%. Although a 2% decrease was measured from the previous year, seven sports posted scores of 90% or higher, including perfect 100% marks by Men's Basketball and Women's Tennis.

Action – Decision or Recommendation: In 2025-26, the target was met. Based on analysis of results, a target of 79% has been established to drive continuous improvement in this area.

Source: 2025 NCAA Federal Graduation Rate Report

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SO 2: Each student-athlete will make academic progress towards earning a baccalaureate degree.

Measure 2.1: The Compliance Office completes the annual NCAA Academic Progress Rates report. The annual target of .947 Academic Progress Rate for each team has been set.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. Men's Basketball recorded a .913 score, well below their .956 score from the previous year and their .947 4-year average. Men's Track & Field had a .935 score, .011 points below the stated target. Women's Volleyball was the final team registering a score below the stated target (.936). This is the lowest score recorded by this team over the last four years and well below their average during that time frame (.984). During the 2025-26 assessment cycle, the target was not met. Women's Basketball recorded a score of .927 in the 2024-25 institutional APR report. This was the only sport below the stated goal of .947.

Action – Decision or Recommendation: In 2025-26, the target was not met. Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .948 for future assessments to drive continuous improvement.

Source: 2024-25 NCAA Academic Progress Rate Institutional Report

Measure 2.2: The Compliance Office completes the annual NCAA Academic Progress Rates report. A goal of incurring zero penalties has been set.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was not met. The sport of Football was not sponsored for the 2023-24 academic year due to tragic circumstances involving the death of a student-athlete. Because of this, Football was measured on a 3-year average and not the normal 4-year average. This led to a multi-year rate of .928, which is below the minimum required multi-year average of .930. However, the institution qualified for a waiver and was able to avoid post-season and countable athletically related activity penalties for the 2025-26 academic year. During the 2025-26 cycle, the target was met. All teams exceeded the minimum multi-year score of .930 to avoid any penalties for the 2026-27 academic year.

Action – Decision or Recommendation: In 2025-26, the target was met. Based on the analysis of the 2025-26 results, in 2026-27, the goal of no Academic Performance Program penalties has been set to drive continuous improvement.

Source: 2024-25 NCAA Academic Performance Program Penalty Report

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Division: Marketing/Development

Service Outcomes:

SO 1: Improved attendance at ticketed sporting events.

Measure 1.1: The Marketing and Development staff provided an annual report of revenues at ticketed sporting events (baseball, men's basketball, women's basketball, football, softball, track, and field). A goal of 5% increase from the previous year was established.

Finding: Target was not met.

Analysis: During the 2024-25 assessment cycle, the target was met. Total reported tickets sales for the 2024-25 seasons were \$240,817. This represents an increase of \$51,458 or 21.3% from last year. Football (\$45,469), Men's Basketball (\$5,740.50), Women's Basketball (2,940.50) and Softball (\$802) all recorded ticket revenue increases from the previous year. The overall total is the highest recorded ticket revenue since 2019-20. In 2025-26, the target was not met. A total of \$220,792 in ticket sales were recognized during this cycle. This represents a decrease of \$20,027 (9%) from the previous year's total. Football saw a drop in ticket revenue of \$10,810, followed by Men's Basketball (-\$5,937) and Women's Basketball (-\$3,985). On a positive note, Softball recorded a solid increase of \$1,222 from last year, representing a 11.2 increase. This represented the highest ticket revenue for this sport since 2021 season. Baseball had a modest increase of \$86.

Action – Decision or Recommendation: In 2025-26, the target was not met. Based on the analysis of the 2025-26 results, in 2026-27, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

Source: Ticket Sales Comparison Chart (from 2012-13 to present)

SO 2: Improved self-generated revenues

Measure 2.1: The Marketing and Development staff will provide an annual report of self-generated revenues and compare them to the previous year's total. A goal of 10% increase from the previous year has been established.

Finding: Target was met.

Analysis: During the 2024-25 assessment cycle, the target was not met. Revenues decreased \$306,012 from the previous year, representing a 12.8% drop from 2023. Fundraising totals were decreased by \$217,970, while a decrease of \$136,178 was recorded in overall contributions. However, investment returns increased by \$134,466 demonstrating promise in that area. During the 2025-26 assessment cycle, the target

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was met. An increase of \$2,154,200 was recorded from the 2023-24 to the 2024-25 DUF Foundation Budget Reports, representing an impressive 50.7% increase in self-generated funds. Contributions was the driving force, increasing from \$790,554 in 2023-24 to \$3,216,203 in 2024-25, a \$2,425,649 difference overall. All other areas (Contributions of Nonfinancial Assets, Fundraising and Investment Returns) all reported drops from the previous cycle.

Action – Decision or Recommendation: In 2025-26, the target was met. Based on the analysis of the 2025-26 results, in 2026-27 a target of 10% increase in revenues is set to drive continuous improvement.

Source: 2023-24 & 2024-25 Demons Unlimited Foundation Budget Reports

Division: Sports Information

Service Outcomes:

SO 1: Promote academic and athletic accomplishments of student-athletes.

Measure 1.1: The Sports Information staff will provide a yearly Earned Media Report, setting a goal of a 5% advertising value equivalency increase on a yearly basis.

Finding: Target was met.

Analysis: During the 2024-25 assessment cycle, the target was met. NSU Athletics produced more than \$15 million in advertising value equivalency, an increase of 1400%, based on available data from the 2023-24 cycle. More than \$11 million came from online sources and \$3 million from television, according to data provided from Cision One. The top NSU produced content during the cycle was the game recap from NSU football's road game at No. 13 Southeast Missouri, producing \$2.5 million in advertising equivalency that was posted on Yahoo! News. Another Yahoo! News article that included the mention of former NSU softball player Maggie Black and her marriage to Kansas City Royals short stop Bobby Witt Jr produced \$2.5 million in advertising value. NSU Athletics had a potential online audience reach of 3.1 billion during the 2024-25 cycle.

During the 2025-26 assessment cycle, the target was met. For the 2025-26 cycle, Northwestern State used a new system to calculate earned media data, joining the rest of the UL system in the use of Meltwater. Meltwater's analysis collected information on 177,640 pieces of content regarding NSU Athletics across all news and social media platforms. That content represents articles, posts and other media mentions between July 2025 and June 2026. To estimate the earned media dollar amount, Meltwater uses the industry-standard method of applying CPM (cost per thousand impressions) to the

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total reach. That formula divided the total impressions by 1,000 then multiples it by both \$5 and \$10 values, as determined by the industry standard.

Their calculations estimate that NSU Athletics produced 118,573,151,828 impressions during the cycle with 177,640 pieces of content, equating to between \$592 million and \$1.2 billion in earned media, depending on the various platforms, audience quality, engagement and the two extremes of their industry-standard values. September 2025 produced the highest value during the cycle between \$88 and \$176 million, with November 2025 second between \$56 and \$112 million. There were nine months with more than \$20 million in earned value with an average of \$31 million per month. Among the platforms tracked, online news was by far the largest producer of advertising value with a range of \$471 and \$942 million. Reddit was the second largest producer with a range of \$4.7 and \$9.5 million.

Action – Decision or Recommendation: In 2025-26, the target was met. Based on analysis of the 2025-26 results, in 2026-27, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

Source: 2025-26 Sports Information Earned Media Report

Measure 1.2: Continue to expand social media footprint by 6% on a yearly basis. Footprint will be measured by various metrics, including Twitter/Instagram followers, Facebook likes as well as impressions and interactions on posted material across the various platforms.

Finding: Target was met.

Analysis: During the 2024-25 cycle the target was met. While a slight increase in followers was recorded on the main X account (@NSUDemons), less than one percent, five of the sport specific accounts saw increases of more than 10 percent with softball and women's basketball growing by nearly 2,000 followers each in the past year. Women's basketball saw the most dramatic increase with a growth of 77 percent from its 2024 total. Across all NSU Athletic branded X accounts, there was a 15 percent increase in total followers, a total of 10,617.

Instagram follows through the NSU Athletics suite of accounts saw an increase of 21 percent with volleyball seeing their reach more than double with a growth of 139 percent. Women's basketball and softball both saw more than a 50 percent increase in followers. The baseball and football accounts each saw increases of 20 percent from the previous year.

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Facebook data was measured across four different metrics – reach, interactions, followers and links clicked. Across all pages and metrics, there was an overall statistical increase with 17 of the 28 total marks having equal to or higher totals from 2023-24 data collection. Among the sport-specific pages, baseball, football, men's basketball and soccer all saw increases in three of the four metrics. The main page was the only one that saw an overall decrease in the four metrics (reach, interactions, links clicked) but did see an increase in total followers.

During the 2025-26 cycle the target was met. Across all measured metrics on the primary three social media platforms (Facebook, X, Instagram) on both the main NSU Demons accounts and the individual sport accounts, there was a 10.19 percent increase from the previous cycle.

On X, there was a less than one percent decrease in follower count on the main account (@NSUDemons), however all but two sport accounts saw follower increases with six of the 10 accounts seeing increases of eight percent or more. Softball saw second straight cycle with a greater than 10 percent increase, leading all accounts with a 15.21 percent bump, pushing it over 10,000 total followers, the most of all women's sports and the fourth highest of an NSU branded account. Soccer, men's basketball and baseball all each saw growth of more than 10 percent from the previous cycle. Across all NSU Athletic branded X accounts, there was an 8.40 percent increase in total followers, a total of 10,617.

Instagram follows, the only metric available to compare year-over-year, saw the most noticeable increase across nearly every account. Six of NSU's teams saw greater than 30 percent increases with two others seeing growth of more than 14 percent. There was a 25 percent increase in followers across all 10 accounts, equating to more than 8,000 new followers. The track and field account more than doubled its follower count, representing the largest increase from the previous cycle (135 percent). Women's basketball also saw another significant jump with a 68 percent increase, pushing it over 2,000 total followers. All fall sports (football, soccer, volleyball) saw increases of more than 30 percent.

Facebook data was measured across four different metrics – reach, interactions, followers and links clicked. The reach metric data was changed from the previous collection point by Meta to incorporate total times content was played or displayed. That includes all reels, posts, stories and ads on each page. Recommend using the 2025-26 data in that metric as a new baseline for measurement due to the change.

Across all pages and true one-to-one measurable metrics, there was an overall statistical increase with 19 of the 23 total marks having equal to or higher totals from 2024-25 data collection. Among the sport-specific pages, baseball, football, both basketballs and soccer all saw increases in the three comparable metrics. Following the same trend as X, the main page saw a decrease in interactions, although follower count remained relatively unchanged, while sport pages saw increases in interaction.

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Action – Decision or Recommendation: In 2025-26, the target was met. Based on the analysis of the 2025-26 results, in 2026-27, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement.

Source: 2025-26 Sports Information Social Media Report

Comprehensive Summary of Key Evidence of Improvements Based on Analysis of Results.

The following reflects all the changes implemented to drive the continuous process of seeking improvement in AC 2025-2026. These changes are based on the knowledge gained through the AC 2024-2025 results analysis.

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2024-25 results, the Academic Service staff increased the annual participation rate in life skills workshops to 60% to drive continuous improvement.

Measure 1.2: Based on analysis of 2024-25 results, the staff increased the target to 4,950 community service hours to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of 2024-25 results, the Academic Service staff increased the target GPA to 3.09 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: For the 2024-25 budget and the 2025-26 assessment cycle, the target of a balanced budget was set to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of the 2023-24 NCAA Financial Audit, the Athletic Business Manager set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

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Measure 2.2: Based on analysis of the 2023-24 Demons Unlimited Foundation Audit Report, the Athletic Business Manager set a target of no audit findings for the 2024-25 audit cycle to drive continuous improvement.

Division: Compliance

SO1

Measure 1.1: Based on analysis of results, the annual target of the Federal Graduation Rate was increased to 64% to drive continuous improvement.

Measure 1.2: Based on analysis of results, the annual target of 22% greater graduation rate by student-athletes in comparison to the general student body was set to drive continuous improvement.

Measure 1.3: Based on analysis of results, the annual NCAA Graduation Success Rate target of 78% was established to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of results, the minimum Academic Progress Rate target for all teams was raised to .947 to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2024-25 results, in 2025-26, the goal of no Academic Performance Program penalties was set to drive continuous improvement.

Division: Marketing/Development

SO1

Measure 1.1: Based on the analysis of the 2024-25 results, in 2025-26, a target of 5% increase from the previous academic year was set to drive continuous improvement.

SO2

Measure 2.1: Based on the analysis of the 2024-25 results, in 2025-26, a target of 10% increase in revenues was set to drive continuous improvement.

Division: Sports Information

SO1

Measure 1.1: Based on analysis of the 2024-25 results, for 2025-26, the Sports Information Department drove continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

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Measure 1.2: Based on the analysis of the 2024-25 results, in 2025-26, the Sports Information Department set a target of 6% social media growth from the previous year to drive continuous improvement.

Plan of Action Moving Forward

Division: Academics/Life Skills

SO1

Measure 1.1: Based on the analysis of 2025-26 results, the Academic Service staff will increase the annual percentage rate to 65% to drive continuous improvement.

Measure 1.2: Based on analysis of 2025-26 results, the staff will increase the target to 5,000 hours to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of 2025-26 results, the Academic Service staff will increase the target GPA to 3.10 to drive continuous improvement.

Division: Business Management

SO1

Measure 1.1: Based on analysis of results, for the 2024-25 budget and the 2025-26 assessment cycle, the target of a balanced budget will be set to drive continuous improvement.

SO2

Measure 2.1: Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2025-26 audit cycle to drive continuous improvement.

Measure 2.2: Based on analysis of this report, the Athletic Business Manager will set a target of no audit findings for the 2025-26 audit cycle to drive continuous improvement.

Division: Compliance

SO1

Measure 1.1: Based on analysis of these results, the annual target rate will be increased to 65% to drive continuous improvement.

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Measure 1.2: Based on analysis of these results, an annual target of 23% greater graduation rate by student-athletes in comparison to the general student body has been set to drive continuous improvement.

Measure 1.3: Based on analysis of results, a target of 79% has been established to drive continuous improvement in this area.

SO2

Measure 2.1: Based on analysis of results, it was determined to increase the minimum Academic Progress Rate for all teams to .948 for future assessments to drive continuous improvement.

Measure 2.2: Based on the analysis of the 2025-26 results, in 2026-27, the goal of no Academic Performance Program penalties will be set to drive continuous improvement.

Division: Marketing/Development

SO1

Measure 1.1: Based on the analysis of the 2025-26 results, in 2026-27, a target of 5% increase from the previous academic year will be set to drive continuous improvement.

SO2

Measure 2.1: Based on the analysis of the 2025-26 results, in 2026-27 a target of 10% increase in revenues will be set to drive continuous improvement.

Division: Sports Information

SO1

Measure 1.1: Based on analysis of the 2025-26 results, in 2026-27, the Sports Information Department will drive continuous improvement by setting a target of 5% growth in earned media coverage from the previous year.

Measure 1.2: Based on the analysis of the 2025-26 results, in 2026-27, the Sports Information Department will set a target of 6% social media growth from last year to drive continuous improvement.