Mission / Purpose
The Athletic Department seeks to help the University of West Alabama accomplish its purpose through a comprehensive program of male, female, and coed intercollegiate athletics, superior athletic training and sports medicine support, and academic support services. UWA's intercollegiate athletic programs operate under the National Collegiate Athletic Association (NCAA), the Gulf South Conference (GSC), and the National Intercollegiate Rodeo Association (NIRA). The University seeks to conduct all athletic competition in accordance with the Constitution and Bylaws of the NCAA, the GSC, and the NIRA.

I. Goals and Student Learning Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans

A. Goal: Address major educational issues
   Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.

1. Outcome: Support student athletes' success in achieving academic goals
   The Athletic Department and programs will support student athletes' success in achieving academic goals.

   a. Measure: Student athletes will maintain the minimum GPA required by GSC and NCAA
      All student athletes will maintain the minimum GPA required by GSC and NCAA rules and regulations. End-of-term GPA reports will provide evidence for this measure.

      1. Achievement Target:
         All sports will maintain at least a 2.00 or better team GPA

      2. Findings (2011-2012) - Target: Met
         Baseball ended the year with a team GPA of 2.71. Football ended the year with a team GPA of 2.16. Men's Basketball ended the year with a team GPA of 1.83. Men's Cross Country ended the year with a team GPA of 2.70. Men's Tennis ended the year with a team GPA of 3.18. Rodeo ended the year with a team GPA of 2.50. Softball ended the year with a team GPA of 3.30. Volleyball ended the year with a team GPA of 2.83. Women's Basketball ended the year with a team GPA of 2.12. Women's Cross Country ended the year with a team GPA of 3.0. Women's Tennis ended the year with a team GPA of 3.16. Women's Soccer ended the year with a team GPA of 2.71.

   b. Measure: Student athletes will attend scheduled classes
Student athletes will attend scheduled classes. Coaches survey and attendance reports will verify attendance.

1. **Achievement Target:**
   Student athletes will attend 90% of scheduled classes.

2. **Findings (2011-2012) - Target: Met**
   Class attendance was monitored by the Academic Advisors Office. Students’ class attendance was monitored through progress reports sent to teachers. Tutors were set up for any students needing additional help for classes through the Athletic Academic Advisors Office. Students were encouraged to utilize campus computer labs, writing labs, math labs, etc. to help them achieve their academic goals.

c. **Measure: Student athletes will attend scheduled Study Halls**
   Student athletes will attend scheduled Study Halls. Attendance records will be analyzed.

   1. **Achievement Target:**
      100% student athletes will attend scheduled Study Halls.

   2. **Findings (2011-2012) - Target: Met**
      Coaches monitored scheduled study halls to make sure that all students attended. Any student athletes that need additional help with classes were set up with a tutor through the Academic Advisor's office.

d. **Measure: Tutoring program will have a standard success rate in increasing GPA’s of athletes enrolled**
Tutoring program will have a standard success rate in increasing GPA’s of athletes enrolled. Comparative Analysis of mid-season progress reports and end-of-term grade reports will provide evidence for this measure.

   1. **Achievement Target:**
      Tutoring program will have a 50% success rate in increasing GPA’s of athletes enrolled.

   2. **Findings (2011-2012) - Target: Met**
      End of the semester grades show that student athletes that had utilized tutors provided by athletics maintained acceptable GPA’s.

II. **Goals and Other Outcomes/Objectives, with Related Measures, Targets, Findings, and Action Plans**

A. **Goal: Address major educational issues**
   Address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.

   1. **Objective: Student athletes will demonstrate the ability to work within diverse groups to accomplish a single goal**
Student athletes will demonstrate the ability to work within diverse groups to accomplish a single goal.

a. **Measure**: Teams will defeat a portion of their opponents in and out of GSC conference

All teams will defeat a portion of their opponents in and out of GSC conference

1. **Achievement Target**:
   All teams will defeat at least 50% of their opponents and have an invitation extended for post-season play.

2. **Findings (2011-2012) - Target: Met**

Football finished the season 8-4 and made first round of the NCAA Division Playoffs. Volleyball finished the season 21-11 and continued on to the Quarter Finals of the GSC Tournament. Men's Basketball finished the season 8-20 and continued on to the first round of the GSC Tournament. Women's Basketball finished the season 14-15 and won the GSC Tournament. Baseball finished the season 28-22 and continued on to the 2nd round of the GSC Tournament. Softball finished the season 35-25 and continued on to Conference Semi-Finals of the GSC Tournament and then continued on to NCAA South Regional 2. Men's Tennis finished the season 18-6 and continued on to the Simi-Finals of the GSC Tournament and then lost in the NCAA South Region 1 Tournament. Women's Tennis finished the season 14-9 and continued on to the Simi-Finals of the GSC Tournament. Men's Cross Country finished the season 3rd in Conference and 7th in the NCAA South Regional. Women's Cross Country finished the season 3rd in Conference and 4th in the NCAA South Regional. Rodeo finished the season with the Women's team 7th and the Men's team 8th in the Ozark Region - the Men's team had 1 athlete that continued on to compete in the Collegiate National Finals Rodeo. Women's Soccer finished the season 6-12.

3. **Action Plan**:

   **Continue to try and recruit top quality athletes**

   Each sport will continue to try and recruit top quality athletes and improve coaching strategies.

   **Established in Cycle**: 2010-2011

   **Implementation Status**: In-Progress

   **Priority**: High

   **Implementation Description**: Each sport will continue to try and recruit top quality athletes and improve coaching strategies so that each team can perform to their peak ability and have the opportunity to continue on to post season play.

   **Responsible Person/Group**: Head Coaches, Assistant Coaches, Graduate Assistant Coaches, and Student Assistant Coaches

2. **Objective**: Student athletes and athletic staff will demonstrate commitment to excellence

   Student athletes and athletic staff will demonstrate commitment to excellence.
a. Measure: NCAA and/or GSC rules will be adhered to by athletic programs, athletic staff, and athletes
NCAA and/or GSC rules will be adhered to by athletic programs, athletic staff, and athletes. NCAA and GSC reports will provide evidence for this measure.

1. Achievement Target:
Each sport will have zero (0) violations reported.

2. Findings (2011-2012) - Target: Met
No violations (major or minor) were reported by either NCAA or GSC for any UWA sport. There were no violations reported by the NIRA for UWA Rodeo.

3. Action Plan:
   Continue to try and recruit top quality athletes
   Each sport will continue to try and recruit top quality athletes and improve coaching strategies
   Established in Cycle: 2010-2011
   Implementation Status: In-Progress
   Priority: High
   Implementation Description: Each sport will continue to try and recruit top quality athletes and improve coaching strategies so that each team can perform to their peak ability and have the opportunity to continue on to post season play.
   Responsible Person/Group: Head Coaches, Assistant Coaches, Graduate Assistant Coaches, and Student Assistant Coaches

b. Measure: Student athletes and coaches will comply with practice limitations
Student athletes and coaches will comply with practice limitations of 20 hours/week.

1. Achievement Target:
Teams will be required to turn in weekly athletic accountable hours logs (practice, weights, conditioning and competition) which will be signed by a student athlete verifying adherence to hours limitations.

2. Findings (2011-2012) - Target: Met
All UWA athletic teams turned in weekly log sheets to the Faculty Athletic Representative which showed that they complied with the weekly athletic limitations for practice, weights, conditioning and competition as set forth by the NCAA and GSC.

3. Action Plan:
   Continue to try and recruit top quality athletes
   Each sport will continue to try and recruit top quality athletes and improve coaching strategies
   Established in Cycle: 2010-2011
Implementation Status: In-Progress
Priority: High
Implementation Description: Each sport will continue to try and recruit top quality athletes and improve coaching strategies so that each team can perform to their peak ability and have the opportunity to continue on to post season play.
Responsible Person/Group: Head Coaches, Assistant Coaches, Graduate Assistant Coaches, and Student Assistant Coaches

c. Measure: Student athletes will report fair treatment by athletic staff
Student athletes will report fair treatment by athletic staff. The Senior Exit Interview will provide evidence for this measure.

   1. Achievement Target:
      80% of student athletes will report fair treatment by athletic staff.

   2. Findings (2011-2012) - Target: Met
      End of semester individual athlete meetings held by each sport-athletes indicated that they were treated fairly by all athletic staff.

d. Measure: Student athletes and athletic staff will report satisfaction with athletic training support
Student athletes and athletic staff will report satisfaction with athletic training support provided. Senior Exit Interviews will provide evidence for this measure.

   1. Achievement Target:
      80% of student athletes and athletic staff will report satisfaction with athletic training support provided.

   2. Findings (2011-2012) - Target: Met
      Student athletes indicated satisfaction with the athletic training support they received as indicated from individual meetings held at the end of the semester by each sport. Coaches indicated that they were satisfied with the treatment and coverage that their sport and student athletes received from the athletic training staff as indicated from athletic staff meetings.

3. Objective: Student athletes will demonstrate effective leadership skills
Student athletes will demonstrate effective leadership skills

   a. Measure: Student athletes will report involvement in on-campus or community/civic organizations
Student athletes will report involvement in on-campus or community/civic organizations such as SGA, FCA, fraternities, sororities, etc as indicated on the Senior Exit Interview.

   1. Achievement Target:
      50% of student athletes will report involvement in on-campus or community/civic organizations such as SGA, FCA, fraternities, sororities, etc.
2. Findings (2011-2012) - Target: Met
Student athletes indicated involvement in various on-campus organizations as indicated through their individual athlete meetings held at the end of the semester by each sport. Athletes from all sports participated in the Read Across America at the on campus school as well as at local schools. Many student athletes from different sports participated in the clean up after tornados touch down in the county and in the Tuscaloosa area. The Student Athlete Advisory Committee helped raise money for the Make-a-Wish Foundation by taking up money at campus athletic events.

4. Objective: The Athletic Department will help improve the image and support of UWA
The Athletic Department will help improve the image and support of UWA.

a. Measure: Increase general attendance at athletic events
Increase general attendance at athletic events

1. Achievement Target:
50% increase general attendance at athletic events

2. Findings (2011-2012) - Target: Met
General attendance increased 50% or better for all UWA athletic events as indicated from the attendance record taken by Sports Information at all home sporting events.

5. Objective: Investigate adding new sports
Investigate adding new sports to the Department of Athletics as needed.

a. Measure: Investigate and add new sports as appropriate
Investigate and add new sports as appropriate.

1. Achievement Target:
Add additional athletic programs as appropriate.

2. Findings (2011-2012) - Target: Partially Met
Added Women's Soccer and will continue to investigate adding additional sports if funding is available.

3. Action Plan:
Investigate and add new sports as appropriate.
Continue to investigate adding additional sports to Athletics as funding is available.
Established in Cycle: 2011-2012
Implementation Status: In-Progress
Priority: High
III. Analysis Questions and Analysis Answers

A. What specific strengths did your assessments show? (Strengths)
UWA Athletics is committed to helping student athletes achieve success in the classroom as well as on the field. By providing athletic academic tutors, the team GPA’s have stayed above what is required for them (athletes) to be able to compete athletically.

B. What specific weaknesses or challenges did your assessments show? (Weaknesses)
Even though the athletic budgets are underfunded and the facilities are very outdated, coaches and support staff were able to show recruits that UWA is a wonderful school where athletes can receive a quality education, as well as be a part of an athletic family.

C. What plans were implemented?
Added Men’s Soccer. Starting in the fall of 2012 scholarship budgets were increased to help cover tuition increase. Attendance increased at all UWA Sporting Events. Several sports continued on to Post Season Play.

D. What plans were not implemented?
Athletics did not receive salary increases. Did not received graduate assistant positions for sports that do not have them as well as Sports Information. Did not get new facilities nor did we get up facilities improvements. Did not get overall budget increases.

E. How will assessment results be used for continuous improvement?
Continue to ask for scholarship increases, budget increases, facilities updates or replacements, and continue to request GA position for Sports Information and all sports that do not currently have them.

IV. Annual Report Section Responses

A. Key Achievements
UWA Athletes received many accolades during the 2011-12 athletic season:
- Football had 13 athletes named All-GSC, 3 athletes were names All-Academic, 16 athletes were named to the GSC Honor Roll, 7 athletes were named GSC Player of the week, 5 athletes were named All-Region, and 6 athletes were named All-American.
- Volleyball had 2 athletes named All-GSC, 3 athletes were names All-Academic, 6 athletes were named to the GSC Honor Roll, and 3 athletes were named GSC Player of the week.
- Women’s Soccer had 2 athletes named All-GSC, 8 athletes were named to the GSC Honor Roll, and 1 athlete was named GSC Player of the Week.
- Men’s Cross Country had 4 athletes named All-GSC, 1 athlete was named All-Academic, 4 athletes were named to the GSC Honor Roll, and 1 athlete was named All-Region.
- Women’s Cross Country had 4 athletes named All-GSC, 2 athletes were named All-Academic, 6 athletes were named to the GSC Honor Roll, 2
athletes were named GSC Player of the Week, and 2 athletes were named All-Region.

- Men's Basketball had 2 athletes named to the GSC Honor Roll.
- Women's Basketball had 1 athlete named All-GSC, 3 athletes were named to the GSC Honor Roll, 1 athlete was named GSC Player of the Week, and 3 athletes were named All-Tournament.
- Baseball had 4 athletes named All-GSC, 1 athlete was named All-Academic, 5 athletes were named to the GSC Honor Roll, 3 athletes were named GSC Pitcher of the Week, 2 athletes were named GSC Player of the Week, and 1 athlete was named National Weekly.
- Softball had 2 athletes named All-GSC, 1 athlete was named All-Academic, 13 athletes were named to the GSC Honor Roll, 2 athletes were named GSC Pitcher of the Week, 3 athletes were named GSC Player of the Week, 1 athlete was named All-Tournament, and 2 athletes were named All-Region.
- Men's Tennis had 4 athletes named to the GSC Honor Roll.
- Women's Tennis had 1 athlete named All-GSC, 7 athletes were named to the GSC Honor Roll.
- Men's Rodeo team finished the year 8th in the Ozark Region and had 1 athlete make it to the College National Finals Rodeo in Casper, Wyoming.
- Women's Rodeo finished the year 7th in the Ozark Region.

B. Staff Achievements

- Head Football Coach Will Hall was named Co-Coach of the Year.
- Head Softball Coach Will Atkinson surpassed the 300 win plateau for his career.

C. Public/Community Service

- Athletes from all sports participated in the Read Across America at the on campus school, as well as at local schools.
- Many student athletes from different sports participated in the clean up after tornados touch down in the county and in the Tuscaloosa area.
- The Student Athlete Advisory Committee helped raise money for the Make a Wish Foundation by taking up money at campus athletic events.
- Many athletes participated in Keep America Clean by picking up trash along road sides.
### ANNUAL PLAN

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<tr>
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<tr>
<td><strong>Goals</strong>&lt;br&gt;Goals are broad statements describing what the unit wants to accomplish. Goals relate to both the unit's mission and the University's mission. The goal(s) is stated as the University goal(s) a unit is attempting to meet.</td>
<td>YES ✓</td>
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<td><strong>Outcomes/Objectives</strong>&lt;br&gt;Outcomes and objectives are statements that describe in some detail what the unit plans to accomplish. Outcomes/objectives are associated with all applicable goals, strategic plans, standards, and institutional priorities.</td>
<td>YES ✓</td>
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<td>Objectives are active-verb descriptions of specific points or tasks the unit will accomplish or reach. Outcomes are active-verb descriptions of a desired end result related to student learning and the unit's mission.</td>
<td>YES ✓</td>
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<td><strong>Measures</strong>&lt;br&gt;Measures are statements to judge success in achieving the stated outcome or objective. Measures contain information on the type of evidence and assessment tool that a unit will use to verify if stated outcome/objective has been met.</td>
<td>YES ✓</td>
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<td><strong>Achievement Targets</strong>&lt;br&gt;Achievement targets are the thresholds that the measures must meet for the unit to determine that it has been successful in meeting its specified outcomes/objectives. Achievement targets are measurable statements.</td>
<td>YES ✓</td>
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## SELF-STUDY

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<td><strong>Findings</strong></td>
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<td>Findings are indications whether an outcome/objective was met or not. Findings are put into the system under each achievement target. Findings include an interpretation of results, possible uses of results, reflection on problems encountered, indicated improvements/changes and strengths or weakness.</td>
<td>YES ✓</td>
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<td><strong>Action Plans</strong></td>
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<td>Action plans are detailed plans created by the unit to meet an outcome/objective that was only partially met or not met or to make improvement to those outcomes/objectives that were met but still need some strengthening. The plan includes a projected completion date, implementation description, responsible person(s)/group, resources required, and budget amount (if applicable).</td>
<td>YES ✓</td>
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<td>Action plans created in previous cycles have been updated with implementation notes.</td>
<td>YES ✓</td>
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<td><strong>Annual Report</strong></td>
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<td>The Annual Report section contains information on key achievements, faculty and/or staff achievements, and community/public.</td>
<td>YES ✓</td>
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<td><strong>Analysis Report</strong></td>
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<td>The unit has reflected on and created narratives for each of the following areas: specific strengths and progress made on outcomes/objectives, specific weaknesses or challenges, plans that were and were not implemented, and how assessment results will be used for continuous improvement.</td>
<td>YES ✓</td>
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Approved by: [Signature of Dean or Vice President]  
Date: 8/3/12  

Received by OIE: [Signature of Coordinator of Planning and Assessment]  
Date: 8/9/12