



## Athletics Report

May 17, 2024

### Agenda Item #1: Dashboard

Information

Action

Discussion

#### Purpose:

To review current athletic records as of May 3, 2024, versus May 3, 2023.

#### Background:

NCAA	Overall	Conference	2022-23 Overall	2022-23 Conference
Men's Ice Hockey	17-20-1	11-12-1	9-25-2	8-17-1
Women's Basketball	2-25	1-17	7-19	4-14
Men's Basketball	23-9	13-5	13-14	12-6
Women's Tennis	5-11	3-4	1-14	0-7
Men's Tennis	7-7	3-3	7-8	2-4

ACHA		
Men's Ice Hockey (DII)	15-11-3	19-7-1
Women's Ice Hockey (DI)^	9-16-1	3-17-0

^ ^ LSSU men's basketball reached the NCAA DII Sweet 16.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report

May 17, 2024

### Agenda Item #2: Department News

Information

Action

Discussion

#### Purpose:

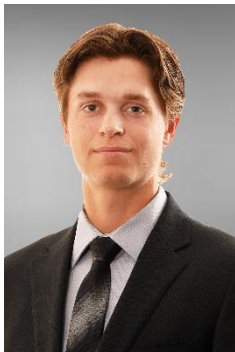
To provide an update of conference players of the week and other notable award recipients since February 1, 2024.

#### Background:

1. Conference Athletes of the Week



Branden Piku, First-Year  
CCHA Rookie of the Week (March 4, 2024)  
Harrison Twp., Mich.  
Major: Business



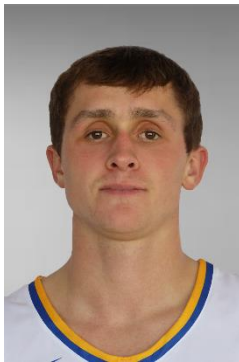
Connor Milburn, Sophomore  
CCHA Forward of the Week (March 11, 2024)  
Kamloops, British Columbia  
Major: Electrical Engineering



Ethan Langenegger, Senior  
CCHA Goaltender of the Week (March 18, 2024)  
Kamloops, British Columbia  
Major: Business Administration/Management



Tyson Edmondson, Junior  
GLIAC Defensive Player of the Week (February 5, 2024)  
Ypsilanti, Mich.  
Major: Business Administration - Marketing

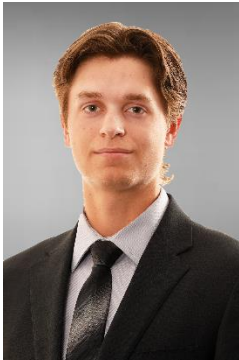


Hunter Soper, Junior  
GLIAC Defensive Player of the Week (February 19, 2024)  
Ypsilanti, Mich.  
Major: Social Science – Secondary Teaching



Grace Bradford, Sophomore  
GLIAC Defensive Player of the Week (February 19, 2024)  
Maple City, Mich.  
Major: Nursing

## 2. Conference Athletes of the Month



Connor Milburn, Sophomore  
CCHA Forward of the Month (March 2023)  
Kamloops, British Columbia  
Major: Electrical Engineering  
March Stats: 5 Games Played, 4 Goals, 4 Assists

## 3. All-Conference Athletes



Tyson Edmondson, Junior  
All-GLIAC First Team  
Ypsilanti, Mich.  
Major: Business Administration - Marketing  
Stats:



Kingsley Perkins, Junior  
All-GLIAC First Team; GLIAC All-Defense  
Ypsilanti, Mich.  
Major: Business Administration - Management  
Stats: 31 games played/started, 410 points, 199  
rebounds, 72 assists, 43 blocks, and 19 steals



Grace Bradford, Sophomore  
All-GLIAC Second Team; GLIAC All-Defense  
Maple City, Mich.  
Major: Nursing  
Stats: 333 points, 294 rebounds (2<sup>nd</sup> most in a  
season in program history), 38 assists, 36 steals,  
and 12 blocks



Stefan Andrei, Junior  
All-GLIAC Second Team  
Galati, Romania



Maxence Hamon, Sophomore  
All-GLIAC Honorable Mention  
Montreal, Que.  
Major: Finance and Economics



Tayla Brasier, Sophomore  
All GLIAC Honorable Mention  
Bathurst, Australia  
Major: Business - Marketing

#### 4. GLIAC Major Award Winner



Kingsley Perkins, Junior  
GLIAC Defensive Player of the Year  
Ypsilanti, Mich.  
Major: Business Administration - Management  
Stats: 31 games played/started, 410 points, 199  
rebounds, 72 assists, 43 blocks, and 19 steals

5. Midwest Regional All-Tournament Team



Devin Womack, Senior  
All-Tournament Team  
Ypsilanti, Mich.  
Major: Finance and Economics  
Tournament Stats (3 games): 57 points, 20  
assists, 12 rebounds, 3 steals, and 1 block



Kingsley Perkins, Junior  
All-Tournament Team  
Ypsilanti, Mich.  
Major: Business Administration - Management  
Tournament Stats (3 games): 51 points, 21  
rebounds, 9 assists, 4 blocks, and 3 steals

6. School Record



Jenna Fleming, Senior  
Hilton Beach, Ontario  
Major: Kinesiology  
Threw for a school record distance of 47.59 meters  
at the 2024 Bucknell Bison Outdoor Classic

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report

May 17, 2024

### Agenda Item #3: Social Media Impressions for Laker Athletics

Information

Action

Discussion

#### Purpose:

To review current social media impressions data from February 1, 2024 – May 3, 2024.

#### Background:

Social Media Accounts	Facebook	X	Instagram	Total
Men's Ice Hockey	176500	596700	38500	811700
GLIAC Team Accounts	58761	281450	71961	417172
Main Athletics Accounts	12200	27431	13739	53370
Combined All Athletics	235261	878150	124200	1277242

^^ Analytics begin to round off after a singular account eclipses 10,000 impressions in a monthly period.

^^ Total impressions saw a 1.7% increase from previous report. GLIAC Team accounts and the main athletics accounts have seen an increase in total impressions by respective margins of 72% and 64%.

#### Suggested Action/Motion:

N/A

#### President's Recommendation:

N/A



## Athletics Report

May 17, 2024

### Agenda Item #4: Academic Report Spring 2024 Semester

Information

Action

Discussion

**Purpose:**

To provide a brief overview of the Academic Progress of all of the LSSU athletic teams through the second semester of the 2023-24 academic year.

**Background:**

This chart compares the LSSU Spring 2024, and Cumulative, Team GPAs with the Great Lakes Intercollegiate Athletic Conference, as well as all Division II 2022 Cumulative Team GPAs. Highlighted boxes illustrate where LSSU GPAs exceeded that of the GLIAC.

	LSSU Spring '24 Semester	LSSU Cumulative	GLIAC 2022 Cumulative	DII 2022 Cumulative
Women's XC	3.39	3.5	3.59	3.42
Men's XC	3.31	3.28	3.37	3.19
Volleyball	3.34	3.38	3.47	3.44
Women's BBall	3.45	3.49	3.54	3.33
Men's Basketball	2.88	2.99	2.96	2.93
Hockey	3.19	3.31	N/A	N/A
Women's Golf	3.35	3.16	3.36	3.46
Men's Golf	3.29	3.29	3.30	3.25
Women's Track	3.41	3.45	3.43	3.29
Men's Track	3.34	3.21	3.20	3.01
Women's Tennis	3.83	3.83	3.59	3.53
Men's Tennis	3.52	3.32	3.37	3.36
TOTAL ALL	3.36	3.35	3.38	3.29

**Suggested Action/Motion:**

N/A



**President's Recommendation:**

N/A



## Athletics Report

May 17, 2024

### Agenda Item #5: Corporate Sponsorship Advancement

Information

Action

Discussion

#### Purpose:

To provide a brief overview of the “One Anchor” rebrand and approach to corporate sponsorship.

#### Background:

1. New this spring, One Anchor Corporate Sponsorship Program, is an innovative approach to businesses to join forces with Lake Superior State University in a mutually beneficial partnership.
  - a. Key points of the One Anchor Corporate Sponsorship Program:
    - i. Fostering employee engagement and relationship building
    - ii. Creation of network of over 200 student-athletes, a campus community, and a loyal fan base for internships, mentoring programs, and lifelong valued customers
    - iii. Overall brand advancement with both static and electronic branding
  - b. Together, we represent our shared geographic footprint and capitalize on our collective passion for Lake Superior State University Athletes, ensuring that we win together and strengthen our community bonds.

#### Suggested Action/Motion:

N/A

#### President’s Recommendation:

N/A



## Athletics Report

May 17, 2024

### Agenda Item #6: Name, Image, and Likeness (NIL) at LSSU

Information

Action

Discussion

#### Purpose:

To provide brief background on the benefits of providing LSSU student-athletes the opportunity to promote and benefit financially from their persona.

#### Background:

In alignment and compliance with the NCAA rules around student-athlete use of their name, image, and likeness for financial benefit, LSSU's approach will be to limit the gap in NIL education, NIL disclosures, and NIL opportunity.

1. What is the Superior Exchange?

The Lake Superior State Superior Exchange is a student-athlete NIL business registry, custom-designed for businesses, alumni, and any other interested people wishing to connect with LSSU student-athletes. Registered businesses can search, filter and initiate conversations with your student-athletes to discuss a potential NIL deal. Once the NIL deal between a registered business and the student-athlete is completed, the business will use the Superior Exchange to create a transaction that will produce a direct payment to the student-athlete and automate a disclosure to the Influencer Verified Compliance Ledger. The institution does not need to be involved in the deal, and all transactions within the exchange are consolidated into the compliance ledger for the school's review. 1099-K's are also sent to the student-athletes who meet the IRS threshold for third party payment reporting requirements.

2. Transactions since Influencer launch on April 1.

April 1-April 30, 2024

Number of Transactions:	4
Sports:	Ice Hockey (2) Men's Basketball (1)

	Volleyball (1)
Average Transaction Value:	\$17.35

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A



## Athletics Report

May 17, 2024

### Agenda Item #7: Contributions to Strategic Plan

Information

Action

Discussion

#### Purpose:

To provide update on the Athletic Department's contributions to the Lake Superior State University strategic plan.

#### Background:

- a. 2.1.3 Support the creation of additional multicultural or inclusion groups, events, and activities.

With lead communication coming from Dr. Gillette, we have acquired tribal flags from both the Sault and Bay Mills leadership. The flags will be proudly and permanently displayed in Taffy Abel Arena and Bud Cooper Gymnasium and a symbol of our ongoing partnerships.

- b. 3.2.9 Increase the number of varsity athletics teams, especially the addition of fall season sports.

[Erik Richardson](#) joined our Laker Family on April 8<sup>th</sup> as our first Director of Intercollegiate Swimming and Aquatics. The goal is for our Women's and Men's Swimming athletes to complete in fall of 2024.

- c. 3.2.12 Increase revenue from Athletics events and initiatives.

Since February, Athletics has created and executed seven unique ticket promotions for Laker Hockey, Men's and Women's basketball contests. The promotions yielded close to 230 additional ticket sales.

- d. 4.5.4 Leverage Laker Athletics as a community entertainment and marketing asset to advance the University.

The Track and Cross-Country programs hosted Junior High and High School Track meets in the Arbuckle Student Activities Center in March. The events

brought 1,100+ participants and 450+ spectators to Lake Superior State's campus.

**Suggested Action/Motion:**

N/A

**President's Recommendation:**

N/A