An Assessment Resource Document for Writing Measurable Expected Outcome Statements

For UTRGV Athletics

<table>
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<th>Strategic Objective</th>
<th>Suggested Expected Outcome Statements</th>
<th>Possible Measures</th>
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| **Competitive Excellence** | The UTRGV Athletics Department will enhance the athletic performance of its student athletes. | • Student athlete awards/recognitions  
• Personal fitness statistics for student athletes  
• Team sport statistics:  
  o Soccer - possession, goals, violations  
  o Track and Field - race/pace/time  
  o Basketball - points scored, games played or started  
  o Baseball – pitching, batting, error stats |
| | The UTRGV Athletics Department will be recognized for its athletic achievements. | • Games won/participated  
• Conference or playoff attendance  
• Championships won/participated  
• Injuries (or lack thereof)  
• Violations/Sanctions (or lack thereof)  
• Media coverage |
| **Branding & Engagement** | The UTRGV Athletics Department will increase awareness of events and initiatives. | • Frequency of articles or TV broadcasts of events or tournaments  
• Extent of media coverage  
• Frequency of email communications or newsletters regarding sport events/news  
• Frequency of events hosted  
• Frequency of marketing material generated/distributed (bumper stickers, posters, billboards, digital media, etc.)  
• Surveys of student/faculty/staff perceptions  
• Website visits |
| | The UTRGV Athletics Department will engage the campus and community populations in its competitive spirit. | • Student athlete participation in community events  
• Number of affiliated organizations/entities to participate in events/promotion  
• Public attendance at sporting events  
• Ticket sales  
• Survey of engagement/spirit/identity  
• Enrollment/recruitment statistics |
| **Student-Athlete Success** | The UTRGV Athletics Department will foster athlete success in the classroom and beyond. | • Athlete job placement  
• Alumni involvement/participation  
• Athlete graduation/completion rates  
• Satisfaction survey for current or former student athletes  
• Student GPA |
| | The UTRGV Athletics Department will invest in student performance outside the field. | • Frequency/effectiveness of workshops held (academic & career centered) with students  
• Frequency/effectiveness of consulting sessions provided to students  
• Monetary & time investment in student development |
| **Finances & Fundraising** | The UTRGV Athletics Department will efficiently manage its resources. | • Efficiency indicators of budget and/or facilities  
• Recruitment figures, Athlete count  
• Sporting equipment inventory counts |

Document Revised on: 8-28-17
| The UTRGV Athletics Department will create opportunities for additional funding. | • Gifts/contributions/donations  
• Sales of sporting merchandising/yearly passes  
• Revenue generated by outsourcing facilities in off-season  
• Ticket sales |