



BOA REPORT

October 2017

BOA Liaison – Athletics – Grant Frey

POC – Athletics – Monica Baker, Associate Athletics Director – External Relations

As reported in February, we have launched *Pioneers Weekly* – a weekly email blast to over 3,600 L&C athletics alumni, parents and donors. This includes weekly email features stories from our website and reminders about upcoming events. We look forward to incorporating monthly updates from athletics director, Shana Levine, as well as highlighting some of our coaches as part of a concerted effort to increase communication.

Updates:

1. Pioneer Athletics Homecoming Challenge

During the week of Homecoming and Family Weekend and in conjunction with the office of annual giving, the athletics department is celebrating our student-athletes and coaches with a special challenge. Thanks to the support of a generous trustee, all gifts made to any athletics fund will be matched dollar-for-dollar up to \$20,000! You can visit the link listed below to see the progress of this challenge, become and advocate or make a gift.

go.lclark.edu/hc17

2. Prospective Student-Athlete Weekend Event

This September we welcomed over 50 prospective student-athletes and their families to campus for the opportunity to get an in depth look at life as a student-athlete at Lewis & Clark College. During their time on campus they met with coaches and professors as well as sat in on classes, ate in the dining hall and heard from current student-athletes.

The athletics department bring value to the institution in many ways, which includes the recruitment and retention of student-athletes.

- Athletics brings approximately 20% of the entering class at a higher yield rate and lower discount rate.
- This year that meant 103 students at a yield of 22% rate. We also enrolled 7 transfer students.
- Of the 103 incoming first year student-athletes, 42 are students of colors or first-generation.
- Our student-athlete GPA this past year was 3.2 and all teams (with the exception of men's golf) was above a 3.0.
- The athletics department graduates student at a higher rate than students generally.

Important Dates:

- Friday, Oct 20, 2017 – Sports Hall of Fame Dinner and Induction
- Saturday, Oct 21 – Homecoming Tailgate & Football Game