

Using IPP & Other Data to Bolster Your Sport Program Evaluations

NCAA Data Summit

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"If we try to play like the Yankees in here, we lose
to the Yankees out there."

You're not solving
the problem

Think Differently.

You're not even looking
at the problem

**IF WE WIN, ON OUR BUDGET, WITH THIS TEAM...
WE'LL HAVE CHANGED THE GAME.**

- Moneyball

Agenda

- Data Sources
- Applying Your Strategic Plan to Each Sport
- Utilizing IPP & Other Data Sources to Evaluate
- Identifying Areas for Growth & Implementing Strategy

Data Sources

- IPP
- RPI/SOS
- GPA, Retention & Other Academic Data
- Demographics
- Other Sport Specific Metrics (e.g., goal differential)
- Community Service Participation
- SAAC, Other Programming Participation

Applying Your Strategic Plan to Each Sport

Sport

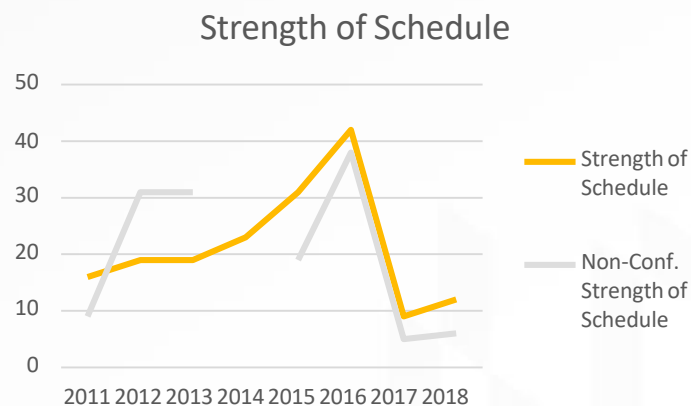
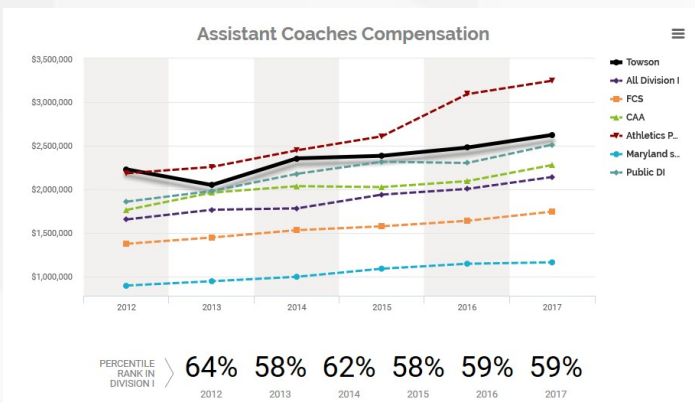
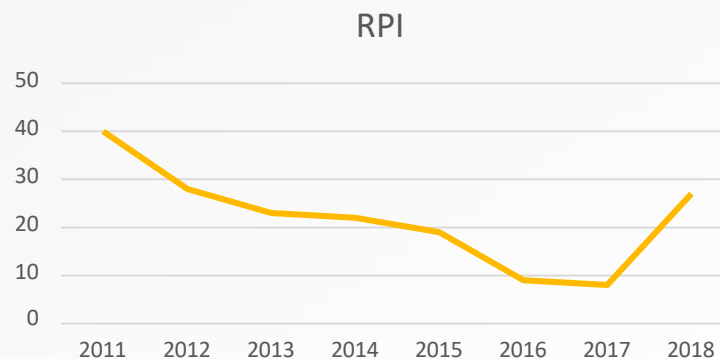
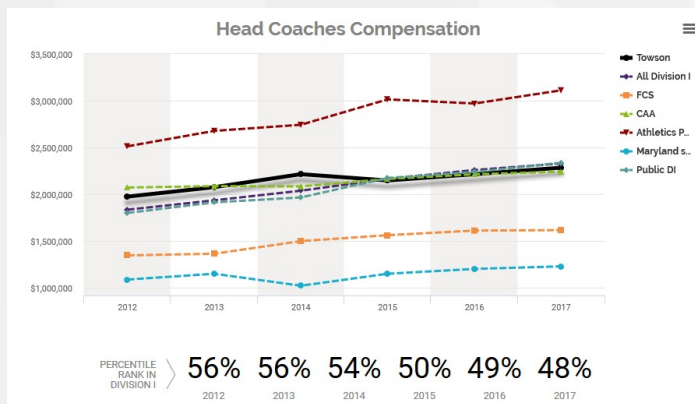
Strategic Implementation Scorecard:

Strategic Theme	Theme Assessment	Key Action Plan	Issues/Threats/Risk	Decisions Required by AD
Strategic Theme 1: Student-Athlete Wellbeing & Competitive Excellence				
Strategic Theme 2: Student-Athlete Academic Success				
Strategic Theme 3: A Leader in Campus & Community Engagement				
Strategic Theme 4: Become a National Model for Gender Equity, Diversity & Inclusion				
Strategic Theme 5: Championship Quality Facilities				
Strategic Theme 6: Fiscal Responsibility & Revenue Generation				

How does IPP help?

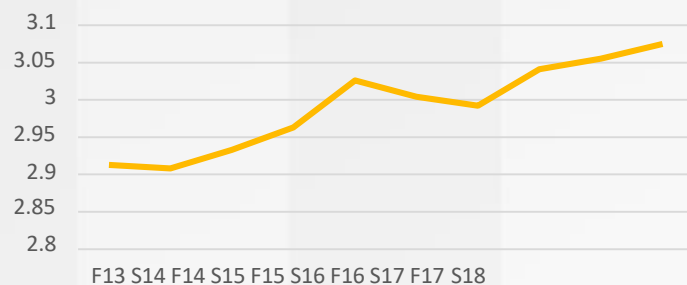
- A way to measure and compare with in conference and other created peer groups
- Review indicators at peer institutions that have transitioned conferences or peer group
- Review indicators at a group or aspirational institutions whose success you'd like to mirror
- Use data to identify gaps and begin creating strategies to address and improve those areas

Competitive Excellence & SA Wellbeing

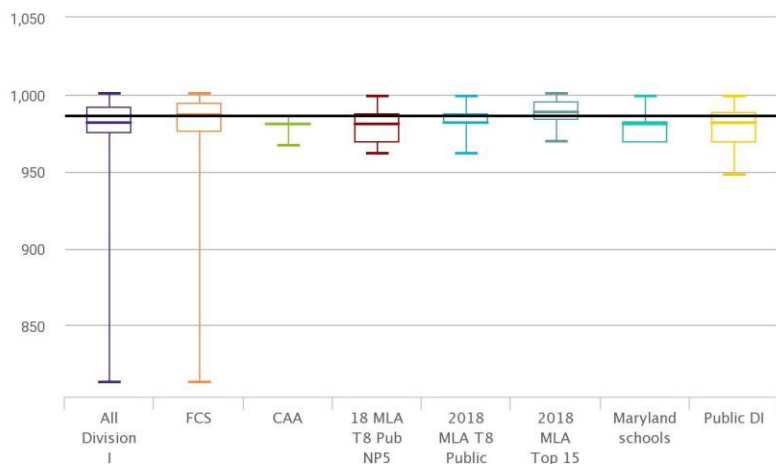


SA Academic Success

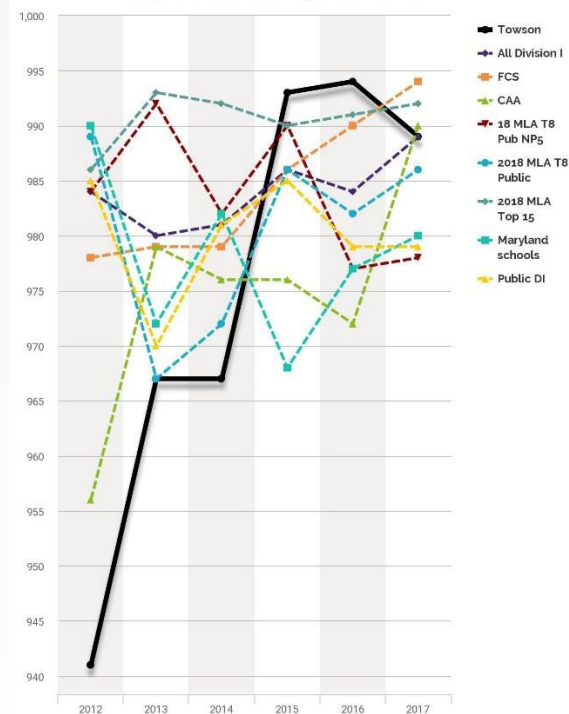
GPA



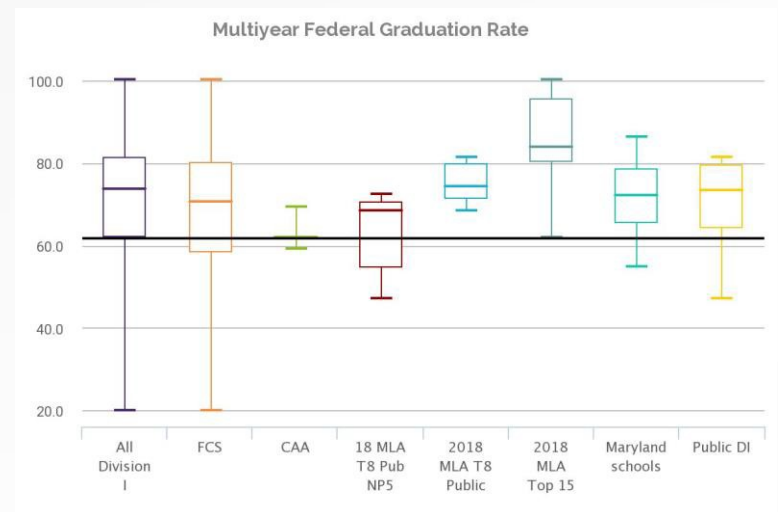
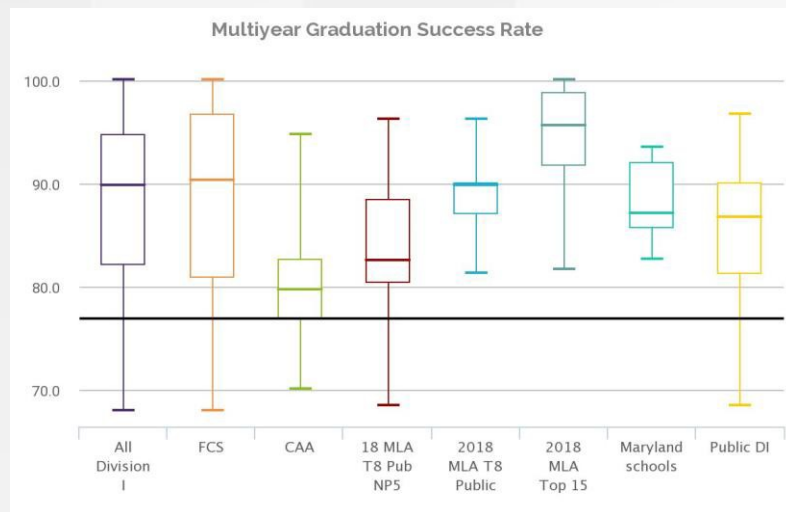
Multiyear Academic Progress Rate (APR)



Single Year Academic Progress Rate (APR)



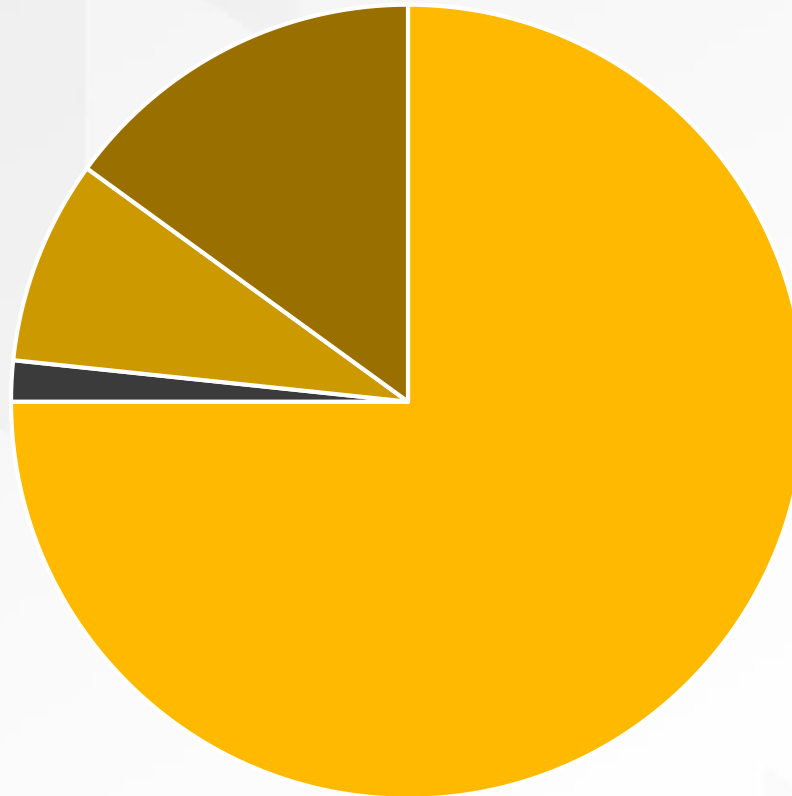
SA Academic Success



Gender Equity & Diversity

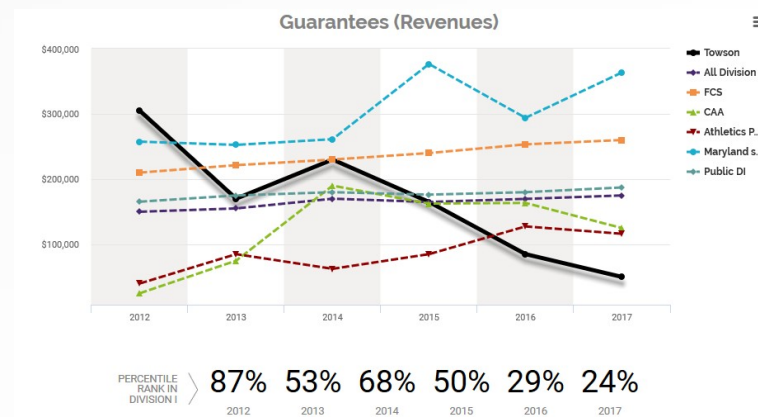
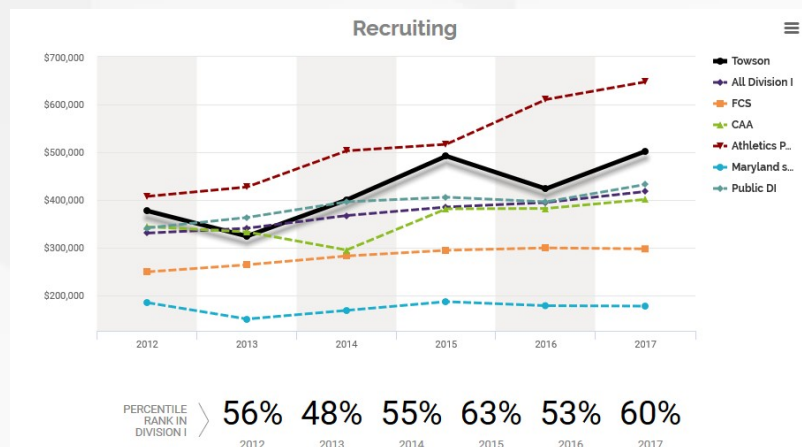
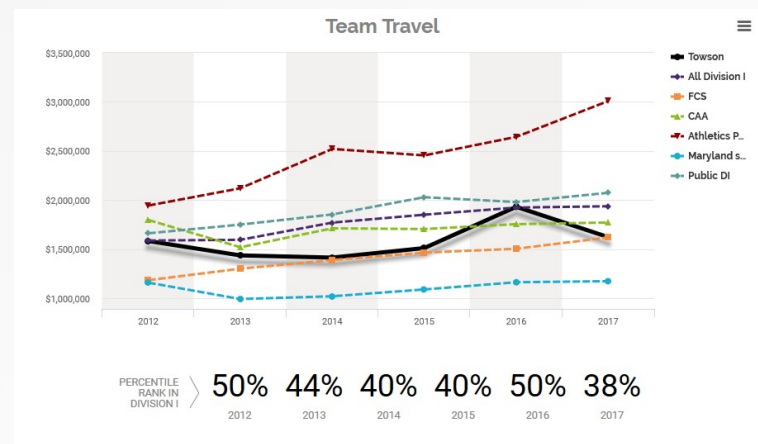
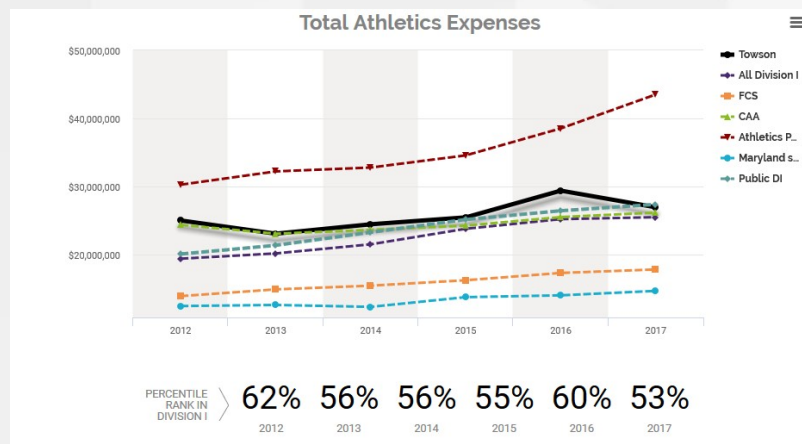


Gender Equity & Diversity



■ White ■ African American ■ Hispanic ■ More than Two Races

Fiscal Responsibility & Revenue Generation



Using IPP to Build Peer Groups for Data Comparison

2

MAKE YOUR SCHOOL SELECTIONS

Choose at least eight institutions to create your new peer comparison group. Use the filters below to narrow down your selections.

⚠ You must select a minimum of 8 peer institutions. 0 selected.

INSTITUTION	CONFERENCE	SUB DIV	DIVISION	PRIVATE	BUDGET LEVEL	SPORTS	ENROLLMENT	STATE
<input type="text" value="Filter"/>	<input type="text" value="Filter"/>	<input type="text" value="No Football"/>	<input type="text" value="I"/>	<input type="text" value="N"/>	<input type="text" value="50M+"/>	<input type="text" value="0"/>	<input type="text" value="0"/>	<input type="text" value="AK"/>
<input type="checkbox"/> ABC University	Independent	No Football	I	N	50M+	0	0	AK
<input type="checkbox"/> A&M-Corpus Chris	Southland	No Football	I	N		16	7,130	TX
<input type="checkbox"/> Air Force	Mountain West	FBS	I	N		27	3,952	CO
<input type="checkbox"/> Akron	Mid-American	FBS	I	N		18	14,644	OH
<input type="checkbox"/> Alabama	Southeastern	FBS	I	N		21	27,331	AL

Importance of Multiple Peer Groups

Chancellor/President



Conference

Private

Public

Carnegie Classification

Association of Public and Land-grant Universities
(APLU)

Association of American Universities (AAU)

Director of Athletics



Conference

Number of sports

RPI/Ranking

Budget Size

NCAA Division I Subdivision

Stadium Size

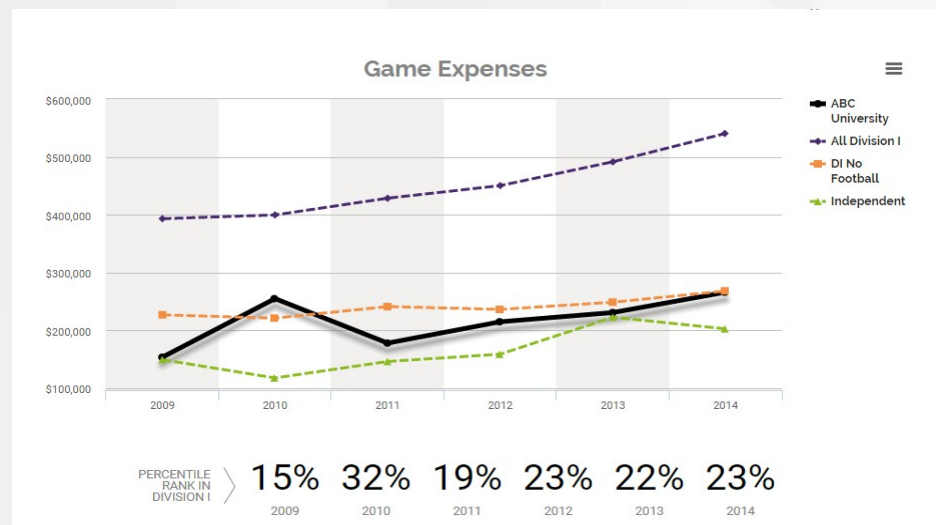
NCAA championship participation

Learfield Sports Director's Cup

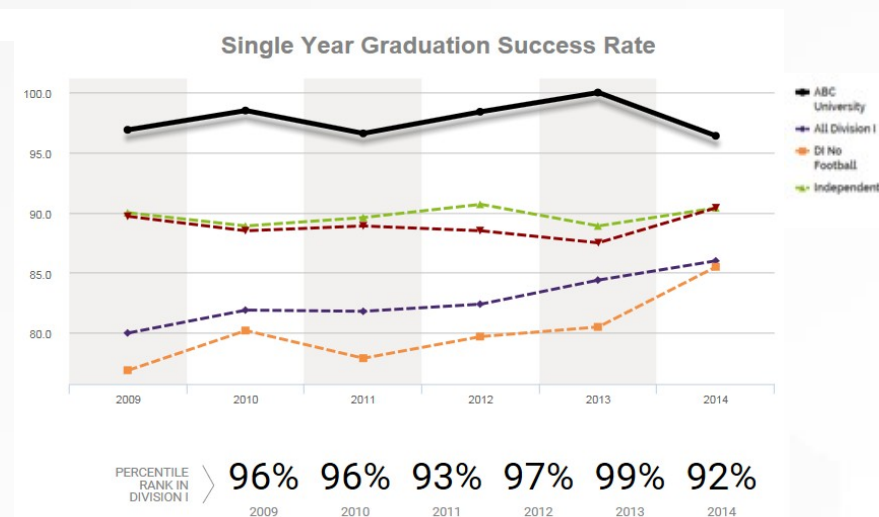
Geographic/regional

Reviewing Trends

Good Trend?



Bad Trend?



Is there data missing?

- What additional is needed?
- Where do you get the data and how do you analyze it?
- Does the data have a significant impact?
- What is the goal for change?

Any resource or emphasis needed to change?

Resource
Allocation

Academic

Diversity

Equity

Retention –
coaches salaries

Academic
advisor for sport

Travel
Operations

Increased
APR/GSA

Recruiting – sport
specific higher
academics

Financial
Assistance

Efficiencies in event
management

Other Key Items in Sport Assessment



- Goals
 - Competitive Excellence (Overall/Conference Record)
 - APR/Values Based Revenue Distribution
 - Campus & Community Engagement Initiatives
 - Revenue Generation
- High Performance Plan
- Strategic Plan for the Program (based on the data review)
- Facility Needs
- Chart of Total Costs to Operate the Program
- Key Future Initiatives
- History of Program Enhancements

Now What?

- Each coach meets with the AD & Senior Staff to review assessment
- Share with our President
- Share with our Athletics Advisory Board
- Continue to evolve the document
- Continue to evolve what/where our emphasis is consistent with overall department goals
- Goals included in formal HR Annual Evaluation for Head Coaches
- Sport Assessment attached to Annual Evaluation
- Senior Staff identifies common themes among sports to drive department wide initiatives

