

MEMORANDUM

TO: Bob Deutschman
Director of Athletics

FROM: Kim Harvey-Manus *KHM*
Vice President of Student Services

DATE: December 2, 2024

RE: Institutional Assessment – Athletics

This memorandum outlines the accomplishments and proposed action plans as detailed in the 2023 Institutional Assessment for the Athletics Department.

Accomplishments

The Athletics Department has achieved significant milestones, reinforcing its commitment to academic excellence, competitive success, and community engagement. Highlights include:

1. **Student-Athlete Academic Success:**
 - Achieved a department cumulative GPA of 3.12 over five years, marking a 0.21% improvement.
 - Recognized 140 student-athletes with NJCAA All-Academic Team honors, and all teams were named NJCAA Academic Teams for the past two years.
2. **Program Expansion:**
 - Successfully elevated Women's Soccer to Division II, added Men's Basketball (Division II), and launched Men's and Women's Cross Country (Division III).
 - Reintroduced a cheerleading program to support basketball events with future plans to transition to the NJCAA competitive level.
 - Developed and executed plans for constructing an Esports facility on the top level of the Field House with a successful program launch in fall 2024.
3. **Facility Enhancements:**
 - Renovated the Field House Fitness Center and installed modern equipment.
 - Added a large video display board and new flooring to the Field House Gym to enhance quality.
 - Made notable improvements to the baseball field, including new seating and a modern scoreboard.
 - Constructed a women's softball clubhouse in 2021, significantly improving player amenities.

4. Community Engagement and Fundraising:

- Strengthened partnerships with the Jefferson College Foundation, resulting in increased donations and new fundraising strategies, including digital campaigns and youth engagement events.

5. COVID-19 Response:

- Maintained uninterrupted athletic participation in spring 2021 through the successful implementation of safety protocols and wellness initiatives.

Summary of Action Plans

To align with Jefferson College's strategic priorities, the Athletics Department proposes the following action plans:

1. Facility Improvements:

- Remodel lower-level locker rooms, shower facilities, and athletic training rooms in the Field House to accommodate the growing student-athlete population.
- Construct a multifunctional facility for public restrooms, concessions, and offices to serve the baseball and soccer programs.
- Install an audio system for outdoor facilities.
- Install new scoreboards for soccer and softball.

2. Program Expansion:

- Continue to grow the Esports program.
- Transition cheerleading to the NJCAA competitive level.

3. Operational Excellence:

- Develop an Athletic Facility Master Plan to guide long-term upgrades and donor engagement.
- Research the addition of a Sports Information Director to enhance program visibility and marketing efforts.

The Athletics Department has been evaluated as Meets Expectations. Thank you for your continued leadership and commitment to excellence in the Athletics Department. These accomplishments and action plans highlight our dedication to fostering student-athlete success and advancing Jefferson College's mission and strategic goals. I look forward to seeing continued academic and athletic success in the years ahead.