

COLLEGE OF MARIN

MARINERS

KINESIOLOGY & ATHLETICS

**PLANNING, RESOURCES
& ALLOCATION COMMITTEE PRESENTATION**

MISSION AND VISION

KINESIOLOGY

MISSION

We promote health and well-being by disseminating knowledge about physical activity and healthy living to improve the lives of individuals in our community.

VISION

We will create equitable opportunities for students to actively engage in the study and practice of Kinesiology. Our students will learn how to improve health through an integrative approach, using applied scientific principles, to teach methods of improving in such areas as cardiorespiratory fitness, muscular strength and endurance, and functional movement. Students will learn how to progress toward their own health and fitness goals while becoming ambassadors for promoting the importance of physical activity in Marin County.

ATHLETICS

MISSION

We promote academic and athletic excellence by utilizing student's passion and enthusiasm for sport as a catalyst for accomplishing their academic goals while instilling personal responsibility, effective communication, teamwork and the ability to overcome adversity.

VISION

We will be a model student success program that provides equitable opportunities for students to utilize athletics as a pathway to create additional opportunities and a vehicle to establish a foundation for future success in academic pursuits as well as one's career and personal life. Through rigorous academic and athletic preparation, we will guide our students along the pathway to academic and athletic success.

KIN & ATHLETICS: CURRENT STAFF

Administrative Assistant
(1 FTE)

Athletic Trainer (1 FTE)
Equip. Manager (1 FTE)
Hourly Funds for PT:
Sports Information
Specialist, **Student-
Athlete Academic
Support Coordinator
(SAASC)**
8 head coaches (6 PT
employees)

Kinesiology Faculty:
4 FT Faculty
11 PT Faculty (including
6 PT head coaches)

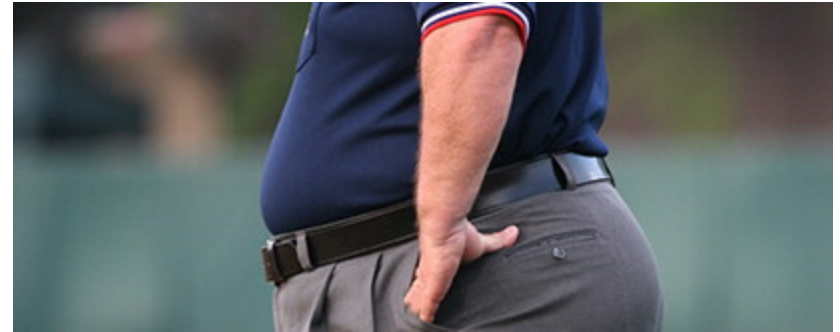
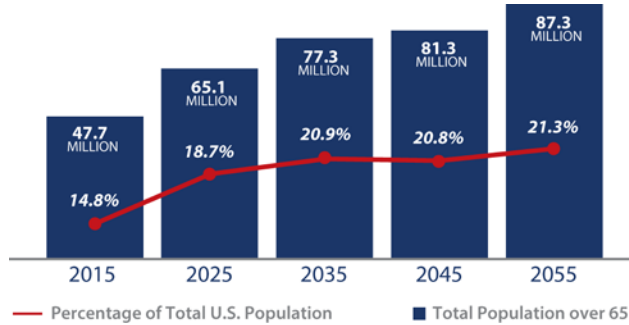
Note: Also assigned to
facility rentals for both
KTD and IVC

Note: Equip. Manager &
Hourly SAASC been
vacant- Failed searches

Note: We are down 1
FTF and have 1 FTF on
reduced load. Many non-
coaches are nearing
retirement.

OPPORTUNITIES: AGING POPULATION, LIFESTYLE DISEASE

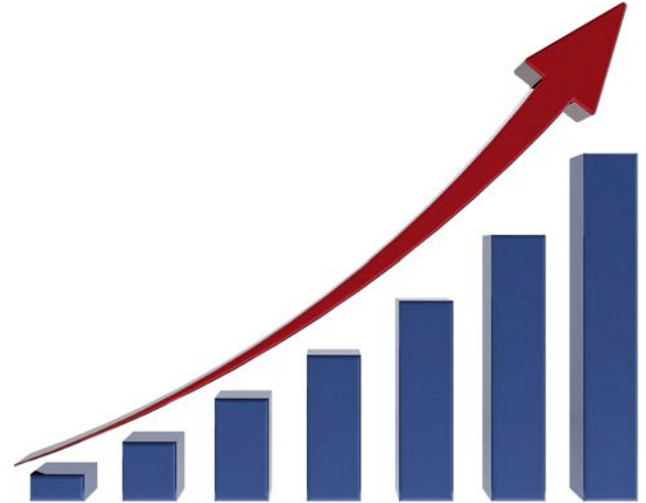
Demographic, social and cultural realities project continued growth in Kinesiology



GROWTH IN EMPLOYMENT OPPORTUNITIES

US Bureau of Labor Statistics projects the following job growth:

- **36%** for Physical Therapists
- **29%** for Occupational Therapists
- **19%** Athletic Trainer/Exercise Physiologists
- **15%** for Coaches
- **13%** for Fitness Professionals
- And many more...



KINESIOLOGY: STRENGTH IN VARIETY OF CAREER OPTIONS

Athletic Training/Sports Medicine
Physical or Occupational Therapy
Healthy Aging Specialist
Group Fitness Instructors
Physical Education Teachers
Program Director of Corporate Fitness
Center/Resorts
Personal Trainers
Adapted Physical Activity
Aquatics Director
Sport Coaches (High
School/Collegiate/Professional)
Dance Professionals
Athletic Administration
Cardiac Rehabilitation Specialist

Pre-Chiropractic
Epidemiologist- Physical Activity
Exercise Physiologist
Physician's Assistant Preparation
Professor of Kinesiology, Physical
Education
Recreational Therapist
Sport Management
Sport Psychologist for Performance
Enhancement
Sports Information Director
Sports Journalist
Sports Marketing
Sports Officiating
Strength and Conditioning Coach

ATHLETICS: CURRENT PICTURE

- Women's Teams: Soccer, Volleyball, Basketball, Track & Field, Swimming & Diving
- Men's Teams: Soccer, Basketball, Baseball, Track & Field, Swimming & Diving

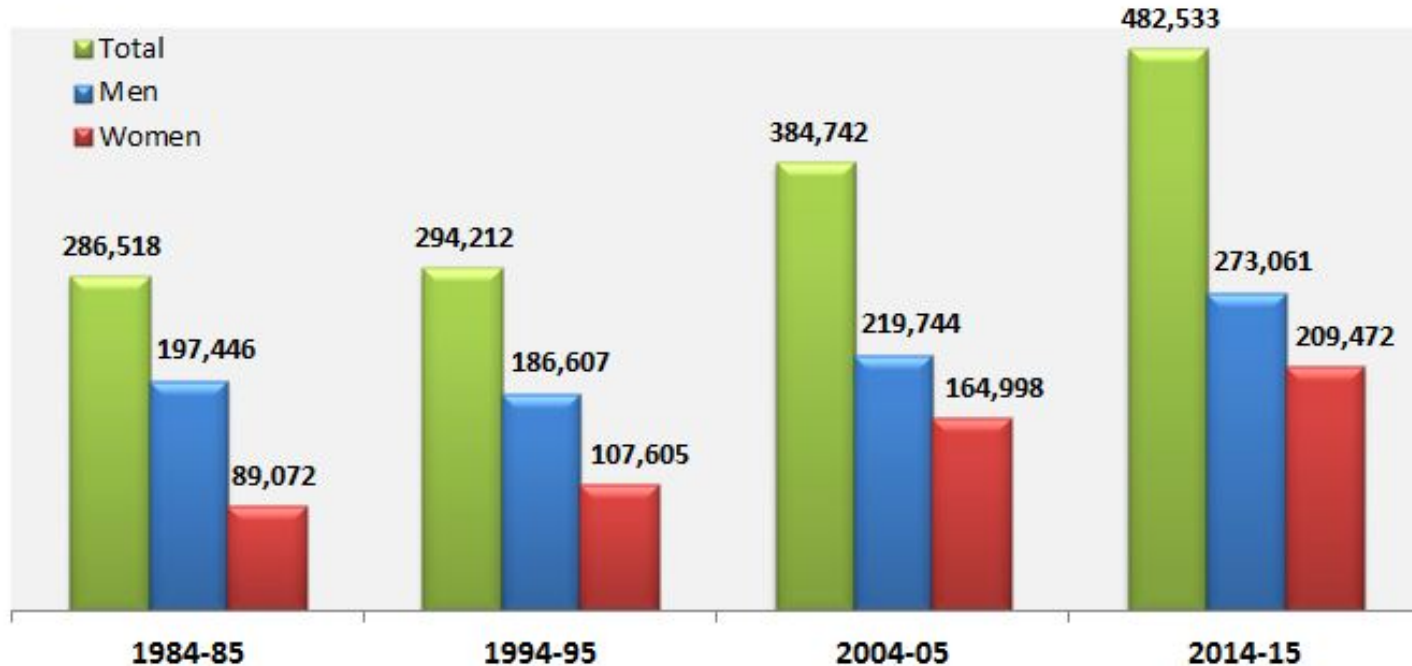
Program	Rate of Full-time Undergraduate Enrollment		Rate of Participation in Athletics	
	Total Number	Percentage (%)	Total Number	Percentage (%)
Women	633	51.09%	46	40.71%
Men	606	48.91%	67	59.29%
Totals	1239	100.00%	113	100.00%

ATHLETICS: AREAS OF OPPORTUNITY

- “20 Mile March” toward our Target Roster Sizes
- Recruit students in effective ways: Relationship Building, Front Rush, Clarify our “Brand”
- Coaches are the “change agents” needed: We need to support their leadership activities (stipend)
- Respond to unmet interest and ability in emerging sports
- **Beach Volleyball**, Lacrosse
- Continue to monitor interest in sports such as **Women’s Cross Country**, Softball, Tennis and **Water Polo** with special attention to complementary sports

GROWTH OF INTERCOLLEGIATE ATHLETICS

Number of NCAA Student-Athletes
1984-85 to 2014-15



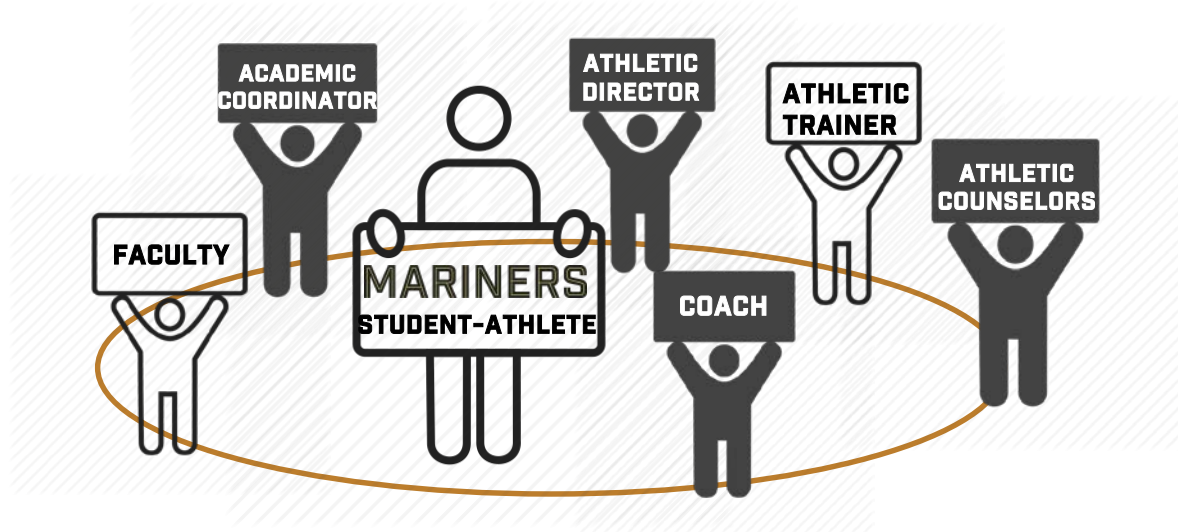
Note: Data include student-athletes in championship sports only.

ATHLETICS AS A DRIVER OF ENROLLMENT

- **1 Year:** We project a 35% increase from 2016-17 to 2017-18 (growing from 117 student-athletes to 159 student-athletes)
- **5 Year:** We project a 98% increase from 2016-17 to 2021-22 (growing to 232 student-athletes)
- Profile: Full-Time Students (taking an average of 13.2 units per term), required to make progress toward degree
- If College of Marin enrollment were to otherwise remain flat, student-athletes would go from representing 6.9% to 12.8% of all full-time credit students

ATHLETICS IS A MODEL STUDENT SUCCESS PROGRAM

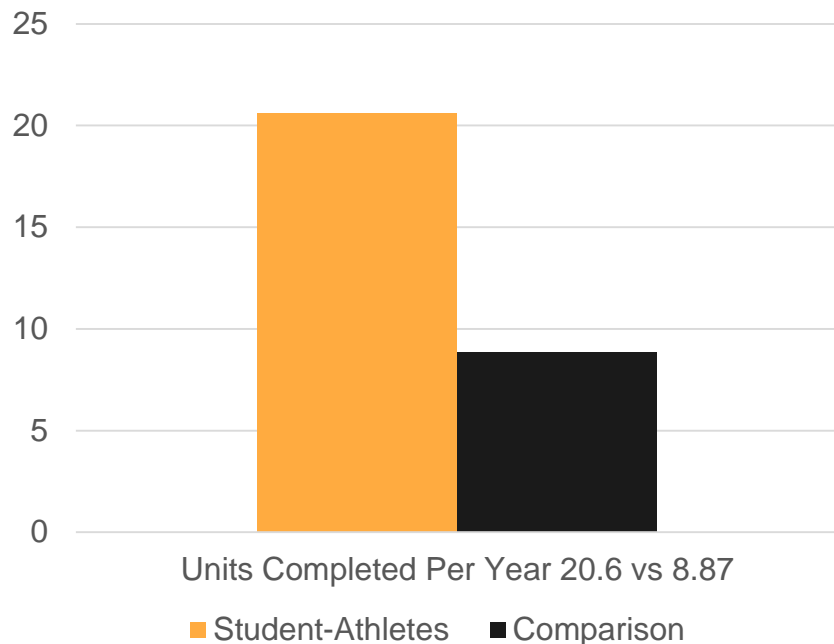
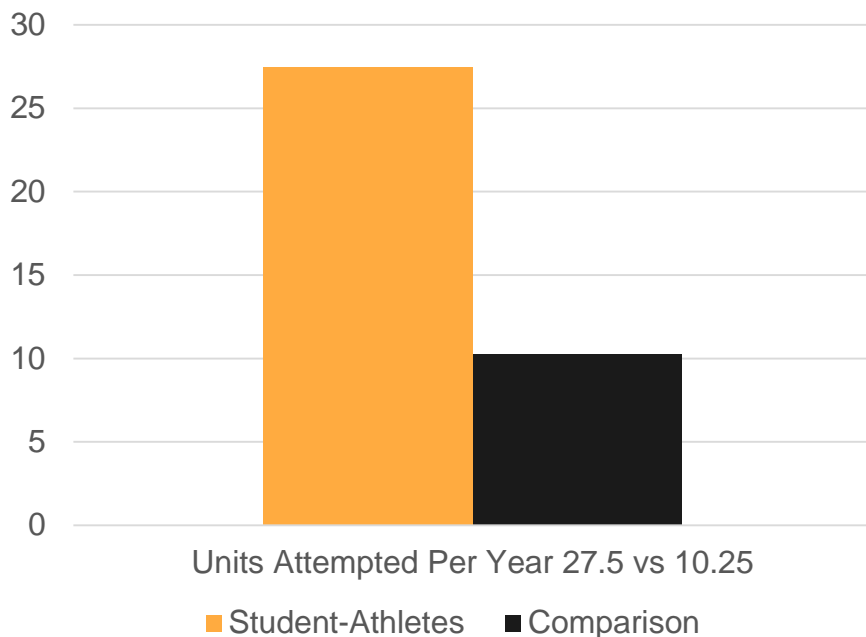
Sport is a **vehicle** for engaging students in **Academic Success** and **Goal Attainment**



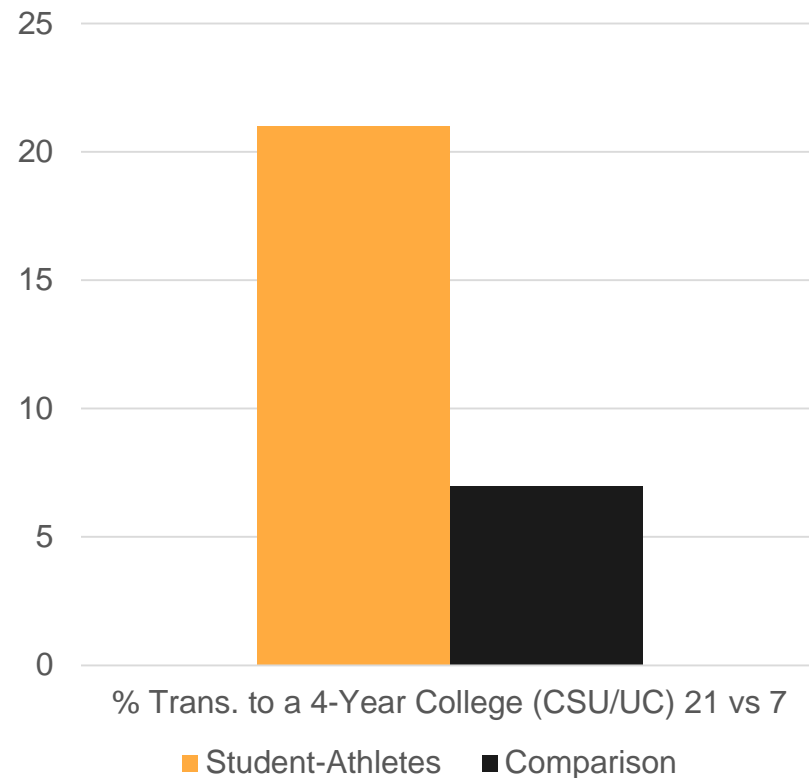
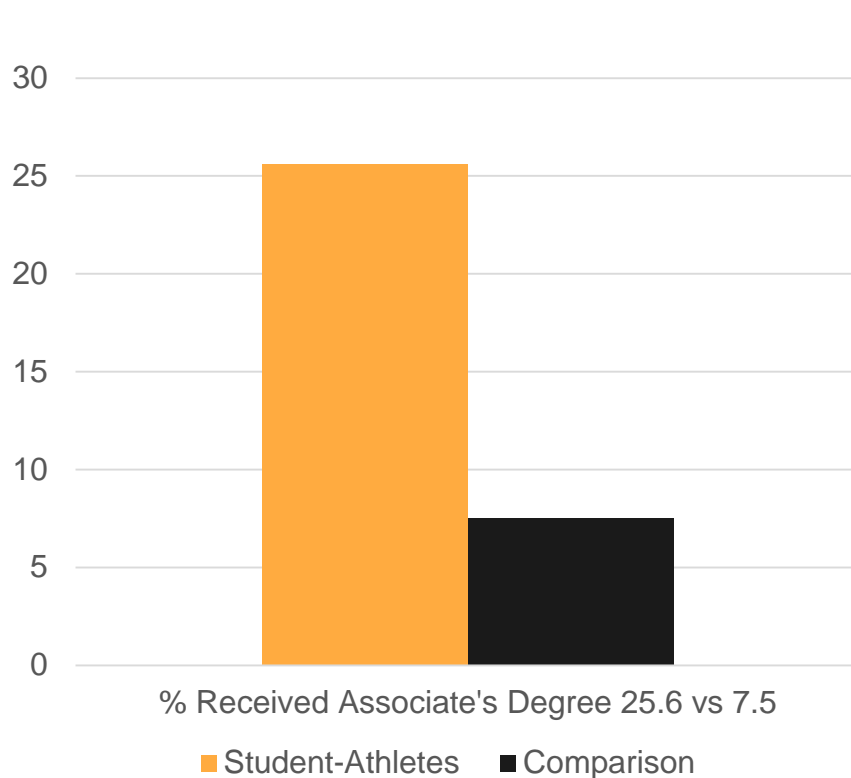
COLLEGE OF MARIN “STUDENT-CENTERED” ACADEMIC SUCCESS MODEL:

NOTE-THIS MODEL IS NOT YET OPTIMIZED

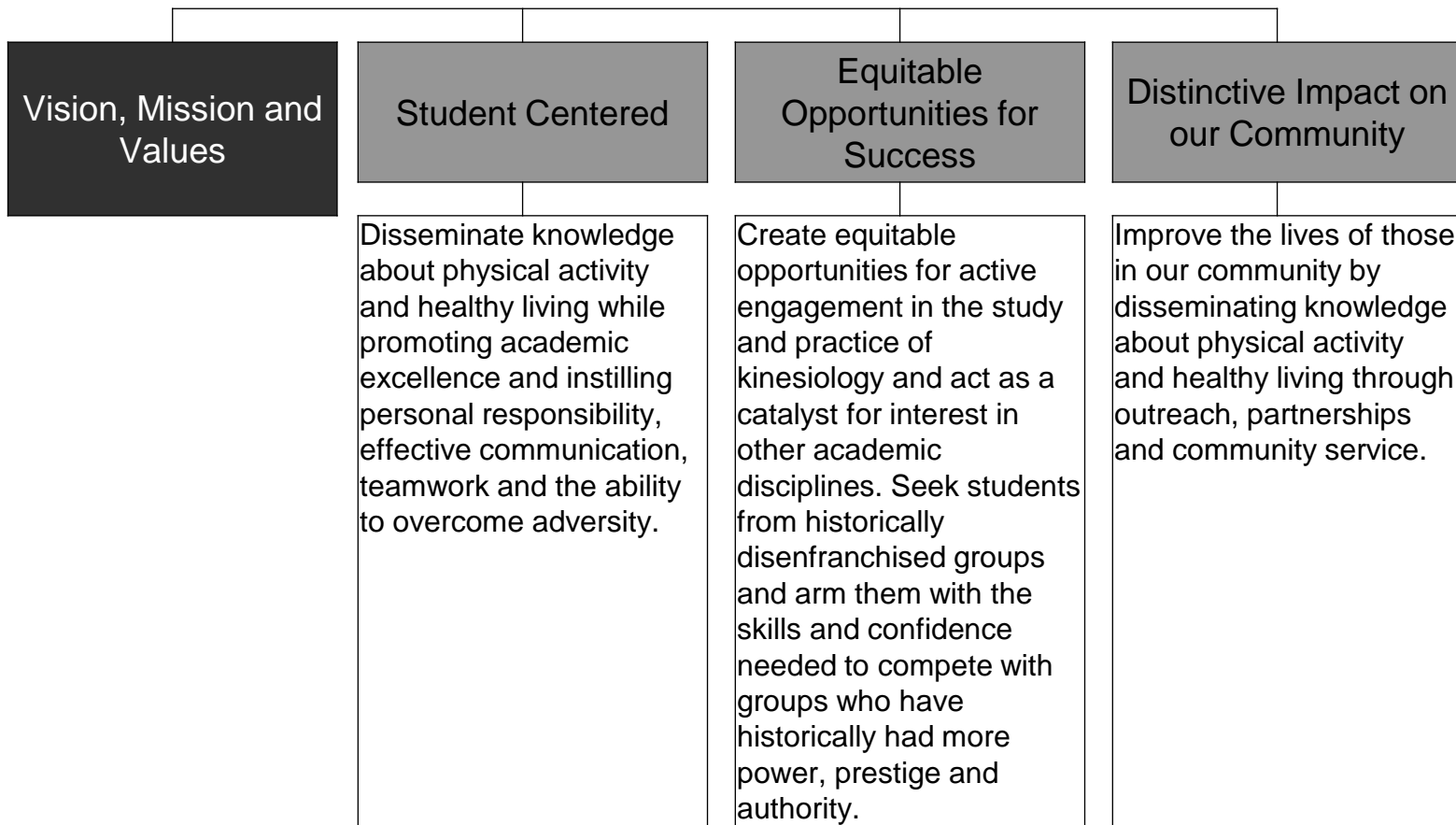
STUDENT-ATHLETE SCORECARD MEASURES: UNITS ATTEMPTED & COMPLETED



SCORECARD MEASURES: DEGREE COMPLETION & TRANSFER TO 4-YEAR COLLEGE



5 YEAR PLAN



CATEGORIES 1, 2, 3

Categories to
Bring the Mission
and Vision to Life

1. Infrastructure
(Actual & Virtual)

- **Facilities**
- **Equipment**
- **Curriculum**
- **Staffing**

2. "Resource
Engine"

- **Rosters
(enrollment)**
- **Reputation**
- **Relationships**

3. Student Equity &
Success

- **Title IX
Compliance**
- **Improving
equitable
outcomes**
- **Academic
Success &
Mentoring**

HIGHLIGHTS OF MAJOR INITIATIVES & CHANGES

Category 1: Infrastructure – Actual and Virtual

- Develop Fitness Center Model: Need Equipment, Staff & Marketing Materials
- Provide new instructional equipment and supplies to support student engagement
- Replace carts, ice machines and other old and outdated equipment
- Ensure reasonable safe travel and meal money allotment for students while in our care
- Increased supply budget for towel program
- Replace Retired and Retiring FT Faculty with 50/50 KIN/Athletics Coaches/Instructors
- Full-time academic counselor
- Collapse hourly Athletics Coordinator position and Sports Information Specialist into 1 FT position
- Web based fitness center student progress & engagement program (like NetPulse)

HIGHLIGHTS OF MAJOR INITIATIVES & CHANGES

Category 2: “Resource Engine” – Build Partnerships and Improve Reputation

Partner with:

- Local high schools to better serve their needs in student development and matriculation
- Local Health Organizations to better serve local patients
- Regional colleges/universities to collaborate with upper division students and grad students
- Local gyms and schools to better prepare fitness professionals
- Campus community to better serve students and staff in other departments
- Stakeholders to develop plan to improve facility rental process
- Provide discipline-specific professional development training
- Replace uniforms for players, coaches and staff to visually represent the new brand and approach.
- Time and energy to regularly collaborate with multiple areas across campus.
- Stabilize Sports Information personnel
- Website redesign, uniforms, shuttle bus branding, travel gear/bags,
- Photographer at home games, facility signage, electronic outreach platform (Front Rush), print material package.

HIGHLIGHTS OF MAJOR INITIATIVES & CHANGES

Category 3: Student Equity and Success

Become "Test 1" Compliant for Title IX by:

- Implementing "20-mile march" recruiting plan
- Meet any unmet interest and ability until such time that we meet proportionality goals.
- Target outreach activities of local high schools on historically underrepresented groups (using Front Rush recruiting platform).
- Compensating coaches for their leadership activities in demonstrated efforts to recruit and retain students.
- Developing and producing marketing materials focused on underrepresented students

Other resources needed to accomplish:

- Full-time academic counselor assigned to Athletics.
- Transition from Academic support program to "Navigator" concept with full-time Academic Coordinator/Sports Information Specialist
- Development of academic mentor program and integration into specialized cohort tutoring model.
- Future increase in teaching units to offer more sport classes in women's sports (2018).

1A. EQUIPMENT & FACILITIES



1B. ORGANIZE PROCEDURES, OPERATIONS & STAFFING

1B. Improve Procedural and Organizational Operations

Strategic Goals & Outcomes

- Establish an appropriate infrastructure for organizing proper day-to-day operations.
- Ensure compliance with CCCAA and Bay Valley Conference bylaws.
- Add faculty with diverse instructional abilities to meet student needs.
- Ensure availability of quality instructors in a variety of subjects at times that are in demand for students
- Ensure students' basic needs are met while in our care (on road games)
- Keep up with ongoing increases in cost for officials

Tactical Goals & Outcomes

- Hire a full-time Academic Counselor for Athletics
- Review Equip. Manager Position for possible addition of Athletic Trainer roll
- Hire more full-time faculty who can coach a sport ("50/50" faculty).
- Create and distribute Athletics Staff Handbook.
- Ensure compliance for game management: Sports information, athletic trainers, scorers, statistics, public address, photographer, tickets, etc.
- Address music licensing laws for F.C. & games

Resources Needed to Accomplish

- 3 Full-time faculty positions over 3 years (projected to be down 2-3 full-time positions in next two years).
- Full-time academic counselor.
- Collapse hourly Athletics Coordinator position and Sports Information Specialist into 1 FT position
- Increased hourly and/or consultant budget to pay game day staff for 70 home games per year
- Reasonable Meal Money allotment for students
- Ensure safe travel to long/late conference games

1C. REVITALIZE CURRICULUM

1C. Revitalize Curriculum & Develop Fitness Center to Serve More Students

Strategic Goals & Outcomes

- Offer curriculum that makes a distinctive impact on our community and our campus that also improves our reputation.
- Develop Fitness Center Model (open lab) to be more student centered and maximize students served.
- Increase enrollment to 2015 numbers by Fall of 2018.
- Improve local partnerships to better serve local community that may not be currently enrolled at College of Marin

Tactical Goals & Outcomes

- Offer the best modern curriculum and facilities and instruction.
- Develop new Fitness Center model that better serves students.
- Develop Employee Wellness Program
- Consider developing non-credit versions of the courses.
- Consider future program development of healthy aging, ESL Fit
- Better organize collaboration with APE.
- Increase use of technology in student-centered instruction.

Resources Needed to Accomplish

- Fitness center Budget request for Instructional Equipment and Facility Needs of approximately \$350K
- Lab Tech Hours for Fitness Center
- Branding and Marketing Materials to promote the program
- Towel program (increased laundry)
- Web based fitness center student progress & engagement program (like NetPulse)

2A. IMPROVE REPUTATION & BUILD THE BRAND

2A. Improve Reputation & "Build the Brand" to Become a First Choice for Local Students

Strategic Goals & Outcomes

- Offer great courses, outstanding customer service and personalized college experience for students.
- Develop positive word of mouth reputation and get "repeat business" Develop a cohesive branding and multi-media/marketing strategy to improve reputation and educate students and families.
- Continuously improve instruction, offerings and customer service.
- Promote efforts and accomplishments over multiple platforms

Tactical Goals & Outcomes

- Instructors and staff create strategies to have a distinctive impact on students.
- Increase partnerships and collaborations with local agencies who share our goals.
- Unify efforts across campus to develop a singular vision and strategy for branding/marketing
- Develop methods to evaluate quality of student experience and take steps to improve problem areas each semester.
- Build relationships with local media and find out how to best "feed" them stories/content.

Resources Needed to Accomplish

- Professional development time and resources.
- Develop, redesign and rebrand facility signage, print materials, web presence.
- Replace uniforms for players, coaches and staff to visually represent the new brand and approach.
- Time and energy to regularly collaborate with areas across campus.
- Stabilize Sports Information personnel
- Survey development and data collection/analysis
- Website redesign, uniforms, shuttle bus branding, travel gear/bags,
- Photographer at home games, facility signage, electronic outreach platform, print material package.

2B. INCREASE LOCAL PARTNERSHIPS & RELATIONSHIPS

2B. Increase Local Partnerships & Build Fundraising Relationships

Strategic Goals & Outcomes

- Increase partnerships to better serve the local and campus community
- Increase engagement of local and regional stakeholders in the KIN/Athletics program.
- Improvement of user experience for local partners.

Tactical Goals & Outcomes

Partner with:

- Local high schools to better serve their needs in student development and matriculation
- Local Health Organizations to better serve local patients
- Regional colleges/universities to collaborate with upper division students and grad students
- Local gyms and schools to better prepare fitness professionals
- Campus community to better serve students and staff in other departments
- Stakeholders to develop plan to improve facility rental process

Resources Needed to Accomplish

- Time and energy to regularly collaborate with multiple areas across campus.
- Institutional support to develop an “Employee Wellness Program”
- Sports Information personnel to collaborate on Digital media plans
- Survey development and data collection/analysis.
- Time and energy with VP’s to develop comprehensive plan to improve facility rental process

3A. INCREASE OPPORTUNITIES FOR UNDERREPRESENTED GENDER AND OTHER UNDERREPRESENTED STUDENTS

3A. Increase Opportunities for Underrepresented Gender in Athletics

Strategic Goals & Outcomes

- Become "Test 1" Compliant for Title IX by:
- Implementing "20-mile march" recruiting plan
- Meet any unmet interest and ability until such time that we meet proportionality goals.
- Target outreach activities of local high schools on historically underrepresented groups.

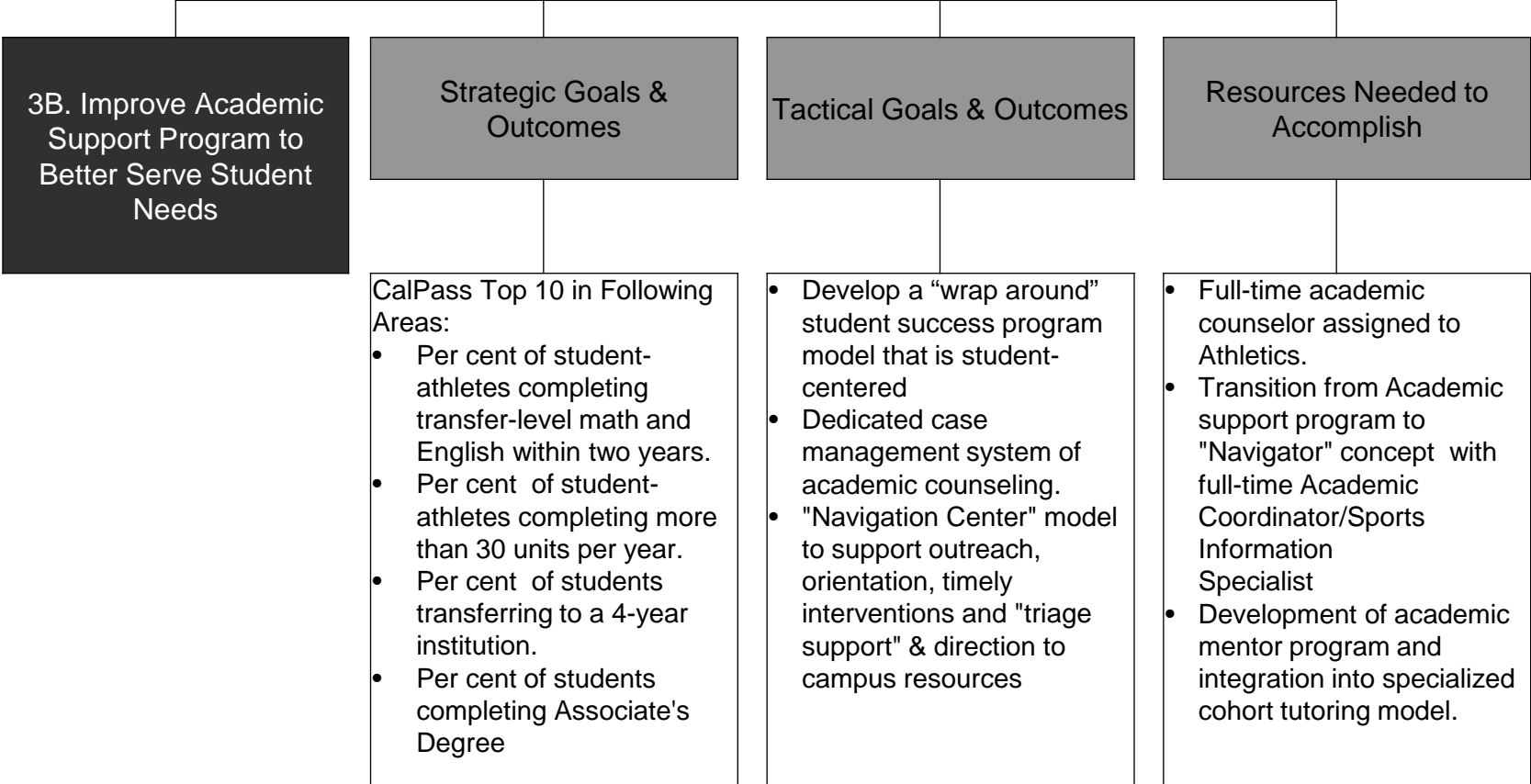
Tactical Goals & Outcomes

- Implement strategic outreach and marketing plan.
- Develop new inclusive graphic identity that is gender neutral.
- Develop a clear and, easy to follow, recruiting model with real and virtual resource folders.
- Allocate more time for coaches to recruit and partake in PD for recruiting/outreach.
- Partner with Anna P. (Outreach) and Jon H. (Enrollment Services).

Resources Needed to Accomplish

- Front Rush recruiting platform to engage in targeted email outreach.
- Leadership stipends for coaches to recruit & retain students
- Marketing costs in digital, print and misc. expenses.
- Future increase in teaching units to offer more sport classes in women's sports (2018).

3B. IMPROVE ACADEMIC PERFORMANCE OF STUDENT-ATHLETES



SUMMARY

Kinesiology is a growing field with dozens of critical applications to our community.

In order for us to be relevant, we need to:

- Revitalize Curriculum, Equipment and Facilities
- Hire and Train Staff
- Engage the Community

SUMMARY

Athletics is a model student success program and key piece of an enrollment strategy to increase FT Students and improve campus life

We need to:

- Provide appropriate facilities, equipment and staffing
- Build partnerships to improve recruitment and retention of students
- Improve outreach to historically underrepresented groups and improve academic support program to become a “Top 10” program in the state, academically



QUESTIONS?

