

ITEMS FOR DISCUSSION AND ACTION STUDENT AFFAIRS, MARKETING, AND ENROLLMENT

November 14, 2019

ACTION: Approve New Athletics Programs at Peru State College

Per Board Policy 3710, Peru State requests approval of four new athletics programs (Dance, Women's Bowling, Men's Bowling, and Men's Cross Country) to be offered for the 2020-21 academic year. Many students choose Peru State to become involved in teams, clubs and other organizations. They want to train and improve, compete, volunteer and engage in our communities. These additions provide more opportunities for students and are part of a comprehensive enrollment growth strategy. This strategic enrollment management decision was made after a thorough review of the College's resources and needs. The new athletic programs are planned to continue the growth of on-campus opportunities.

Background

Strong enrollment growth strategies are imperative in the current higher education environment for institutions. Peru State has undergone a 2-year, thorough Strategic Enrollment Management (SEM) planning process to develop ongoing strategies to increase enrollment on campus. This planning process has been co-led by our Vice President for Academic Affairs and Vice President for Student Affairs and Enrollment Management. Key members of the planning team have been our Director of Athletics, Vice President of Administration and Finance, Executive Director of Budget and Planning and members of the faculty and staff. The plans presented underwent an extensive review of all of the variables necessary to implement the programs, and have been vetted at length with the members of our Athletic Department as well as our faculty and staff. They have the support of the College community.

Early in the SEM process AD Albury shared a vision for a quality student athlete experience that was readily supported by the planning team and the College community. With this vision the College committed to providing a complete experience for each student athlete in the programs implemented. This included full JV schedules, uniforms, adequate operating budgets to support travel, and an investment by coaches in each student athlete, similar to the investment made in varsity athletes. This does not always happen in other small college environments that implement JV sports or secondary sports.

Based on this work the College implemented 5 initiatives (Competitive Cheer, JV baseball, JV softball, Women's JV basketball and Men's JV basketball) this past year. These efforts were very successful (70 freshmen, 15 transfer students) resulting in Peru State College's largest freshmen class in 30 years, with residence hall occupancy and food service also experiencing strong growth.

Below are projected enrollments for each of the initiatives:

Year 2 SEM Initiatives

Initiative	Potential Enrollments Year 1
Bowling (Women)	15
Bowling (Men)	15
Cross Country (Men)	15
Dance (Women)	15
JV Volleyball (Women)	15
Total	75

The System Office and Peru State College recommend approval of the New Athletics Programs at Peru State College.