

**Athletics National Advisory Board  
Crown Council Report  
April 2015**

**Summary of Meeting Discussion Topics**

The primary focus of meeting discussion topics over the past 18 months has been:

- Establishment of department mission, values, vision, goals, objectives, and strategies. While the Athletic Department had previously regularly set short-term goals, the department had not set long-term goals nor had it revisited foundational pieces such as mission and values.
- Strategies for alumni engagement - launched planning for G-Club and a process for recruiting members. G-club funds have recently been used for a \$40,000 Lund locker room make over.
- Strategies for alignment with Advancement Office. With the addition of Randall Stuckey to the Athletics Department, the Advancement Office will be able to work more strategically through alumni to increase engagement and advancement efforts.
- Supporting and being aware of numerous new initiatives underway under the leadership of now-second year Athletic Director Tom Brown, who has ramped up numerous aspects of the Athletic Department including student leadership initiatives, facility improvements, and connection between faculty, staff, and alumni.
- Facilitated a SWOT analysis where parents, athletes, and coaches were surveyed evaluating Gustavus facilities, athletic personal, IM experiences and comparing facilities with other schools in the conference.
- Discussing the Center for Servant Leadership proposed leadership model and how it is being integrated within Gustavus athletics and uniformly throughout the campus.
- Time was spent touring the U of M's new student wellness 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 very high on a prospective student's college check list as over 50% of high school students are involved in sport in high school.

### **Future Discussion Items for the NAB**

- The Lund Center building will need a remodel and expansion. Since the building was opened the academic programs have grown, the varsity sports programs have grown, and the need for fitness facilities for the general student population has significantly increased. This project is on hold pending fundraising.
- The group will be discussing if and how it could evolve to continue to meet the needs of the Athletic Department. The strategic planning discussions have been helpful for the Department and now the Department is working on implementation. The two areas identified as places where external help or advisors are needed relate to the implementation of the alumni mentoring program and relate to the G-Club or sports specific fundraising.

### **Members**

Tom Brown, Facilitator

Rick Hjelm, Chair

Brett Aamot

Brenda Abraham

Susan Breckner

Tim Butorac

Marian Delaney

Brian Descheneau

Brad Hanson

Erik Hendrikson

Nicole Lavoie

Len Lundquist

Marc Miller

John Otteson

Randy Stuckey

