



# Elevating Athletics 2025

San Bernardino Valley College  
Academic Senate, February 5, 2025



San Bernardino  
Valley College

## AGENDA

1. WHY WE NEED TO ELEVATE ATHLETICS
2. ELEVATING ATHLETICS 2025 THE PLAN
3. TIMELINE & ROAD SHOW
4. COMMENTS



# WHY WE NEED TO ELEVATE ATHLETICS

1. **Athletics plays a huge role in student life, marketing, sense of belonging, closing equity gaps, and community relations.**
2. **During the Spring 2025 semester, SBVC will narrow College priorities around Key Performance Indicators (KPIs) and maximizing the Student-Centered Funding Formula (SCFF).**
3. **Many sports have struggled with personnel issues, high turnover among coaching staff, tenured faculty choosing to teach and not coach, and a gap between Student Services and Instruction.**
4. **The current organization structure does not work with Athletics intersecting with Social Sciences, Student Engagement & Wellness, and Counseling & Matriculation.**
5. **Sports teams have opportunity to grow numbers.**
6. **SBVC has the opportunity to be among the first community colleges to compete in Women's Flag Football.**
7. **Athletics plays a huge role in increasing **access** to higher education.**

**STUDENT LIFE**

**SENSE OF BELONGING**

**COMMUNITY**

**STUDENT EQUITY**

***STUDENT SERVICES &  
INSTRUCTION***

***GUIDED PATHWAYS***

## **THE SBVC FOOTBALL STORY**

1. **SBVC Football season 2024 was cancelled for the first time in school history.**
2. **A dysfunctional SBVC Football Program hurts enrollment growth and worsens the equity gap for Black males.**
3. **The de-centralized approach to Athletics has not worked.**
4. **Personnel issues negatively impacted the Department and College.**
5. **Curriculum & coaching salaries have not kept pace with education and industry standards.**



**San Bernardino  
Valley College**

# FALL 2019 TO FALL 2024

**269** FOOTBALL PLAYERS

**25** GRADUATE AND/OR TRANSFER

**9%** SUCCESS RATE

## Students Who Remained Actively Enrolled by Term

Actively Enrolled status are students who received grades A-F, or P, but no W's or any excused withdraw.

### LEGEND

999	Term Cohort Size - Total Actively Enrolled Students	Point of Reference
999	Progressive Term Student Count - Enrollment Towards Next Term	Sum != Term Cohort Size
999	Origin Term Student Count Towards Cohort Size	Sum != Term Cohort Size

Progressive Term from Cohort - Student Count												
112_Active	2019FA	2020SP	2020FA	2021SP	2021FA	2022SP	2022FA	2023SP	2023FA	2024SP	2024FA	
2019FA	67	19	9	8	8	2	0	0	0	0	0	0
2020SP	19	27	10	7	6	3	1	0	0	0	0	0
2020FA	9	10	26	11	11	3	2	0	1	0	0	0
2021SP	8	7	11	21	13	3	1	0	0	0	0	0
2021FA	8	6	11	13	51	3	3	0	0	0	0	1
2022SP	2	3	3	3	3	8	4	0	0	0	0	0
2022FA	0	1	2	1	3	4	40	3	3	0	0	0
2023SP	0	0	0	0	0	0	3	7	0	0	0	0
2023FA	0	0	1	0	0	0	3	0	35	0	0	7
2024SP	0	0	0	0	0	0	0	0	0	0	0	0
2024FA	0	0	0	0	1	0	0	0	7	0	0	35
Origin Term to Cohort - Student Count												
113_Active	2019FA	2020SP	2020FA	2021SP	2021FA	2022SP	2022FA	2023SP	2023FA	2024SP	2024FA	
2019FA	31	5	5	3	2	0	0	0	0	0	0	0
2020SP	5	18	7	5	3	0	0	0	1	0	0	0
2020FA	5	7	25	16	7	1	0	1	1	0	0	0
2021SP	3	5	16	23	11	2	2	1	1	0	0	0
2021FA	2	3	7	11	30	5	5	1	3	1	1	1
2022SP	0	0	1	2	5	6	3	0	0	0	0	0
2022FA	0	0	0	2	5	3	22	3	2	3	1	1
2023SP	0	0	1	1	1	0	3	6	3	1	1	1
2023FA	0	1	1	1	3	0	2	3	48	6	5	5
2024SP	0	0	0	0	1	0	3	1	6	23	7	7
2024FA	0	0	0	0	1	0	1	1	5	7	0	25

## ELEVATING ATHLETICS 2025—THE PLAN

1. Create a Division of Kinesiology, Health, & Athletics under the VP of Instruction.
2. Move Athletics and The Huddle to the new Division of Kinesiology, Health, & Athletics.
3. Establish growth targets by sport and establish Women's Flag Football Team with a target date of Spring 2027.
4. Explore the feasibility of re-aligning Student Services and Instruction.
5. Explore student life opportunities like band, cheer, dance, drumline, etc. and work with stakeholders (K-12, KVCR SportsCentro, university partnerships, Dual Enrollment, etc.).

## NEW STAFFING

- Instructional Dean of Kinesiology, Health, and Athletics
- 3<sup>rd</sup> Athletic Trainer **DONE**
- Administrative Assistant III
- Increase Counseling by 0.4
- Student Engagement Specialist

**\*\*\*Work with CTA and HR to increase the number and amount of coaching stipends.\*\*\***

# PROJECTED GROWTH & ENROLLMENT TARGETS

How much revenue will the Elevating ATHLETICS Plan generate?

SBVC STUDENT ATHLETES FOR 2023-2024					
MEN'S SPORTS			WOMEN'S SPORTS		
	NUMBER	TARGET		NUMBER	TARGET
Men's Basketball	15	20	Women's Basketball	13	20
Men's Baseball	30	45	Women's Cross Country	8	20
Men's Cross Country	14	20	Women's Soccer	24	40
Men's Football	31	120	Women's Softball	22	30
Men's Soccer	31	40	Women's Track	13	40
Men's Track	24	40	Women's Volleyball	13	18
<b>Total</b>	<b>145</b>	<b>285</b>	<b>Total</b>	<b>93</b>	<b>168</b>
<b>Growth in student athletes</b>		<b>140</b>	<b>Growth in student athletes</b>		<b>75</b>
Revenue per FT student		\$ 5,238.00	Revenue per FT student		\$ 5,238.00
Revenue Growth		<b>\$ 733,320.00</b>	Revenue Growth		<b>\$ 392,850.00</b>
				<b>TOTAL REVENUE INCREASE</b>	<b>\$ 1,126,170.00</b>
				Add Women's Flag Football (25)	\$ 130,950.00
				<b>Projected Increase 2026-27</b>	<b>\$ 1,257,120.00</b>



# BUDGET

How much will the Elevating ATHLETICS Plan Cost?

PROPOSED BUDGET	AMOUNT
Dean (M23)	\$ 307,178
Admin III (C41)	\$ 109,986
SS Engagement Specialist (C41)	\$ 109,986
Counseling Faculty 0.4	\$ 77,000
Operational Budget	\$ 50,000
<b>TOTAL</b>	<b>\$ 654,150</b>

Enrollment growth and vacancies.





# TIMELINE & ROAD SHOW

- 3<sup>rd</sup> athletic trainer has already been added.
- December 5, 2024—Met with Athletics to share plan.
- December 9, 2024—Social Sciences, Human Development, and Physical Education Division meeting to share Athletics plan.
- January 16, 2025—Met with Andrew Wooten and The Huddle and invited The Huddle to President's Executive Cabinet meeting.
- February 4, 2025—Andrew Wooten and the Huddle presented at President's Executive Cabinet.
- **February 5, 2025—Presentation at Academic Senate**
- Spring 2025—Plan transition of Athletics from Student Services to Instruction.
- July 1, 2025—Projected start date for new Instructional Dean.
- July-December 2025—Recruit & hire classified positions for new instructional division.

