



GUSTAVUS ADOLPHUS COLLEGE

**National Advisory Board for Athletics
Crown Council Report
April 2017**

Brenda Abraham '83, Eric Allen '92, Sue Breckner '83, Brad Burley parent, Tim Butorac '75, Julie Castellano '80, Brian Deschneau '70, Taylor Drenttel '12, Del Ehrich '79, Sheryl Elvestrom '92, Ken Ericson '84, Scott Hagemeyer '07, Derek Hansen '94, Rick Hjelm '83, Drew Hood '08, Laura Kramer '05, Richard Olson '82, John Otteson '73

Staff include: Randy Stuckey, Tom Brown, Barb Taylor, and Kari Eckheart

Summary of Past Meeting Discussion Topics

- Establishment of athletic department mission, values, vision, goals, objectives, and strategies.
- Evaluation of Lund Center
- Facilitated a SWOT analysis where parents, athletes and coaches were surveyed regarding how GAC facilities, athletic personal, IM experiences were evaluated and compared with our rivals.
- Time was spent touring the new U of M's student well center where we found that the center's users have higher GPA, 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.
- Our group has been focused on increasing **alumni engagement via the G-Club**. Randy Stuckey has been working with us to resurrect the G-club
- Randy Stuckey and Derek Hansen have initiated a website for **Gusties to replace their vintage spirit wear**

Current meeting topics

- Our focus has been on providing support in 3 areas:
 - Tom Brown and the athletic department
 - Randall Stuckey and the G-Club
 - Kari Eckheart and the mentoring program

G-Club

- 2016-2017 to date has 178 members and raised \$55,000
- Money given has been used for improvements intended for all athletes
 - Most recent project was a locker space revision in Lund Center
- George Adzick, Director of the M-Club at the University of Minnesota, shared information about M-Club which is a program similar to the G-Club. From this we have gleaned vintage athletic apparel provider and ideas for recognizing All-Americans and individual and team milestones
- Considerable discussion has taken place for how we can harness the enthusiasm of a new student initiative the "Hill Crew" into the G-club and future alumni engagement
 - Hill Crew is a fan incentive program started by a group of students. A grant was awarded to develop an app that students and alums can use.

Mentoring

The Athletic Department continues to be a part of the over-all college mentoring program. Yet with structural changes to the staffing of the college mentoring program for the last two years, the Athletic Department has felt the mentoring program has been adequate yet not thriving. The hope is that next year a new staff model for the college program this can be more of a focus for the advisory board.

Athletic department:

- October 1 – Homecoming and celebrating 100 years of Gustavus football and celebration of life service for Moose Malmquist
- November 19 – celebrating 75 years of men’s hockey and celebration of life service for Don Roberts
 - A 30-minute hockey video was produced and a portion of it was aired during Hockey Day Minnesota on FSN in January providing nice exposure for Gustavus to the hockey community throughout the state. The video can now be purchased on DVD in the Bookmark.
- Gustavus had 32 academic all-conference student athletes for the fall
- Gustavus women’s hockey placed 3rd in the nation
- Gustavus women’s basketball had a fabulous season with a great write up in the Star Tribune.

Baseball Initiative

Fundraising for improvements to the baseball field are underway, with construction anticipated to start this fall

- Phase 1 - artificial grass field
- Phase 2 – improve spectator area and press box

Future topics of discussion:

- Cultivating a NAB liaison role for each sport to help with fundraising, alumni communication, event plans, or scouting.
- Design input for the Lund expansion