Renegade Kinesiology & Athletics Strategic Plan
Bakersfield College 2022-2023

Bakersfield College Mission

Bakersfield College provides opportunities for students from diverse economic, cultural, and educational backgrounds to attain Associate and Baccalaureate degrees and certificates, workplace skills, and preparation for transfer. Our rigorous and supportive learning environment fosters students’ abilities to think critically, communicate effectively, and demonstrate competencies and skills in order to engage productively in their communities and the world.

Renegade Athletics Mission

To compete for championships; provide a first-class student-athlete experience; cultivate students who complete academic goals or transfer to four-year institutions; and serve as a source of pride for the College and Community.

Goal 1: Academic Excellence and Student Personal Development

Responsibility: Darrell Ballard

Renegade Kinesiology, Health & Athletics commits to provide a clear path to academic success and personal development.

Renegade Academic Excellence

1. Renegade Athletics will maintain focus on momentum points for first-time student to increase persistence to completion of AA Degree.

   a. Student Count

      i. Kinesiology            2020  149  2021  151
      ii. Physical Therapy Assistant  NA   20
      iii. Athletics          226   227
      iv. Total Area Enrollment 375   378
### b. Persistence

<table>
<thead>
<tr>
<th></th>
<th>2020</th>
<th>2021</th>
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<tbody>
<tr>
<td>i. BC</td>
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<tr>
<td>1. F to S</td>
<td>64.9%</td>
<td>60.3%</td>
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<tr>
<td>2. F to F</td>
<td>44%</td>
<td>23%</td>
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<tr>
<td>ii. Kinesiology</td>
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<td>1. F to S</td>
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<td>72.1%</td>
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<tr>
<td>2. F to F</td>
<td>56%</td>
<td>35%</td>
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<td>iii. Physical Therapy</td>
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<td>NA</td>
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<tr>
<td>iv. Athletics</td>
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<tr>
<td>1. F to S</td>
<td>86.9%</td>
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<tr>
<td>2. F to F</td>
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### c. Completion Math & English

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<tr>
<td>M</td>
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<tr>
<td>E</td>
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<td>28.2%</td>
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<tr>
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<tr>
<td>E</td>
<td>44.3%</td>
<td>37.4%</td>
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<tr>
<td>iii. Athletics</td>
<td>19.5%</td>
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<tr>
<td>M</td>
<td>24.8%</td>
<td>29.5%</td>
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<tr>
<td>E</td>
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### d. Awards & Certificates

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<thead>
<tr>
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<tbody>
<tr>
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</tr>
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<td>1. AA / AS</td>
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<td>2. AA-T / AS-T</td>
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<tr>
<td>3. Certs.</td>
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<td>1,958</td>
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<td>ii. Kinesiology</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. AA-T / AS-T</td>
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<td>19</td>
</tr>
<tr>
<td>iii. Athletics</td>
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<td></td>
</tr>
<tr>
<td>1. AA/AS</td>
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<td>68</td>
</tr>
<tr>
<td>2. AA-T /AS-T</td>
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<td>51</td>
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<tr>
<td>3. Certs.</td>
<td>42</td>
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e. **Starfish Data (Enrollment)**

   i. Dual Enrollment
   ii. Concurrent

2. Renegade Athletics will require all 1st year and student athletes below 2.5 G.P.A to attend a minimum of 2 hours per week of Student Information Study Sessions to increase retention.

   a. Total # of Hours Completed
      | 2020 | 2021 |
      |------|------|
      | 4000 |

   b. Breakdown by Sport

      i. Football 735
      ii. M. Basketball 10
      iii. W. Basketball 184
      iv. M. Soccer 1616
      v. W. Soccer 388
      vi. Golf 208
      vii. Softball 630
      viii. Baseball 616
      ix. Volleyball 361

   c. Student Athletes who fall below 2.5 GPA or who is placed on Academic Remediation Contracts.

      i. Remediation Academic Contract 25
      ii. Completed Academic Contract 75%

   d. Create a set of procedures, which will better identify at-risk, under prepared and learning disabled student-athletes and provide necessary resources and programing.

      i. Use of Starfish to track
      ii. Use of Ocelot to communicate to students
      iii. Have all flags sent directly to coaches along with collection of progress reports to Program Manager.

   e. Created 1st Engl B1AL course for student athletes and made all students in English utilize Writing Center for study credits

      i. # of students enrolled 22
      ii. Success Rate 40% passed with C or better
f. Outline a strategy to improve the priority registration process.

   i. Continued with meeting with teams to monitor Update form process and continue Athletic Registration events for both semesters.

      1. How many students enrolled
      2. What was the success rate?

g. Created an Academic Development course for 1st Year student-athletes with the goal of developing successful study habits. Address topics such as: Code of Conduct, Branding, and Responsibility of representing the Athletic Department. Incorporate Summer Bridge, Fall & Spring Orientation and Head Coaches into presentation.

   i. Athletic Student Development course

      1. # of students enroll 86
      2. # of students completed 80
      3. Success Rate 91%

3. Conduct a semi-annual review by a created working group to identify suggestions for improvement for academic services.

   1. Student Success Team meets once per week to discuss all outstanding issues for both Athletics and Kinesiology students.

**Reward and recognize academic excellence of student athletes**

4. Establish schedule to recognize scholar student athletes at an athletic event (CCCAA, Conference/regional/national all-academic teams, Honor Roll, and Top performing men's and women's teams, etc.)

   i. SAAC Awards – Spring 2022 - 220 attended

      1. Award Recipients
         a. Male Athlete of Year
            i. Jonathan Hunter, Wrestling
         b. Female Athlete of Year
            i. Talia Nielsen, Softball
         c. Male New Comer of Year
            i. Anthony Miron, Mens Soccer
         d. Female New Comer of Year
            i. Yasmine Guerrero, Womens Golf
         e. Male Athlete Career Achievement-
i. Jonathan Hunter, Wrestling
f. Female Athlete Career Achievement-
   i. Aly Dees, Volleyball
g. Male Best Individual Performance-
   i. Dylan Tooker, Football
h. Female Best Individual Performance-
   i. Emma Jeffries, Womens Swim
i. Male Athlete Grit Award-
   i. Adolfo Escudero-Mendoza Jr., Cross Country
j. Female Athlete Grit Award-
   i. Kathleen Rodriguez, Womens Basketball
k. Male Athlete Most Valuable Renegade-
   i. Andrew Townson, Baseball
l. Female Athlete Most Valuable Renegade-
   i. Rain Gomez, Womens Track & Field
m. Male Iron Gade of the Year-
   i. Tim Ruiz, Baseball
n. Female Iron Gade of the Year-
   i. Destiny Cuellar, Softball
o. Male Student Worker of the Year-
   i. Josh Mejia
p. Female Student Worker of the Year-
   i. Rain Gomez, Womens Track & Field
q. Clifford & Bradford Team of the Year-
   i. Womens Volleyball

Build and enhance relationships with faculty, advisors and academic units on campus.

5. Work with faculty members and other faculty groups to develop a plan to improve communication and relationships with faculty.

   1. Establish Bi-monthly meeting with Kinesiology Academic Success Team to discuss plan for tracking recruitment, persistence, retention and academic success of Kinesiology Students

Outcome: Renegade Student-Athletes will be prepared to effectively compete in the classroom in pursuit of a transfer degree.

Renegade Personal Development
Provide personal growth opportunities for student athlete to develop as a person.

1. Renegade Athletics will conduct an annual survey of student-athletes.

   a. Conducted 1st ever Mental Health Survey for student athletes
1. Results ???

2. Establish a yearly Mental Health Event for Student Athletes.

2. Renegade Athletics will clarify the College process for student-athletes to communicate academic/athletic concerns or issues.
   
   a. Anonymously survey student-athletes at the end of their competition season.

3. Evaluate Student athlete Job placement protocol and procedures.

   1. # of Students were employed? 23
   2. # of Students employed were student athlete? 14
   3. G.P.A of the student workers?
   4. Identify the degrees of the student workers.

   5. Kinesiology –

   6. Other Majors -

4. Clarify the role of Student Athlete Advisory Committee. Increase student athlete representation from each sports program.

   a. Develop community engagement and service learning opportunities to increase student – athlete participation in the community.

      1. What is our plan or goals SAAC this year?

   b. Create procedure for reporting activities of teams’ community service events.

      1. Meet with Todd Hansen to discuss community service opportunities

5. Provide superior medical coverage, strength, and conditioning for student-athletes.

   a. Provide all student-athletes access to contemporary sports medicine and strength facilities and procedures.

   b. Identify a plan to increase medical services from area providers

   c. Work with athletic training staff, strength & conditioning and Head Coaches to develop treatment protocol is followed properly.

   d. Generate a plan to produce reporting protocol of all sports programs plus weekly updates of student athlete training and rehabilitative activities to Head Coaches
Outcome: Renegade Student-Athletes will be effective promoters of their sport and their Bakersfield College experience.

Goal 2: Competitive Excellence

Renegade Athletics commits to be the very best when representing Bakersfield College in athletic competition. The department is committed to necessary resources, personnel support to achieve a winning program.

Responsibility: Dean of Kinesiology & Athletics and Head Coaches

Program Development: Head Coaches – Athletic Director

1. Eighty percent (60%) of Renegade Sports Teams will make postseason.
   i. Fall Sports
      1. Volleyball
      2. Mens Soccer
      3. Wrestling
      4. Cross Country
      5. Womens Golf
   ii. Spring Sports
      1. Swimming
      2. Track & Field
      3. Softball
      4. Tennis Mens

2. Five (5) or more Renegade Sports will earn conference titles.
   i. Volleyball
   ii. Softball
   iii. Mens Soccer

3. Renegade Athletics coaches will complete an annual review of their sport, including academic and athletic results. Annual plan will direct future strategic steps; plans will be reviewed throughout the year with the appropriate supervisor to assists in its completion.
   i. Conduct an anonymous evaluation of all athletic support units. Review end of year student athlete surveys.
   ii. Pre- and Post Season Meetings with Head coaches of Each Sport.
   iii. Build annual operating budgets to allow sports programs to compete in upper half of the conference.
1. Discuss equipment and travel budgets with each sport programs.
2. Discuss yearly program goals
3. Discuss Team Academic progress and Recruitment plan.
iv. Identify a process to review team travel to maximize competitive for away contest.

1. Developed Competition Travel and Procedures
2. Due to inflation and budgetary concerns, teams are allowed (1) one overnight trip in a season.

v. Develop a strategy to establishing appropriate levels of assistant coaches for all sports teams.

1. Hire all new Head Coaches as Professional Experts.
2. Hire assistant coaches as “Adjunct Coaches”. Adjunct coaches will be compensated by assigning intercollegiate courses.

**Renegade Kinesiology & Athletics Facilities:**

Keith Ford

1. Renegade Athletics will annually determine athletic facility priorities.
   a. Create a long term Facilities Master Plan for Athletics that will prioritizes specific projects, identify cost and determine timelines.
   b. Develop a long-range facility maintenance and repair plan, which will coordinate with Bakersfield College Maintenance and Operations.

2. Coordinate all facility operations with the department.
   a. Weekly meeting with M & O Manager – Tuesday at 9am
      i. Gym Floor
      ii. Fitness Center and Weight Room
      iii. Competition Fields
         1. Football Practice
         2. Stadium – Track and Football Field
         3. Baseball
         4. Soccer
         5. Softball
   b. Nish-Ko ????
   c. Develop a yearly Maintenance Schedule for all Competition Fields.
d. Report Measure J facilities and construction updates at weekly management meetings and monthly at department staff meetings.

e. Create a weekly report to coordinated and communicate all event activities, field and facility maintenance issues with the appropriate Athletic staff member.

i. Weekly updates to coaches regarding facility updates – Google Doc.

3. Develop a games management-planning model and review process by appropriate staff for each key sport.

a. Utilize webpage to enhance communication and reference materials available to fans, officials and visiting teams.

1. Visiting team guide located on athletic department website and sent to visiting teams.
2. Email game officials all pertinent information for games that they are officiating
3. Weekly game management meetings with all staff involved in working games
4. Football game management meetings with all campus stakeholders
5. Send weekly e-mail to all campus stakeholders with the weekly athletic event schedule

4. Renegade Athletics will establish a protocol for scheduling access for all sports to use facilities in-season and off-season.

1. Create an Athletic scheduling parameters for Head Coaches.

Renegade Athletics Resources:

1. Renegade Athletics will develop a balanced operating budget for intercollegiate athletics.

a. Create a detailed plan to balance the annual budget seeking cost savings and increase revenues opportunities.
b. Develop weekly and monthly reporting process to assist management decisions making, including up-to-date expense status and provide detailed budget forecasting.
   1. Created a Google Document to tracking quotes and purchase orders. Goal is to increase communication between Equipment Coordinator and Administrative Assistants.

**Outcome:** *Renegade Athletics will be recognized at the conference, state and national award level.*

**Goal 3: Develop a Culture of Organizational Excellence and Community**

*Renegade Athletics is committed to promote a civil and collegial environment that values equity, diversity and inclusion, respect for others, and accountability.*

Responsibility: Reggie Bolton

**Personnel**

1. Renegade Athletics will ensure all faculty and staff adhere to all Bakersfield College and KCCD policy and procedures.
   a. Renegade Athletics will require all faculty, staff to attend an annual mandatory compliance meeting.
      1. CCCAA In-Service Meeting – 3rd Wednesday in August
      2. Schedule Fall / Spring Sports Form 1 Orientation

2. The Athletics Director will ensure the successful implementation and follow-up of the Renegade Athletics Strategic Plan.
   a. Weekly Administrative Meetings
      1. Athletic Administration Meeting
      2. Bi-monthly Support Staff Meeting
      3. Athletic Academic Success Meeting
      4. Kinesiology & Health Pathway Success Meeting
      5. Market & Fundraising Meeting

b. Renegade Athletics will submit reports and make presentations about the implementation of the Plan to College Council.
3. Renegade Athletics will ensure performance and accountability through reviewing organizational and job responsibilities to ensure they are consistent with future direction and plans of the athletic department.

   a. Examine Reporting Lines and hold faculty and staff accountable for professionalism.

4. Create a productive and enjoyable workplace for coaches and staff.

   a. Properly educate and communicate with coaches and staff critical issues for the athletic department through monthly meetings.

      1. Area meeting is the First Thursday of the month

   b. Renegade Athletics will create a Renegade Athletics Employee Handbook, outlining the code of conduct, responsibilities, and expectations.

   c. Renegade Athletics will implement a Professional Development Plan to include community/team building; HR training on Code of Ethics; Mandatory Reporting; and Title IX.

**Compliance**

1. Renegade Athletics will develop a comprehensive monitoring program which ensures integrity with CCCAA, NCAA and other governing regulations and overall compliance objectives.

   b. Create a set procedures to encourage self-reporting, reduce time between violations and filing reports plus provide a relaxed environment for questions coaches/staff/athletes in an effort to reduce the likelihood of a major infraction.

      1. Collaborated with Admission & Records personnel to create an Eligibility & Compliance procedures document.
      2. Athletic Director responsible for facilitating Form 1 Compliance meetings with all sports teams.
      3. Admission & Records Compliance Officer will attend weekly Athletic Academic Success Meetings.

   c. Review and comply will all compliance action items discussed in annual and external audits for the athletic department.
2. Create a compliance education program which properly communicates with coaches, staff and student athletes and individuals who financially support Renegade Athletics.

   a. Generate a comprehensive compliance education plan for staff, coaches and student athletes. Create quick reference handouts.
   b. Design a schedule of rules education meetings for coaches and student athletes.

3. Develop procedures to comply with the requirements and spirit of equity amongst all sports programs.

   a. Develop a plan to monitor which will review equity issues related to personnel, budgets, equipment, academic support services, travel, practice times and facilities.

Fiscal Responsibility

4. Renegade Athletics will develop a balanced operating budget for intercollegiate athletics programs.

   a. Create a detailed plan to balance the annual budget seeking cost savings and increase revenues opportunities.

   b. Develop weekly and monthly reporting process to assist management decisions making, including up-to-date expense status and provide detailed budget forecasting.

Outcome: Renegade Athletics operates effectively and efficiently in a collaborative environment.
Goal 4: External Outreach and Community Engagement

*Renegade Athletics is committed to maintaining a positive, high profile status in the community. Athletics will successfully work with a variety of constituents to promote and build strong relationships throughout Kern County, California and the country.*

**Relationship Building:** Reggie Bolton

1. Building a stronger relationship with all constituents throughout the surrounding community and state.
   
   a. Encourage coaches and staff to be more visible and attend community activities.
   
   b. Communicate better and more regularly with constituents via personal visits, email, mailings and websites.
   
   c. Outline steps to increase interactions with fans through developing more traditions at home events and increasing the number of activities for fans.
   
   d. Establish an annual event for student athletes and coaches to express appreciation to donors and other key people to the athletic program.
   
   e. Implement Fan Appreciation Day for all sports with special recognition and “thank you” to fans attend the events.

2. Enhance campus relationships with students, faculty and staff.
   
   a. Utilize Student Athlete Advisory Committee to grow campus relationships.
   
   b. Develop methods to highlight college faculty, staff and students at athletic events.

**Fundraising:** Roger Fessler

1. Establish an annual giving revenue and overall membership to Athletic Alumni.
   
   a. Implement a new annual giving program utilizing volunteers to assist staff in building relationships with College constituents throughout the state, bolster revenue generation and providing annual social events.
      
      i. **Establish the Gade Club Athletic Booster Club**

   b. Establish the Athletic Alumni Association to encourage alumni participation and foster potential fundraising opportunities.

   c. Re-establish All Sports Hall Sports Hall of Fame. Annual Dinner can increase fundraising revenue.
2. Renegade Athletics will increase annual corporate sales through cash, budget replacement and gift in kind to $200,000 annually with a 5% annual increase thereafter.
   
a. Develop monthly and quarterly reporting process to assist management decisions making, including up-to-date expense status and provide detailed budget forecasting.
b. Develop an annual fundraising plan to increase revenue through corporate sponsorships, social media and live streaming revenue opportunities.

3. Determine a needs assessment of sports team budgets with Head Coaches to determine how objectives can be met to assist their programs through fundraising.

**Marketing: Keith Ford & Todd Hansen**

1. Increase attendance at all sports events
   
a. Create a protocol for reporting attendance at every sporting event. Paid and non-paid.
      
i. **Season analysis report from Vallitix**

   b. Create a plan for Season Tickets for All Sports.
      
i. **Renewal letter sent to season ticket holders.**

2. Establish a partnership promotion schedule for all sports.

   a. Weekly reporting procedures for all marketing and community engagement activities.

   b. High School Visit
      
      1. **Todd will visit all High Schools in the Kern High School District. Meet with Principal, Athletic Director and Lead Guidance counselor. Distribute marketing materials for Athletics and Kinesiology.**

   c. Develop an Annual Master Calendar for the year for all Renegade Athletic Activities.

   d. Improve the internal communication of announcements. Bi Weekly reporting updates to Athletic Management.
3. Renegade Athletics will increase attendance at all sport events, for example: increase attendance at football games to an average of 5,000 per season.
   
   a. Increase social media presences.
   b. Working with outreach specialist to get sports schedules out earlier.

4. Renegade Athletics will establish relationships with Bakersfield and Kern County business leaders to identify presentation dates for service, business and sports clubs. Athletic employees will be encouraged to participate in activities and events to promote athletic visibility and improve external relationships (Branding)
   
   a. Create a calendar for meetings of Jockey Club, Chamber of Commerce, and Small Business, etc.
   b. Track the meetings attendance. Establish a process for informing the coaches.

5. Renegade Athletics will create at least two community engagement events each year.
   
   a. Establish All Sports Athletic Hall of Fame.
   b. All Sport Renegade Awards Night.

**Media Relations: Analicia Torres**

1. Develop a media guide for each sport annually to promote sports program and non-athletic interest. Outline steps for timely production of sports media programs media guides.

2. Build public relations plan program to increase exposure of athletics teams with print / digital materials.
   
   a. Sport Guides / Poster
   b. Professional photography
   c. Increased social/digital media presence

3. Map out plan for publizing athletic department website and social media.

4. Improve media record keeping and archives to assist with future publicity efforts.

*Outcome: Renegade Athletics will be recognized and visibly active on campus and in the community.*