1. Support Services Report Template

Report Info
Name of the person completing this report: Sara Judd
Title of the person completing this report: Director of Athletics
Supervisor/dean reviewing report: Brad Wells
Service: Provide and maintain sports information
Division/College: Administration and Finance

3. Mandated Service

Link to Scoring Rubric

1.1 Please indicate below if any aspect of the service is legally mandated by any of the following and provide the relevant reference.

Federal Law: Educational Amendments Act, 1972, Title IX
Executive Order: CSU, 967, California Student Athlete Fair Opportunity Act; CSU Policy Number 1201, Intercollegiate Athletics Administration
Any other: Consent Decree between CSU and CAL-NOW regarding Equal Opportunity in Intercollegiate Athletics for Women Students. NCAA and CCAA conference rules and regulations are prescriptive and mandatory as part of the institution's commitments as a participating member to both self-governing bodies.

Provide a brief explanation, if necessary, in < 60 words.

4. Importance of Service

Briefly describe the service in terms of its primary function(s) and purpose(s) using <120 words

This service is responsible for game day statistics and official scoring at all home contests, as well as, Athletics communications. This service is responsible for writing of game-day stories, feature stories and game notes, maintaining statistics and records, updating and maintaining the department’s official web site as well as production of video content, coordination of coach and player interviews, pitching stories to media outlets, assisting with game-day operations, designing and producing game-day programs and promotional graphics. Coordination of photography coverage, as well as nominating and voting for student-athlete for awards also falls within this service. A rapidly growing area of responsibility for Sports Information is maintaining, monitoring and updating social media platforms for Athletics.

Link to Scoring Rubric

2.1 Who are the primary receivers of this service? (Please enter the percentage of each user group that is relevant)

Students: 60%
Administrators/staff: 5%
Alumni: 10%
Community outside University: 25%
Total: 100%

Link to Scoring Rubric

2.2 Please indicate the direct or indirect impact of the service on students for each of the three University Action/Student Impact Areas listed below (for example processing financial aid applications would be direct impact on students while
managing utility services would be indirect).

<table>
<thead>
<tr>
<th>Action</th>
<th>Direct Impact on Students</th>
<th>Indirect Impact on Students</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your selection for each area.

<table>
<thead>
<tr>
<th>Area</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Successful recruitment of student-athletes to attend CSUEB requires a current, interactive Athletics Website and active social media platforms. Nearly all Prospective student-athletes and parents will visit our website before engaging in the recruiting process.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Home athletic events could not be provided at all without baseline service of statistics and official scoring. Student-athlete overall experience is also enhanced by the promotional aspects of the Athletics website.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>Athletics website and sports information communications help keep student-athletes and alumni connected to each other and to the university.</td>
</tr>
</tbody>
</table>

**Link to Scoring Rubric**

2.3 Applying the four choices presented below, please indicate the consequence of NOT having this service on each of the actions in the left hand column.

<table>
<thead>
<tr>
<th>Action</th>
<th>4 - Service provides evidence of direct impact in more than one area</th>
<th>3 - Service provides evidence of direct impact in one area</th>
<th>2 - Service provides evidence of indirect impact in more than one area</th>
<th>1 - Service provides evidence of indirect impact in one area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td></td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td>✔</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Provide a brief narrative (<60 words each) explaining your choice.

<table>
<thead>
<tr>
<th>Area</th>
<th>Evidence submitted to support the chosen selection (&lt;60 words for each selection)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pre-college (helping students to enter the system)</td>
<td>Student-athletes are recruited to attend based upon both the athletic opportunity and the degree programs. SA most likely would not attend the University if there were no Athletic Program or no active athletics website. The 250 highly qualified SA who comprise the ICA program would likely not be at this university.</td>
</tr>
<tr>
<td>During college (helping students succeed while they are at Cal State East Bay)</td>
<td>Home athletic events could not be provided at all without baseline service of statistics and official scoring. The stories of academic achievement, athletic accomplishment, and community engagement activities would not be told without this service.</td>
</tr>
<tr>
<td>After college (helping students establish meaningful lifework and be socially responsible contributors to society)</td>
<td></td>
</tr>
</tbody>
</table>
**2.4 Alignment with Shared Strategic Commitments**

How does this service contribute to or align with **any** of the eight Shared Strategic Commitments (SSC) listed below?

<table>
<thead>
<tr>
<th>Reinforce academic quality through open-minded inquiry, innovative teaching, engaged learning, and distinguished scholarship</th>
<th>Sports Information/Athletics Communication is a key component of SA recruitment. Active recruitment ensures the athletic program is comprised of a highly diverse population of students, with well-developed community engagement activities providing programming to SA both on the campus and in the community, that leads to academic, professional, and personal development and success.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Enhance our inclusive campus, responding to the backgrounds and interests of our diverse community and promoting their academic, professional and personal development</td>
<td></td>
</tr>
<tr>
<td>Serve students first, by expanding access and enhancing each student’s educational experience and prospects for success as a graduate and life-long learner</td>
<td></td>
</tr>
<tr>
<td>Foster a vibrant community through enriched student services and student life that support student engagement and learning</td>
<td>Sports Information/Athletics Communication work enhances a vibrant university community that is inclusive and provides a positive experience for the SA participants, their family, friends, students, faculty, staff, and community members through game day experiences for home contests and special events. This service shares the story of over 300 activities each year.</td>
</tr>
<tr>
<td>Contribute to a sustainable planet through our academic programs, university operations, and individual behavior</td>
<td></td>
</tr>
<tr>
<td>Continuously improve our efficiency, transparency, and accountability while practicing mutual respect, responsiveness, and collaboration across the University</td>
<td></td>
</tr>
<tr>
<td>Support the civic, cultural, and economic life of all communities in the regions we serve through partnerships that promote education and social responsibility</td>
<td>This service promotes and tells the story of Pioneers delivering on the Division II philosophy that athletics is a gateway to the local community.</td>
</tr>
<tr>
<td>Demonstrate our continuing record of leadership and innovation in higher education, focused on 21st century skills, including science, technology, engineering, and mathematics (STEM)</td>
<td></td>
</tr>
</tbody>
</table>

**2.5 How might the demand for this service change over the next five years? (Please choose one category below).**

Likely to increase

Provide a rationale for your choice (assumptions, impact of new policy, etc.) in <120 words.
Sports Information/Athletic Communication is rapidly evolving alongside cultural and societal demands for real time information in electronic media. Demand for livestream audio and video is already upon us.

5. Quality of Service

Link to Scoring Rubric

3.1 Do you assess the quality of the service you provide?

Yes

If "Yes", what benchmarks, best practices or measures of success, either internal or external, do you use to measure service quality (e.g., timeliness, accuracy, adequacy, meeting deadlines, satisfactory completion of assignment, etc.)? Please describe in <120 words. If no, please explain.

Quality is monitored for timeliness, accuracy and adherence to styles for stories and releases in weekly meeting with supervisor. Informal assessment is provided by coaches, student-athletes and parents who are quick to provide feedback if stories and statistics are inaccurate or late getting posted. There are also rigid CCAA and NCAA requirements for reporting of contest results and statistics.

Link to Scoring Rubric

3.2 During the last three years, have you adopted any measures to improve the quality of this service? Please describe in <120 words.

Added an assistant sports information director to the Athletics staff. Department reorganization resulted in new reporting structure for this service. Added video content to Athletics website including player and coach interviews as well as "goPro" camera footage.

Link to Scoring Rubric

3.3 What idea(s) do you have for improving the quality of this service within existing resources (e.g. development of benchmarks, surveys, feedback, etc.)? Please describe your plan(s) in <120 words.

Website re-design is in progress.
Development of surveys for students, families and fans to improve website content.
Continue to maximize our presence on social media platforms.

Link to Scoring Rubric

3.4 What ideas do you have for improving the quality of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Livestream video of home athletic contests.
Upgrade connectivity at our competition sites to improve quality of LiveStats and in-game updates.
Build a press box at baseball field to improve visibility for scorekeeper and statisticians.

Link to Scoring Rubric

3.5 Do you use any formal or informal process to assess the level of satisfaction of the service users?

Yes

If yes, describe the process and most recent results in <120 words. If no, please explain.

Informal assessment is done by soliciting feedback from coaches and student-athletes in weekly coaches meetings, pre-season team meetings and senior exit interviews. Parents often provide unsolicited feedback at contests or via e-mail.
3.6 The university recently conducted a customer satisfaction survey for some services (results for this service are attached, if applicable). Do you have any comment or response to the results? Please describe in <120 words.

Quality and importance of athletic events rated high with students, faculty and staff. However, usage scored low. Sports Information/Athletic Communications will be a key component to promoting athletic events and increasing usage.

3.7 Do you have any formal or informal guidelines for personnel in your department regarding how to treat/interact with receivers of this service?

Yes

If yes, please describe in <120 words. If no, please explain.

Formal guidelines are provided during annual evaluations and informal guidelines are provided during one-on-one meetings with all personnel. An extensive array of documents articulate guiding principles and values for the program. Further, NCAA, CCAA, and CSU rules are very prescriptive regarding conduct with SA. We expect all Athletic personnel to behave at the highest standards of ethical, personal conduct and integrity. Exemplary behavior demonstrating respect for the dignity of others and the community at large is imperative. In all cases, civility, professionalism, integrity, and respect and support for others are required. Additionally, student-athletes are provided with social media training annually at pre-season team meetings.

3.8 Does your service have annual goals (targets) of achievement regarding the quality of the service provided?

Yes

If yes, describe the annual quality goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Accuracy of official statistics (while not formally assessed, we would hear from coaches, student-athletes, parents, officials, opponents if statistics were not accurate).
Quality and timeliness of written content (YES - 90% of contest wrap ups are posted within two hours of completion. All are posted within 24 hours).
Keep all aspects of department website current (YES - This is evaluated informally on a daily basis)
Provide concise, meaningful scripts to honor seniors at their final home contest in all sports (YES - all sports formally honor their seniors at final home contest)

3.9 Does your service have annual goals (targets) of achievement regarding the quantity of service provided?

Yes

If yes, describe the annual quantity goals (targets) and indicate if the service achieved those goals (targets). Please provide evidence, if possible, in <120 words. If no, please explain.

Provide comprehensive coverage for all 15 sports that includes up to date rosters, schedules, bios, statistics, archives, stories, prospective SA information, camp information and historical records.
Increase outreach through website, twitter, facebook

Provide video content for all sports that includes competition footage as well as player and coach interviews.
6. Efficiency of Service (cost effectiveness)

4.1 Using the spreadsheet provided for all employees in your department, please distribute salaries of individuals across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

134816

4.2 Using the spreadsheet provided, please distribute your department's annual operating expenses across all services provided to reach an educated or reasonable estimate of the cost of providing the service.

52455

4.3 Using the spreadsheet provided, please distribute the square footage of work space across all services provided to reach an educated or reasonable estimate of the use of this resource.

279

4.4 During the last three years, have you adopted any measures to improve the efficiency (cost effectiveness) of providing this service (e.g. reducing salary costs, operating expenses or use of space, or increased output without increasing cost. Etc.)?

Yes

If yes, please describe the measures in <120 words. If this is a new service introduced over the past three years, please indicate. If no, please explain.

ICA's organizational structure has been assessed and realigned to provide higher efficiency, quality and timely service. All position descriptions have been reviewed, and several positions have been rewritten to more accurately describe service level expectations and reduce redundancies. Several personnel have been moved to new roles to gain benefit from their skills, interests and competencies including a change in the oversight role for Sports Information.

4.5 What idea(s) do you have for improving the efficiency (cost effectiveness) of this service within existing resources (e.g. restructuring, merging, outsourcing, ways to cut costs, technology, etc.)? Please describe those ideas in <120 words.

Continue to maximize the use of social media to spread awareness of Pioneer Athletics.

Partner with Department of Communication to provide livestream video and audio at athletic events as part of academic course
4.6 What idea(s) do you have for improving the efficiency (cost effectiveness) of the service if additional resources were provided. Please describe your idea(s) in <120 words.

Purchasing higher quality video and photography equipment could reduce overall costs by eliminating outside contracts for photos.

Partner with Department of Communication to utilize their high end equipment at cost.

4.7 Do you have any plan(s) to improve the efficiency (cost effectiveness) of this service in the next 1-2 years (e.g. reducing costs, increasing productivity, etc.)?

Yes

If yes, please specify whether these plan(s) involve reducing salary costs, operating expenses and/or use of space. Please describe your plan(s) in <120 words. If no, please explain.

Reduce salary cost in this service upon retirement of long-time sports information staff.

4.8 Please describe the estimated output for this service for fiscal year 2011-12, quantify if possible (e.g. volume, service tickets resolved, people serviced, appointments, etc.) in <120 words.

Official Scoring and Statistics were provided for roughly 150 home contests.

Each month, an average of 20,000 visitors go to the CSUEB Athletics website with roughly 150,000 total page views.

510 stories were written and posted between August 2012 and August 2013.

We currently have 713 Twitter followers (1500+ tweets posted last year) and 1,194 Facebook page likes.

5.1 Are you aware of services similar to this one that are being provided by another department at CSU East Bay?

Yes

If yes, please provide a list of those departments. How are the services described here similar or different? Please describe in < 60 words.

The Office of University Communications provides some similar services. However, sports information is unique in that the service requires expertise in sport specific scoring and collection of statistics. The culture of intercollegiate sport is also unique in its demand for immediate or even real time information about competitions, most of which take place on weekends or during evening hours.
5.2 Is there anything unique or distinctive about your service? Please describe what is unique or distinctive in <120 words.

Sports Information is unique in that this service requires expertise in sport specific scoring and collection of statistics. The culture of intercollegiate sport also puts unique demands on this service for immediate or even real time information about competitions most of which take place on weekends or during evening hours.

5.3 Are there any additional things about this service that you would like the task group to know? Please describe/explain in <250 words.

Sports Information is necessary for athletic contests themselves to function and for records and historical archives to be maintained. Perhaps more importantly, this area of service has seen tremendous growth across intercollegiate athletics particularly at Division II and III with the rapid evolution of the internet and social media as platforms for exposure other than television.