



PRAIRIE VIEW  
A&M UNIVERSITY

Spring 2015 Strategic Planning Summit

“The Best is Yet to Come: Reimagining and Reinventing  
to Provoke Greater Growth and Quality

Department of Athletics  
Ashley Robinson  
Director of Athletics

April 22, 2015

## **Selected Achievements 2010-2015**

- **Two SWAC Commissioner's Cup for all-around athletic performance (2011-12, 2012-13)**
- **Four consecutive NCAA Tournament appearances & SWAC Women's Basketball Tournament Championships (2011-14)**



## **Selected Achievements 2010-2015, Continued**

- **PVAMU led the SWAC in 2012 with 112 All-Academic honorees**
- **134 student-athletes with GPAs of 3.0 or higher (2014-15)**



## **Selected Achievements 2010-2015, Continued**

- **Three Prairie View A&M soccer players earned University Division Scholar All-South Region Honorable Mention from the National Soccer Coaches Association of America. (2014)**



## **Selected Achievements 2010-2015, Continued**

- **Men's Cross County team won 2014 SWAC Championship for the third time in university history**
- **Bowling team won their third SWAC Championship in university history (2012, 2013, 2015)**



## Selected Achievements 2010-2015, Continued

- Football student-athlete Jerry Lovelocke became first-ever PVAMU football student-athlete invited to NFL combine and named a “Sleeper” athlete to watch by *The Houston Chronicle* for the upcoming NFL Draft
- Tennis team produced the 2015 SWAC Women’s Player of the Year (Taylor LeFridge)



## **Selected Achievements 2010-2015, Continued**

- **Three football student-athletes named SBN All-Americans with Johnta Hebert named FCS All-American and Jerome Howard named SWAC Defensive Player of the Year (2015)**
- **Former Men's track & field standout Preston Woodard competed in four consecutive NCAA Indoor and Outdoor Track & Field Championships**



## **Selected Achievements 2010-2015, Continued**

- **Baseball team won 2012 SWAC Championship and made 3<sup>rd</sup> NCAA Regional Appearance**
- **Men's tennis team claimed 2010 & 2013 SWAC Championships and participated in NCAA Regionals**





## **Selected Achievements 2010-2015, Continued**

- **From August 2014 to April 2015, PVPanthers.com has compiled over 1.2 million page views and 200,000 unique users. There were a combined 12,000+ users on PVPanthers.com to watch the State Fair and Labor Day Classic football games online**



## **Selected Achievements 2010-2015, Continued**

- **Averaged 4,700 fans in the 5,000-seat Blackshear Field for three home games in 2014. Hosted Southern University in the stadium for the first time since the 1960s**
- **Averaged 1,040 fans per basketball game in the William J. Nicks Building during the 2014-15 season**



## **Selected Achievements 2010-2015, Continued**

- **Allowed student-athletes to revamp annual end-of-year banquet which focused on their individual and overall team accomplishments**



## Selected Achievements 2010-2015, Continued

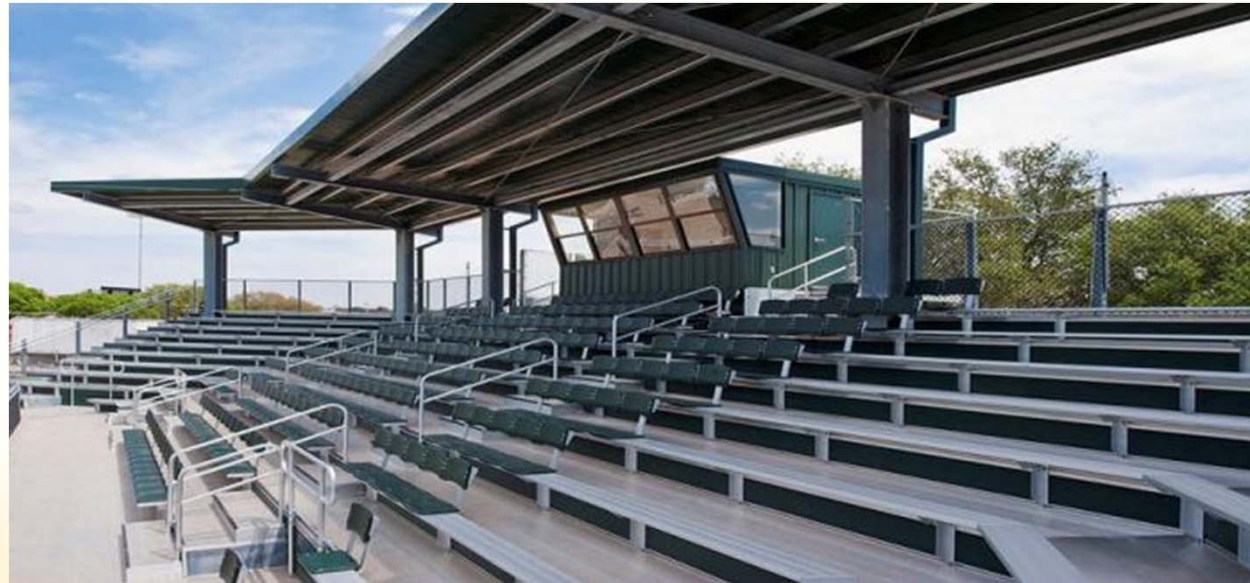
- **Renovated PVAMU volleyball & women's basketball locker rooms**



## Selected Achievements 2010-2015, Continued

- Renovated Baseball Stadium

# TANKERSLEY FIELD



## **The Road Ahead: Greater Growth and Quality 2015-2020**

- **Reach the NCAA APR Benchmark of 930 in all sports**
- **To enhance to the Department of Athletics' Academic Enhancement Center to encourage student-athletes to study and reach GPAs of 3.0 or higher**
- **Graduate 100% of PVAMU student-athletes**
- **Continue to be in compliance with the University, SWAC, and the NCAA**



## **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

- **Increase season ticket sales to at least 1,000 season ticketholders..will do so by revising the season ticket pricing structure to attract new customers and will launch campaign three months earlier than previous seasons**



## **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

### **THE ATHLETIC DIRECTORS CLUB**

- Will debut during the Fall of 2015 as the program will help increase annual giving to athletics, while providing our season ticket holders and donors an extra incentive to stay loyal year after year as each giving level offers a unique “perk” for their loyalty.**





# **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

## **COMMUNITY OUTREACH**

- **Will partner with Waller ISD to play home football games at their stadium in the fall of 2015**
- **New football staff has reached out to Texas High School Football coaches and area youth coaches to collaborate with them at the inaugural PVAMU Football Coaches Clinic which featured several nationally recognized keynote speakers**



# **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

## **COMMUNITY OUTREACH**

- **Entered into a partnership with Appel Ford/Brenham Hyundai whom provided several courtesy cars for staff to use which thereby cuts back on rent-a-car fees**
- **Will partner with Waller ISD to play home football games at their stadium in the fall of 2015**



**The Road Ahead:  
Greater Growth and Quality 2015-2020, Continued**

**STRENGTHENING REGIONAL TIES**

**Football to play at Rice University**

**On October 22, 2016**



**The Road Ahead:  
Greater Growth and Quality 2015-2020, Continued**

**PVAMU FOOTBALL STADIUM &  
ATHLETIC COMPLEX**



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## **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

- **The new football stadium and athletic complex will boost Prairie View A&M's overall competitiveness in the state of Texas and provide student-athletes and staff new streams of exposure and revenue**



## **The Road Ahead: Greater Growth and Quality 2015-2020, Continued**

- **Win the SWAC Commissioner's Cup for excellence and performance across the board in athletics**
- **Most importantly....DO things the RIGHT way**



**The Road Ahead:  
Greater Growth and Quality 2015-2020, Continued**

- **2015-16 PVAMU ATHLETIC  
MOTTO:**
  - ***ALL OUT...ALL  
GAME...***
  - ***ALL SEASON...***

