

ANNUAL REPORT INSTRUCTIONS

August 20, 2015

OVERVIEW

Project Background and Description

The Team Recognition Initiative offers our teams a working blueprint for developing successful, fiscally sound, forward-thinking and sustainable programs that are connected to their institutional missions.

The ultimate objective of this initiative is to strengthen teams by guiding through the strategic planning process that models best practices and a SWOT analysis. This questionnaire has been limited to only those items that would be included in the annual report. It does not include specific items used in the Team Recognition Program.

This questionnaire will enable the CSCAA to both recognize successful programs and construct Annual Report for each participating program. We are asking our current board members to complete this process, as best they can, in order for us to produce demonstration reports.

Getting Ready

We expected that completing this questionnaire will take several hours to collect the necessary information and up to two hours to enter the information in the questionnaire. To ease this process, we have:

- *created an inventory of items necessary to complete the questionnaire (listed at the end of this document)*
- *broken the questionnaire into several parts to enable different people to enter information that are specific to their area (academic advising, sports information, development). Coaches can enter each section or provide links to the appropriate individuals.*

We also expect to launch different parts of the survey at different points throughout the year. We are asking our current board members to complete this process, as best they can, in order for us to produce demonstration reports.

Sections

- 1) Program Overview / Goals
- 2) Athletic Performance
- 3) Community / Economic Impact – External
- 4) Economic Impact – Fundraising
- 5) Academics
- 6) Community Involvement
- 7) Alumni
- 8) Future
- 9) Other Stuff

PROGRAM COMPONENTS

1. Program Overview

This section is designed to have coaches articulate their program's mission and goals for the upcoming season.

- Program Mission – “Why does your school offer athletics and why is swimming/diving in that portfolio?”
- Athletic Performance Goals
- Community Service Goals
- Fiscal Goals

2. Athletic Accomplishments

This section could be completed by a coach and/or an SID. It is intended to be both narrative and statistical in nature. For the board, we ask that you use highlights from the 2014-15 Season.

- What were the highlights of your past season?
- **Champions:** Please list any champions (national, conference, other) and/or school records broken.
- **Athletic Awards:** Please list all ATHLETIC award winners. These should include national awards, community, regional departmental or team awards. Please include the name of the award, recipient and awarding organization.
- **Recruits:** Copy and past profiles from each incoming freshman. Use as much detail as possible including name, hometown, intended major, etc.
- **Team Size:** How many swimmers & divers were on the team this past season?
- **Scholarships:** How many athletic scholarships were provided last season (total equivalencies)

3. Community / Economic Impact - External

This section will allow us to measure the economic impact and community involvement that results from having a team. Even if non-athletic entities benefit, this type of information illustrates the benefit of having a team as a facility's anchor tenant. Statistical modelling can also show the economic multiplier effect of hosting events.

- Please list any swimming-related events hosted at your facility in the past year? For each, indicate the number of participants, estimated revenue, and final recipient of the revenue (i.e. team, rec sports, etc)

Name of Activity	Participants	Gross Revenue	Beneficiary
Lessons			
Camps			
Hosted Meets			

4. Economic Impact - Fundraising

This section could be completed by a coach and/or development officer. This will enable us to recognize donors, and also benchmark fundraising to measure growth from year-to-year.

- **Donors:** Please attach a list of donors in the past year. If appropriate, provide the amount donated. This can be individual amounts or giving categories (i.e. "Gold, Silver, Bronze" or \$50-100, \$100-500, \$500-1000, etc).
- **Total:** Total amount fundraised/ donated in 2014-15.
- **Events:** Please provide a description of any/all fundraising events or activities held by the coach and/or team for the benefit of the team.
- **Endowment:** What is the current dollar value of all swimming/diving endowments?
- **Endowment Use:** What was endowment revenue used for in 2014-15? Alternatively, was the revenue reinvested?

5. Academics

This section could be completed by a coach and/or academic advisor. Like the athletic accomplishments section, this is intended to be both narrative and statistical in nature.

- **ACT/SAT:** What was the average ACT or SAT score of incoming freshmen (this will be compared to the general student body)
- **Academic Awards:** Please list all ACADEMIC or LEADERSHIP award winners. These should include national awards, community, regional departmental or team awards. Please include the name of the award, recipient and awarding organization.
- **Leadership:** Please list any positions of leadership held by you, your staff, or your student-athletes. These can be professional, academic, or student-leadership opportunities.
- **Majors:** How many student-athletes major in each area? (Top Majors listed)

Business	Social Sciences/History	Education
Psychology	Nursing	Communications
Biology	Engineering	English / Literature
Physical Sciences	Criminal Justice	
- **Senior Class (Entering Class of 2011):** How many of your current seniors:
 - Graduated in four years or less
 - Will graduate in five years
 - Transferred out
 - Graduating, but not swimming

6. Community Involvement

Initially, this section will be narrative in nature. However, as the Community Service All-American program is developed, it will enable us to provide more statistical information that can be benchmarked to measure growth from year-to-year.

- **Individual:** Please list any community service efforts individuals on your team participated in. Please include the total hours or dollar amount served / raised by each student athlete, the number of student athletes. Also indicate the beneficiaries of your service effort(s).
- **Individual:** Please list any community service efforts your team participated in. Please include the total hours or dollar amount served / raised by each student athlete, the number of student athletes. Also indicate the beneficiaries of your service effort(s).
- **Leadership:** Please list any boards or associations that you are a member of. This can include swimming (i.e. ASCA, CSCAA, LSC, etc) and non-swimming (e.g. school board, institutional committee, etc)

7. Alumni

This section is closely tied to but separate from fundraising. This is because fundraising encompasses more than just alumnae. This section will be both narrative in nature (alumni success), but also designed to be useful to current alumnae (providing a directory, and resumes of rising seniors). Much of this data will eventually be able to be collected by SwimAlumni.com.

- **Donors:** What percentage of alumni donated to the team in the past year?
- **Alumni Directory:** If you have a directory of your swimming/diving alumni, please attach it here.
- **Alumni Events:** Please provide 2-3 alumni 'success stories' of your past swimmers and how their swimming experience has helped them succeed today.
- **Alumni Success:** Please provide 2-3 alumni 'success stories' of your past swimmers student-athletes. Please illustrate how their athletic experience has helped them succeed today.
- **Resumes:** Please attach the resumes of your graduating seniors so that these can be provided to other alumnae.

8. Future

This is the evaluative piece of the report. It provides coaches an opportunity to assess their past season while also allowing them to dictate the narrative more than they would in a traditional annual evaluation.

- **Goals:** How well did you accomplish your goals from the 2014-15 season?
- **Areas of Improvement:** What are areas where you and your program will be looking to improve upon or do differently in 2015-16?
- **Challenges:** What are some of the challenges you and your program will encounter in the coming year? These can be external (competitors, NCAA changes) and internal (scholarship availability, large freshman class, etc)

9. Other Stuff

These are things that will enable us to provide an attractive report.

- **Athletic Logo:** Please attach a full-color athletic logo. Logo should be a minimum of 600 px wide at 300 dpi. Logo should be set against a white or transparent background
- **Coach Head Shot:** Please provide a head shot of the head coach. Image should be a minimum of 240 px wide at 300 dpi.
- **Additional Photos:** Please upload copies of any additional photos that would compliment the report.
- **Color Palette:** Please list your institution's primary colors. These should be in HEX or RGB format and can frequently be found by Googling your school's name with the words "color palette"

ANNUAL REPORT DATA NEEDS

(In other words, this is the stuff we need to make you a kick-ass report.)

	Sources			
	Coach	CSCAA	S/A	Other
Overview				
• Program Mission	X			
○ Why does ____ have athletics and why swimming?	X			
• Program Goals	X			
○ Academic	X			
○ Athletic	X			
○ Fiscal	X			
○ Community	X			
Athletic				
• Season Highlights	X			SID
• Awards	X			
• Records Broken	X			
• Learfield Cup Points (Team & School)	x	X		
• Incoming Recruits (How many, profiles, etc)	X			
Economic – Tuition Impact				
• IPEDS Datapoints (Tuition, etc) ¹		X		
• # Swimmers & Origin	X			CollegeSwimming
• Scholarship Total Value	X			
Economic – External ²				
• List of Hosted Swimming Events	X			
○ Number of Participants	X			
○ Revenue	X			
○ Revenue Recipient	X			
• Swimming Lessons	X			
○ Number of Participants	X			
○ Revenue	X			
○ Revenue Recipient	X			
○ Donations	X			
• Camps	X			
○ Number of Participants	X			
○ Revenue	X			
○ Revenue Recipient	X			
Economic - Fundraising				
• List of All Donors	X			Development
• Amount Raised	X			Development
• Events Held	x			
• Endowments	x			Development
○ Sources / Growth / Use	x			Development

ANNUAL REPORT DATA NEEDS

(In other words, this is the stuff we need to make you a kick-ass report.)

	Sources			
	Coach	CSCAA	S/A	Other
Academic				
• Incoming Freshmen ACT/SAT & GPA	X			CollegeSwimming
• Awards & Recognition Received	X			
○ Scholar All-America / Academic All-Conference / Team GPA	x	X		
• Academic Scholarships Received	X	X		Acad Advisor
• Inventory of Swimmers' Majors	x	X		Acad Advisor
• Graduating Seniors (Timeframe)	x	X		Acad Advisor
• Leadership Positions of S/As	X	X		Acad Advisor
Community				
• Community Service - Team	X			
○ Hours	X			
○ Impact (Individuals or Fiscal)	x			
• Community Service – Individual		X		
○ Hours		X		
○ Impact (Individuals or Fiscal)		X		
• Community Involvement	X			
○ Coaches Board/Leadership	X			
○ Outreach Efforts	X			
Alumni				
• Directory	X	X		Development
○ Salary / Demographic	X	X		Development
• Updates (professionals, marriages...)	X			
• Success Stories / Profiles (3-4)	X			
• % of Participating Alumni	X			Development
• Graduating Seniors Resumes / Profiles	X	X		Acad Advisor
Future				
• Goals	X			
• Challenges	X			
• Areas of Improvement	X			
Other				
• Athletic Logo (JPEG or PNG, Min 480px wide, 300 dpi)	X			SID
• School Colors (Hex Codes)	X			SID
• Action & Professional Headshots of featured athletes	X			SID
• Other Photos (profiled alumni, fundraising events)	X			SID

¹ IPEDS Data

- Tuition & Fees
 - Tuition, Room, Board – In & Out of State
 - Average Institutional Aid
 - Total COA – Resident
 - Net Price
- Expenses
 - Instruction
 - Academic Support
 - Student Services
- Admissions & Enrollment
 - Incoming freshman Average ACT/SAT
 - Incoming freshmen - % in/out of state
 - Admit & Yield Rates
 - FTE Undergraduate Enrollment

² External Events – For Each Component Need

- Number of Participants
- Revenue
- Revenue Recipient