

WSU Athletic Engagement and Warrior Pride Initiative

2015-2016 Recap


**WARRIOR
=ZONE=**



2015 Initiatives

Established Athletics as the Centerpiece of Campus Activities Program Model

Football

- Warrior Zone Leaders
- Warrior Uproar
- Football 1000
- Homecoming Week
- Make a Difference Day
- Warriorthon
- Spirit Item Promotions
- Warrior Wednesdays

Volleyball

- Volleyball 1000
- Component of Warriorthon
- Weekend Attendance Promotion
- Spirit Items



Football Recap

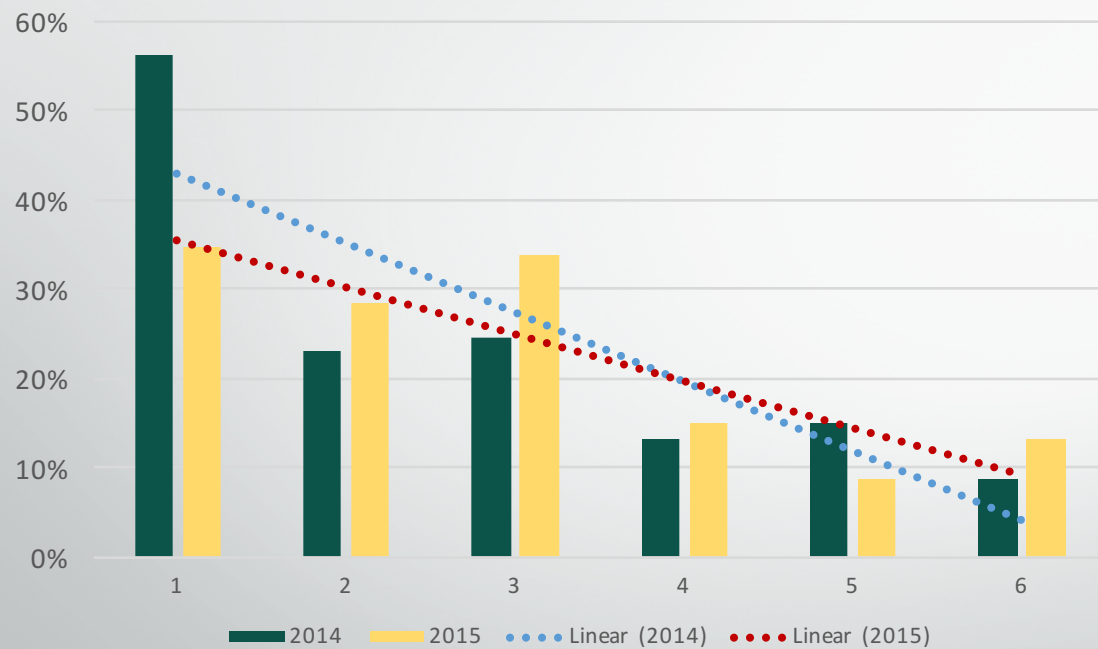
- Average Student Attendance: 735
- Increase of 102 Students/Game (16% increase) from 2014
- Largest Crowd: 5,377 with 1,823 students (Homecoming vs Grand Valley)
 - Largest WSU Football attendance in 55 years



Game-by-Game Football Recap

Date	Opponent	Final Score	Time	Attendance	Student Attendance (2015)	Student Attendance (2014)	Promotion	Student Attendance Comparison (To Corresponding Game Number from 2014)
9/12 Game #1	Truman State (5-6)	21-20	12pm	2868	993	1741	T-Shirt	-748 <small>*First Ever Night Game (2014)</small>
9/19 Game #2	Malone (0-10)	56-21	6pm	3087	876	636	Thunder sticks	+240
10/10 Game #3	#24 Grand Valley (12-3)	17-38	6pm	5377	1823	816	Homecoming: Megaphones, pom-poms, key chains	+1007
10/17 Game #4	Northern Michigan (5-6)	34-31	12pm	1994	298	238	Gloves	+60
10/31 Game #5	Findlay (6-5)	31-26	12pm	1982	173	227	Halloween	-54
11/7 Game #6	Lake Erie (2-9)	56-54	12pm	1892	248	141	Warriorthon, Rally Towels	+107
				17200	4411	3799		+612

Student Attendance Percentage



Game #	<u>2014</u>	<u>2015</u>
1	56%	35%
2	23%	28%
3	24%	34%
4	13%	15%
5	15%	9%
6	9%	13%
Average	27%	26%

GLIAC Home Football Records

<u>Team</u>	<u>Overall</u>	<u>Home</u>	<u>Win Percentage</u>
Mich. Tech	7-3	5-0	100.0%
Ferris State	11-1	6-1	85.7%
Wayne State	6-5	5-1	83.3%
Ashland	10-1	5-1	83.3%
Grand Valley	12-3	5-1	83.3%
Ohio Dominican	8-3	4-1	80.0%
Findlay	6-5	4-1	80.0%
Northwood	5-6	4-1	80.0%
Northern Mich.	5-6	4-2	66.7%
Tiffin	5-6	3-2	60.0%
Hillsdale	5-6	3-3	50.0%
Walsh	2-8	1-4	20.0%
Saginaw Valley	1-10	1-4	20.0%
Lake Erie	2-9	1-5	16.7%
Malone	0-10	0-5	0.0%



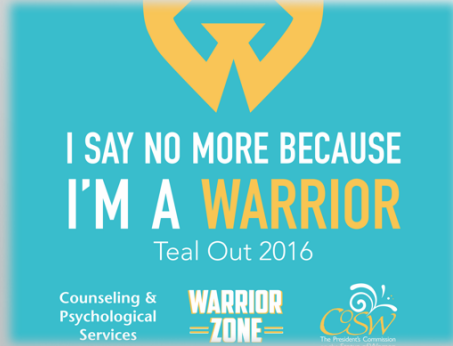
Basketball Recap

- Game days with both Men's/Women's games
- Average Student Attendance: 181
- Total Students: 1,990
- Increase of 92 Students/Game (103% increase) from 2014
- Largest Student Crowd: 346 on Dec. 10th
- 'Thursday in the D' games averaged 258 students
 - Detroit Night
 - Super Hero Night
 - Teal Out
 - Beach night
- Special Thanksgiving Game (Sunday)
- Shuttles to every home game



Teal Out January 28th, 2016

- “No More” Campaign
- Awareness and knowledge to help end domestic violence and sexual assault
- Teal Out Shirts for all fans who took the pledge
- In-game videos and announcements about the campaign
- Partnered with Counseling and Psychological Services, President’s Commission on the Status of Women, AA490, SASHA Center, WSU Police Rape Aggression Defense Program, and Sister2Sister student organization
- Information tables in Matthaehi for all partners



Game-by-Game Basketball Recap

Date	Promotion	Opponent	Student Attendance	Total Attendance	Difference from 2014 (Students)
Thu-10-Dec	WSU Beanie	NMU	346	704	+163
Sat-13-Dec	Exam Break Night	MTU	82	546	+13
Thu-7-Jan	RA Night	Hillsdale	226	903	+213
Sat-9-Jan		SVSU	40	663	+5
Thu-14-Jan*	Detroit Night	Tiffin	290	646	+224
Thu-21-Jan*	Super Hero Cape	Lake Erie	254	594	+166
Sat-23-Jan	W's Birthday	Ashland	104	577	+31
Thu-28-Jan*	Teal Out	Malone	281	648	+142
Sat-6-Feb		ODU	86	682	-40
Sat-20-Feb	Hall of Fame Game	Walsh	73	770	+28
Thu-25-Feb*	Beach Night	Findlay	208	502	+68
Totals			1,990	7,235	+1,013

*Denotes 'Thursday in the D' game



Current and Future Initiatives

- Student Engagement in Athletics Committee
- Spirit Committee for Athletics
- Spirit Item(s) for Students
- Incentive Program across campus
- More programming to increase student's experience during football games and other athletic events



Student Engagement in Athletics Committee (SEAC)

- Design and implement events, items and themes associated with the engagement of students before, during and after athletic events
- Members from: Athletics, Housing and Residential Life, Marketing and Communications, Dean of Students Office, Office of International Students and Scholars, and Marching Band



Spirit Committee for Athletics

- Student-driven committee that focuses building spirit and Warrior Pride at athletic events and a Wayne State tradition in athletics
- Advise SEAC on student initiatives pertaining to athletic events
- Members from: Dance Team, Marching Band, Cheer Team, Student Senate, Greek Life, Residential Life and Warrior Zone



Athletic Spirit Incentive Program

- Spirit gift for students at the beginning of the year
 - Student Fan Pack
- Incentive program will be implemented
 - Card swipe for athletics to track student attendance, demographics
 - Linked with other campus events (CAT) to promote campus pride and involvement

