

**Athletics National Advisory Board  
Crown Council Report  
April 2016**

**Members:** Brenda Abraham 83, Sue Breckner 83, Brad Burley parent, Tim Butorac 75, Julie Castellano 80, Brian Deschneau 70, Del Ehrich 79, Ken Ericson 84, Derek Hansen 94, Brad Hanson 76, Rick Hjelm 83, Nicole LaVoi 91, Len Lundquist parent, Dan Meyers 04, Richard Olson 82, John Otteson 73, Staff include: Randy Stuckey, Tom Brown

**Summary of Past Meeting Discussion Topics**

Since the creation of the Athletics National Advisory Board in the fall of 2011, the group has discussed and worked on the following topics:

- Establishment of department mission, values, vision, goals, objectives, and strategies
- Evaluation of Lund Center and facility needs for the future
  - Time was spent touring the new U of M's student well center where we found that the center's users have higher GPAs, higher retention and greater campus involvement. The data shared with us informed us that recreational facilities rank #3 on a prospective students' college check list.
- Facilitated a SWOT analysis where parents, athletes, students, and coaches were surveyed regarding how Gustavus facilities, athletic personal, varsity sport experiences, and intra mural sport experiences were evaluated and compared with our rivals.

At the spring 2015 meeting the group decided to change the primary focus of the National Advisory Board to be on the Athletics mentoring program and increasing engagement with and financial support among athletic alumni and parents. The group will still serve as advisors to Tom Brown, Director of Athletics. Yet, after the work of the group since 2011 mentoring and constituent engagement/giving were two areas identified as needing the most help by NAB members.

**Current meeting discussion topics**

- Our group has been focused on increasing **alumni engagement and giving via the G-Club**. Randy Stuckey has been working with us to resurrect the G-club. Until the late 80's the G-club was an active group on campus comprised of letter winners. The more recent resurrected G-club has included non-letter winners who are willing to participate through their finances. This spring our group will discuss if the G-club should be just past letter winners or will the broader definition of being a G-club member be used.

- Randy Stuckey and Derek Hansen are spearheading an initiative for **Gusties to replace their vintage spirit wear**. This is being done at the University of Minnesota for former athletes. While a clothing provider has been established, a number of details need to be worked out. The goal would be to deepen affinity among letter winners and drive involvement with the G-Club. Gustavus can set the price at cost or with a mark-up. Company Designer Sports processes the orders and ships the items. Randy will collect history of recognition received by letter winners and list this on the website
- The Athletic Department has participated in the mentoring program for three years. Students and alumni who have been involved have found it valuable. This year has been a time of flux for the mentoring program due to restructuring of the Center for Servant Leadership and thus the loss of staff time dedicated to this program. The Athletics Department is interested in continuing the program, yet is waiting to learn how much will need to be coordinated by the department versus a campus mentoring coordinator. The NAB's role is to help recruit mentors, provide guidance on the monthly prompts, and provide input on how to train and support the mentors. All NAB members are strongly encouraged to participate in the mentorship program.
- The next fundraising project for the Athletics Department is a baseball field initiative. Primary improvements would be adding turf to guarantee an earlier start in the spring and to improve viewing areas by adding a berm. Members of the NAB will help in communicating with potential donors.
- A 36 passenger bus to be wrapped in Gustavus colors has been purchased to be a cost effective way to transport athletic teams. The NAB provided input on the Gustavus brand visuals.