

### Q1. 2025 Unit Assessment Plan

**Complete the GCU Unit Assessment Plan with three goals aligned with GCU's Mission and Strategic Compass. See the template within the University Assessment Plan on the GCU Assessment webpage. You can repeat your previous assessment plan if it is still valid.**

**Unit Assessment Plans are due February 28.**

### Q2. Name of Administrative Unit

Athletics

### Q3. Name of the person completing this report. (Last, First)

Sempkowski, Dan

### Q4. Email address of person completing this report.

Dsempkowski@georgian.edu

### Q5. Date plan submitted

2/17/25

### Q6. To which Cabinet Member does this unit report?

- ☐ President
- ☒ Provost (Academic and Student Affairs)
- ☐ Associate Provost for Academic Program Development
- ☐ Associate Provost for Student Support and Services
- ☐ Executive Director of Mission Integration
- ☐ Vice President Finance and Administration
- ☐ Vice President Institutional Advancement
- ☐ Vice President for Enrollment Management

☐ Other, (please specify

**Q7. This plan is based on the following year type selection:**

☐ Calendar Year (January-December)

☐ Academic Year (September-August)

☒ Fiscal Year (July-June)

☐ Other

**Q8. State Goal 1 for your administrative unit.**

Increase an appreciation for and an awareness for Georgian Court Athletics past and present.

**Q9. State the Outcomes for Goal 1.**

☒ 1.1

Develop a more engaged alumni group.

☒ 1.2

Enhance brand recognition through all media that showcases athletic successes and achievements of our student-athletes, alumni, and coaches.

☒ 1.3

Brand the athletic spaces on campus at a more current/modern level.

☒ 1.4

Increase athletic alumni giving.

☐ 1.5

☐ 1.6

**Q10. What metrics will be used to measure results of Goal 1? Align with above outcomes.**

☒ 1.1

Membership in the Blue and Gold Athletic Club.

☒ 1.2

Followers and stream viewership.

☒ 1.3

Dollars spent/Grants used towards branding upgrades.

- ☒ 1.4 Number of dollars donated from Athletic Alum.
- ☐ 1.5
- ☐ 1.6

**Q11. What will be the benchmark for successfully meeting Goal 1? Align with the above metrics.**

- ☒ 1.1 Increase from the initial membership group that joined prior to the summer of 2025.
- ☒ 1.2 Increase from current data.
- ☒ 1.3 More than 0.
- ☒ 1.4 \$1568 was donated by Athletic Alum in the 22-23 academic year, \$4167 during the 23-24 academic year.
- ☐ 1.5
- ☐ 1.6

**Q12. State Goal 2 for your administrative unit.**

Increase the visibility and engagement of Georgian Court University athletics in campus, local, and regional communities.

**Q13. State the Outcomes for Goal 2.**

- ☒ 2.1 Increase revenue generation through sponsorships and events.
- ☒ 2.2 Develop team specific community outreach/engagement programs annually.
- ☒ 2.3 Increase Engagement of student/faculty/and staff with Georgian Court University Athletics.
- ☒ 2.4 Increase overall fan attendance at home athletic events.
- ☐ 2.5

☐ 2.6

Q14. What metrics will be used to measure results of Goal 2? Align with the above outcomes.

☒ 2.1 # of total events, revenue generated from them. # and amount of revenue generated from sponsors.

☒ 2.2 # of outreach events/engagements per program?

☒ 2.3 How many opportunities to engage the non-athletes within GCU.

☒ 2.4 Grow attendance at indoor home games (where admission is charged).

☐ 2.5

☐ 2.6

Q15. What will be the benchmark for successfully meeting Goal 2? Align with above metrics.

☒ 2.1 2023-24 was golf only (at a -\$13,000 loss as per the CFO's accounting strategy of previous revenues being absorbed into the shcool).

☒ 2.2 2 per team.

☒ 2.3 2023-24 was only 3 Faculty Appreciation Games.

☒ 2.4 Dollars raised through Admissions/Concessions . 2023-24 was \$8236 total, with \$2,201 being concessions and \$6035 being from admissions.

☐ 2.5

☐ 2.6

Q16. State Goal 3 for your administrative unit.

Continue to grow a high quality and holistic athletics program with an emphasis on student-athlete welfare and competitive excellence.

Q17. State the Outcomes for Goal 3.

- ☒ 3.1
- Ensure health, wellness, and safety of all student-athletes.
- ☒ 3.2
- Develop an athletics facility master plan.
- ☒ 3.3
- Continue to evaluate staffing needs and hiring, training, and retaining a knowledgeable and committed athletics staff.
- ☐ 3.4
- 
- ☐ 3.5
- 
- ☐ 3.6
- 

Q18. What metrics will be used to measure results of Goal 3? Align with the above outcomes.

- ☒ 3.1
- Ensure health, wellness, and safety of all student-athletes.
- ☒ 3.2
- Existence of a facilities master plan?
- ☒ 3.3
- # of total FT and PT staff as a department.
- ☐ 3.4
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- ☐ 3.5
- 
- ☐ 3.6
- 

Q19. What will be the benchmarks for successfully meeting Goal 3? Align with above metrics.

- ☒ 3.1
- # of Athletic Training support (by hours).
- ☒ 3.2
- More than 0.
- ☒ 3.3
- Current FT/PT staffing as of the 24-25 academic year.
- ☐ 3.4
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- ☐ 3.5
- ☐ 3.6

**Q20. Give the Mission alignment for unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Georgian Court University, founded by the Sisters of Mercy of New Jersey in 1908 and sponsored by the Sisters of Mercy of the Americas since January 2007, provides a comprehensive liberal arts education in the Roman Catholic tradition.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
The university has a special concern for women and is a dynamic community committed to the core values of justice, respect, integrity, service, and compassion, locally and globally.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Georgian Court provides its students with a curriculum broad enough to be truly liberal, yet specialized enough to support further study and future careers.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides students with an environment for the entire university community to grow through shared educational, cultural, social, and spiritual experiences.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Georgian Court provides students with the will to translate concern for social justice into action.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q21. Give the alignment with the GCU Strategic Compass Point (s) for your unit assessment goals. Check all that apply.**

	Goal 1	Goal 2	Goal 3
Compass Point 1: Mission Fulfillment through Academic Excellence.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Compass Point 2: Mission Fulfillment through an Exceptional Student Experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Compass Point 3: Mission Fulfillment through Revenue Generation and Diversification.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Compass Point 4: Mission Fulfillment through Operational Efficiency and Utilization.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
No direct alignment with the Strategic Compass.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q22. Please select the directive(s) aligned with your goal(s) for Compass Point 1: Mission Fulfillment Through Academic Excellence. (check all that apply)**

*This question was not displayed to the respondent.*

**Q23. Please select the directive(s) aligned with your goal(s) for Compass Point 2: Mission Fulfillment Through Exceptional Student Experience. (check all that apply)**

	Goal 1	Goal 2	Goal 3
2.1 Improve the overall retention of resident students by providing a healthy and engaging residential experience.	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2.2 Develop an IT infrastructure that includes a "one campus" communications and services structure that is on par with current higher education industry standards.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.3 Enhance the physical space available for student engagement throughout campus.	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
2.4 Develop collaborative campus environment that supports students through engagement with all campus stakeholders.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

2.5 Integrate marketing and recruitment strategies that highlight instructional strengths to attract the student who will succeed at Georgian Court University

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☐
☐

2.6 Provide unique student leadership experiences that focus on the philosophy of servant and ethical leadership.

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☐

2.7 Identify current or develop new GCU Traditions to support and highlight a dynamic unified campus culture (convocation, homecoming, bonfire, etc.).

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☐

2.8 Provide for an exceptional, safe, and well-rounded student-athlete experience through maintenance of competitive level facilities, leadership programming, academic support & resources consistent with program growth.

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☐

**Q24. Please select the directive(s) aligned with your goal(s) for Compass Point 3: Mission Fulfillment Through Revenue Generation and Diversification. (check all that apply)**

	Goal 1	Goal 2	Goal 3
3.1 Increase enrollment to meet current capacity and develop a comprehensive plan for our main campus in demographic and programs which highlight the main campus as the flagship model for the Georgian Court Mission.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.2 Identify new locations, sites, and delivery modalities where the Mission and the revenue opportunities are abundant.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.3 Identify and partner with high schools, community colleges, other colleges and universities, community programs, and business/employers to meet their student needs as an educational partner.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.4 Create multiple-channel financial aid strategy to connect early packaging with admissions yield strategy. Utilize packaging strategy to create an optimal class and net tuition revenue.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.5 Implement a branded Georgian Court experience for all students regardless of site or location to build on the sense of connectedness to the University, cultivating continuous involvement as future alumni & donors.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
3.6 Seek additional revenue in to the forms of increased alumni giving, increased athletic giving, increased foundation and corporate partnerships.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.7 Engage stakeholders of the institution including, board members, administration, faculty and staff, and alumni the fundraising efforts to build on the Georgian Court Brand and build connections to new funding sources.	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3.8 Build capacity and launch a capital campaign.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**Q25. Please select the directive(s) aligned with your goal(s) for Compass Point 4: Mission Fulfillment Through the Operational Efficiency and Resource Utilization. (check all that apply)**

*This question was not displayed to the respondent.*

**Q26. With which MSCHE (Middle States Commission on Higher Education) Standard are your unit assessment goals aligned. Try to limit your response to the primary area of alignment.**

	Goal 1	Goal 2	Goal 3
Standard I. Mission and Goals	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard II. Ethics and Integrity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard III. Design and Delivery of the Student Learning Experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard IV. Support of the Student Experience	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
Standard V. Educational Effectiveness Assessment	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VI. Planning, Resources, and Institutional Improvement	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Standard VII. Governance, Leadership, and Administration	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

I am not sure which Standard to choose

☐☐☐

Applies to all Standard

☐☐☐

Q27. Name the person(s) responsible for Goal 1.

Dan Sempkowski, Joe Hoffmann, Krissy Ortiz

Q28.  
Name the person(s) responsible for Goal 2.

Dan Sempkowski, Joe Hoffmann, Krissy Ortiz

Q29.  
Name the person(s) responsible for Goal 3.

Dan Sempkowski, Director of Sports Medicine

Q30.  
In which year will Goal 1 be assessed?  
Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- ☒ Year 1
- ☐ Year 2
- ☐ Year 3

Q31.  
In which year will Goal 2 be assessed?  
Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- ☐ Year 1
- ☒ Year 2
- ☐ Year 3

Q32.  
In which year will Goal 3 be assessed?  
Note: Data is collected annually, but analysis is done on a three-year cycle, one goal per year.

- ☐ Year 1
- ☐ Year 2
- ☒ Year 3



Q33. Are there any additional comments you would like to add to this report?

Location Data

Location: [\(40.0923, -74.2252\)](#)

Source: GeolIP Estimation

