

- **Recruitment Performance:** ratio of the number of students successfully recruited to total number of targeted students.
- **Community Service:** the number and nature of community-service projects the teams engaged in during the academic year.
- **Campus and Community Support:** the level of support from the broad college community - game attendance, attendance at the Hall of Fame Dinner, attendance at the Alumni Office's Speaker Series, and revenues raised by booster clubs in support of athletic teams.
- **Financial Aid Report Card:** the report details how student-athletes financial aid packages compare to the financial aid packages awarded to the general student body.
- **Diversity in Student Athletes/Athletic Staff:** demographic information on gender proportionality and diversity of student-athletes and athletic staff.
- **Intramural/Club/High School Participation:** intramural, club and high school activity by type and number of participants, to gauge student interest in emerging sports.
- **IAB Budget Review:** reviews the previous academic year's budget and reports on all account balances at the end of the fiscal year.
- **Retention/Rates**

**Indirect measures:** students judge the effectiveness of the athletic program and their college experience. With indirect assessment, the effectiveness of the program is based on perception rather than direct demonstration.

On-line exit interviews are administered to student-athletes who are going to complete eligibility during the year.

## INTERPRETATION OF THE DATA

1. To provide broad-based participation opportunities for students

The data show that there are many opportunities for students to participate in college athletics. 4837 students participated in intramurals and recreation and 779 students participated in 25 clubs (Appendix C). Survey respondents also indicated a good deal of satisfaction with their opportunities to participate in campus activities (Appendix D, Question 2)

2. To maintain an environment that values cultural diversity and gender equity among student-athletes and intercollegiate athletic staff

Varsity athletes responding to the survey indicated satisfaction with gender equity within the intercollegiate athletics program (Appendix D, Question 1). The actual data support gender equity among the athletic staff, although racial diversity is not as high (Appendix C). Student athlete ethnicity is not as strong as the college might like.