

**Adventure Sports
Adams State University
Financial Plan of Action**

Introduction

Adams State Adventure Sports is a young program that was started in 2012 to address the growing sports of rock climbing, mountain biking, and road cycling. In Colorado, these are very competitive sports. In just the 6 years the program has been operating we have gained a reputation as one of the most competitive schools in the field, that takes care of their athletes at a very high level. In the previous few years we have had some exceptional athletes that have helped us reach the highest levels of competition in the field. At Adams, the Adventure Sports represents the third leg of our figurative Adventure stool. The program works directly with the Adventure Programs and the ALP Minor, sharing many of the same resources.

Mission Criticality & Essentiality

Initiative 5.1

Develop and extend positive community partnerships through the continued offering of campus events drawn from cultures of the San Luis Valley.

The last two years we have hosted a mountain bike camp that has drawn in mountain bikers from surrounding states to visit Adams State and introduce them to the wonderful network of trails we have in the valley. We have worked with many local businesses to make this event happen. The cycling team also stewards the local bike pump track at Cole Park. In the 2 years we have run the camp we have brought in over 40 athletes.

Initiative 5.2

Stimulate sustainable economic income development opportunities for the San Luis Valley.

The Coordinator of Adventure Sports has worked closely with local businesses, non-profits, and land management agencies to create and sustain new trails in the San Luis Valley, and host a local mountain bike race which brings in over 100 riders to the valley over a weekend. The coordinator worked extensively with SLVGO coalition on a variety of issues and projects around the valley.

Initiative 5.3

Partner with community and business groups to foster unifying campus connections, and build understanding of the larger San Luis Valley.

Adventure Sports has worked with numerous businesses and non-profits across the valley. The coordinator was treasurer for the local trail group, High Valley Riders, and was a project leader with Volunteers for Outdoor Colorado. Many relationships have evolved into sponsorships for the team. The coordinator of Adventure Sports also worked to create a high school mountain biking team in the San Luis Valley that can act as a feeder team for ASU.

Initiative 5.5

Draw upon the natural resources and extensive outdoor recreation options of the San Luis Valley to provide experiential learning opportunities for Campus, community, and regional visitors.

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The cycling team has hosted free mountain bike clinics on the weekends in conjunction with weekends on the Rio, for the past two summers. This gives people the opportunity to try riding a mountain bike for the first time, and get personal lessons. The Adventure Sports coordinator contributes to the efforts of numerous local outdoor recreation and outdoor stewardship initiatives and projects.

The Adventure Sports program has worked with many local businesses and non-profits in the San Luis Valley. They have provided strong leadership when it comes to building relationships with community members. Through this leadership we have seen the development of new trails for mountain bikers, and new climbing areas as well. To an extent, any competitive sports team is not critical to any university mission. The Adventure Sports has worked hard to overcome that though and prove their worth. They have been a valuable community partner for many businesses, and they strive to make a better community, not just a better sports team.

Cost & Benefit

Costs:

	2013 - 14	2014 - 15	2015 - 16	2016 - 17	2017 - 18
Operating expenses	\$37,750	\$40,242	\$60,950	\$63,765	\$56,410
Scholarships	\$9,600	\$9,600	\$9,600	\$9,600	\$9,600
Coach salaries	\$16,000	\$16,000	\$16,000	\$16,000	\$16,000
Coordinator salary,benefits	\$36,750	\$36,000	\$49,000	\$49,000	\$49,000

As shown above, the Adventure Sports team and budget has grown over the previous years. In 2015, the coordinator position went full-time. During this time, the budget was increased for the larger team size as well. Scholarships and Coaching salaries have remained constant. Each year we give a way around \$9,600 in scholarships to climbers and cyclists, usually to the strongest athletes, or at least the most dedicated. Under the coordinator, we staff two part-time coaches who are paid \$8000 a year, to coach, train, and travel with the teams. The large operating expense line is usually broken down into travel for the two sports, and recruiting. As teams have grown, traveling with larger teams has increased the costs. Currently the road cycling team and mountain biking team operate independently of each other, with one coach coaching both sports. They each operate with about 1/3 of the annual expense budget, with the climbing team operating on the other 1/3.

Roster Size:

	2013 - 14	2014 - 15	2015 - 16	2016 - 17	2017 - 18
Cycling	19	15	5	6	8
Climbing	26	20	33	19	27
Total:	45	35	38	25	35

The cycling team over time has shrunk, while the climbing team has stayed rather consistent. In 2015 we lost the coordinator of Adventure Sports who created the program. It is apparent

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looking at the numbers that losing this individual cost us our growing roster size. Since that we have had more turnover in that position which has not helped solve the declining roster size.

Return on Investment.

Number of student attending Adams because of Adv. Sports:

	2013 - 14	2014 - 15	2015 - 16	2016 - 17	2017 - 18
Number of athletes recruited	5	6	3	5	7
Number of athletes retained	?	1	9	6	8
Total:	5	7	12	11	15

We saw an initial interest from athletes in the earliest years of Adventure Sports. After turn over changes in the coordinator role over the previous years we saw a drop in the number of athletes being recruited to Adventure Sports. Despite the turnover, we have seen a steady uptick in the number of recruits in the last 2 years. This is largely due to the growing reputation of the Adventure Sports program and a change in the recruiting strategy for cycling. In 2016 we started hosting summer mountain bike camps to bring students to Adams State University and give them professional instruction from our coaches on our local trails.

Results:

Cycling, at Collegiate Mountain Bike Nationals (Individual placements):

	2013	2014	2015	2016	2017
Short Track		15th	9 th	17 th , 53rd	50 th , 11th
Cross Country		21st	10th	13 th , 41st	15 th , 29th

Cycling, at Collegiate Road Bike Nationals (Individual placements):

	2013	2014	2015	2016	2017
Time Trial				16th	8 th , 9th
Criterion			42nd	44th	52nd
Road Race			21st	32nd	42 nd , 45th

In the first few years of the program you can see that we did not have any athletes who qualified for nationals. In 2014, we had a mountain biker qualify and do well in Nationals, and an athlete make it to road national in 2015. As the team progressed we have gained another rider capable of qualifying and competing in Nationals. In 2016, the USA Cycling organization (our sport's governing body) introduced new divisions into collegiate cycling. Up to this point you competed within your school's division, meaning for us, Division II. Now however, divisions are created based on the success and support your program has. In 2016 and moving forward, Adams State University has been competing in the highest division for both mountain biking and road cycling. In short, an 11th place finish in Cross Country national MTB championships is very impressive. We are 1 of 24 Varsity Teams in the nation, 1 of 16 Division II teams and, 1 of 4 Varsity teams in Colorado.

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The success of our riders, and the attraction of competing in the most competitive division and region for their sports, has help drive up our reputation and recruiting in the field. 2017-18 marks the first year where we have had cycling recruits reaching out to Adams State for the first time, and not the other way around. We believe the tipping point has been reached, and we will start to see greater and greater success with this program. We do however, walk on a tight rope. In order to maintain our varsity status, we must in the near future, hire a full-time coach (who can also be the coordinator), and we must continue to be able to produce athletes competing at the highest level for both mountain biking and road cycling.

For rock climbing, USA Climbing does not publish the results of their national competitions, and it was not tracked internally. USA Climbing is a much younger governing body and still lacks the infrastructure of USA cycling. There are however some placements that stand out. In 2016, one of our young female athletes took 2nd place overall in sport climbing and USA Climbing National Championships. This means she was the 2nd best female rock climber in the nation for that year! Over the last few years we have had multiple top 15 finishes in nationals as both our team and the sport gets more competitive.

The Adventure Sports program is still a young program that is seeing steady growth. Initially we had a large number of students from within Adams State University that were interested in joining these teams as they were established, and these athletes helped drive the sports and culture forward. Now as the program is maturing, we are seeing a steady increase in the number of recruits coming to Adams specifically for these teams. In addition, there are many students on campus who were previously athletes and because of a wide variety for reasons are no longer so. The Adventure Programs has given many of these students a home where before they may have moved to a different school to be closer to home for example. Because of this, the retention Adventure Sports provides is also an important benefit to the program. The success of the program has continued to grow each year, even as the competition within each sport grows every year. It is hard to overstate the success our young athletes have had in the respective sports. With a 2nd place in rock climbing, and an 11th place in mountain biking, these athletes are competing at the highest level possible, some of which with dreams and a real possibility of the Olympics.

Quality of Outcomes

Adventure Sports Mission

Provide all team members the resources and opportunities to excel in their sport, education and community.

Program Outcomes:

Outcome	TYPE (OO or SLO)	Year Last Assessed
Student will have a passion for their sport	SLO1	
Will be confident in maintenance of their gear	SLO2	
Will be familiar with periodized training techniques	SLO3	
Will have consistently demonstrated adequate time management skills	SLO4	
Will have Consistently demonstrated a commitment to	SLO5	

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improvement of the skills and fitness		
Adventure Sports will reach and maintain of roster of over 50 athletes	OO1	2017
Adventure Sports will recruit new athletes	OO2	2017
Students will have the support to compete at their greatest capacity	OO3	2017
Maintain Varsity Status for cycling	OO4	2017

Student Learning outcomes were introduced to the program in the Fall of 2017. As part of student life & recreation, it was recognized that this program lacked SLOs and would need to create and assess outcomes in the future. Organizational outcomes have been in place and assessed for the previous 2 years. The organizational outcomes share many of the same data and the cost & benefit section above. While Adventure Sports has started seasons with rosters over 50, it has yet to finish a season with numbers this high (end of season roster sizes available in section above). Students do however receive a large amount of support. We are currently offering \$9600 in scholarships for Adventure Sports athletes. In addition, we have been able to pay entry fees, and travel for competitions.

Qualifications to maintain varsity status with USA Cycling:

- Program is supported and designated as a varsity program through the athletic department and/or major university initiative.
- Program is headed by a team director or coach with SafeSport training and a background check on file with USA Cycling.
- Major funding source for the program is through the university budget
- Athletic scholarships or grants may be awarded, but not more than one full scholarship per national championship participated in is allowed, with a maximum of five full scholarships. Scholarships may be split among multiple students.
- At least one full-time coach is on staff for the team and is paid by the university.
- Participates in at least one national championship a year, with waivers available for emerging programs
- Program pays the entry fees of collegiate racers.

Organizational outcomes have been measured and tracked as end of the year reports for the since the program began in 2012. When the coordinator went to a full-time position from a part-time position, the roster size goal was increased to 50 athletes. This roster size was met briefly, before falling down below the goal by the end of the year. With turnover in the coordinator position, the person responsible for recruiting, we have yet to get back to our intended roster size of 50 athletes. Other organizational goals have been accomplished. Every year the teams have brought in new recruits and continue to get stronger. We have maintained varsity status so far and are only 1 of 24 collegiate programs to be able to do so. Student learning outcomes were introduced at the beginning of the 2017-18 school year and will be tracked moving forward for all of their athletes.

Conclusion

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The Adventure Sports program is the competitive side of the Adventure programs at Adams State University, which works closely with the Adventure Programs and the ALP minor. Together the 3 of these programs are establishing Adams as a premier university for students interested in outdoor recreation at any level. Many of the students who come here to compete in these sports, also end up minoring in Adventure Leadership and Programming, and working for the Adventure Programs.

As the data suggests above, our roster sizes have been stagnant in the last few years. We have however seen an increase in the number of recruits coming here for the Adventure Sports teams. AS our program matures, we hope to see this trend continue where we are recruiting less athletes on campus, and start recruiting more athletes specifically to compete here. We do however, expect the roster size to increase and be maintained above 50 with a new coordinator, as it is their responsibility to recruit, not the coaches.

Outdoor recreation is an increasing economy and a growing culture in the San Luis Valley, and in the county as a whole. The coordinators in the past has worked directly with many area partners and has provided leadership on a number of projects. Trails in the area have been added specifically so that our team can train, and recently a high school cycling team has developed from the momentum as well. It is clear that we should invest more into outdoor recreation as it becomes more culturally relevant than ever before.

In the 6 years the program has been established, it has seen a tremendous amount of success. We currently have many athletes who are competing at the very highest level possible within collegiate sports and they are getting a high level of support to do so. We currently compete in the toughest regions for both cycling and rock climbing, as Colorado is most popular state for both. With cycling we have reached Varsity status, as determined by USA Cycling. With multiple athletes placing high in Nationals for both rock climbing and cycling, the Adventure Sports is one of the most competitive sports teams at Adams, behind only the running program. Both sports are continuing to grow and have been a major recruiting attraction for other colleges in our region. With the university's continued support, and by filling the current coordinator vacancy, we believe we can continue to grow to be one of the most successful programs in our region.