

Climbing *the* Hill



Lafayette College Athletics
Annual Report | **2019-2020**



Dear Lafayette Leopards Family:

Things have changed significantly in one calendar year in the landscape of college athletics and higher education. Since March, we have been navigating a roller coaster ride of ups and downs and twists and turns, beginning with the cancellation of spring sports. In July, with COVID-19 rates rising throughout the country, the Patriot League became one of many conferences to suspend fall sports.

We find ourselves, however, not at a standstill, but in the on-deck circle or the scorer's table ready to check into the game. COVID-19 will eventually be behind us. And Lafayette will still be standing. And Athletics will still be here—ready to take that next step. We're still *Climbing the Hill*.

In 2019-20, the second year of our five-year plan, we pushed forward, continuing to strengthen our staff development program through the Coaches and Coffee series while providing relevant and varied leadership content for student-athletes with panelists and speakers. Nutrition enhancement and wellness education was a focus for our student-athletes. The implementation of the PardZone provided new opportunities for alumni engagement. Finally, we began the process to initiate an athletics campaign which is a major step forward to providing the funds to support a championship culture.

Competitively, our teams improved six places in the Patriot League Presidents Cup standings. In the fall, football finished League play in second place while field hockey and men's soccer each participated in their respective championship games. It was the best fall sports season on College Hill in more than 25 years! Our winter sports continued the progress with women's basketball, posting its most conference wins since the 1991-92 season.

The football season yielded the Patriot League Defensive Player of the Year and Rookie of the Year while women's soccer (Offensive Player of the Year) and field hockey (Defensive and Scholar-Athlete of the Year and Coach of the Year) added to the individual highlights.



Our coaches continue to recruit and teach, and our teams continue to get better! When I described the vision and plan for Lafayette Athletics, this is the progress I had in mind.

We have not been deterred. We are spending this time afforded by COVID-19 positioning Lafayette Athletics for the future. Our coaches are focused on recruiting, game plans and professional development and our student-athletes are locked in for academic success while maintaining their athletic readiness.

Administratively, we will continue to strengthen our culture and community, and hopefully, we can lay the foundation for financial stability through your support. I am glad to be sharing this annual update and I encourage you to be a part of the transformation happening on College Hill. Our staff and I look forward to having you on board as we all work together in support of our student-athletes!

GO LEOPARDS!

Sherryta Freeman, Director of Athletics



BILL TUCKER '81
Maroon Club President

As we continue to follow Sherryta's six strategic goals, the success of our student-athletes both on and off the field will get us up the hill faster.

While there is still work to be done, our showing in the fall and winter of 2019-20 has laid the ground work for the future when we are able to compete again.



JENNIFER STONE '04
Head Coach Field Hockey
2019 Patriot League Coach of the Year

Lafayette Athletics has been built upon the backs of alums and donors, with a rich history of tradition and excellence. There is a new vision for

our program, and with that comes responsibility and commitment. There is a path being paved in front of the student-athletes that still represents the alums behind them. It is our responsibility as coaches and administrators to allow those student-athletes to flourish on their path to greatness. In the time of COVID-19, never more do we see the value of sport and life skills taught from the stage of competition. Never before is the community behind Lafayette Athletics needed as much as it is now to continue to let us *Climb the Hill*.



NICOLE JOHNSON '22
Women's Basketball Team Member

I remember Sherryta coming to watch a practice my freshman year. When she introduced herself, she told us she was a

competitor. Competitiveness has become part of the culture. We learn to compete with each other in practice and have that translate into games. Coach Kia has pushed that culture and was a big part of that turnaround, pushing competitiveness on and off the court and in the classroom as well. Our team is always reaching high and we only want to keep improving. Trying to win a championship—that's our goal. The drive to keep going is another change I've seen. We're never satisfied with where we are.



JIM BENJAMIN '84
Board of Trustees Member
A.D.'s Circle Member

Our strategy is founded on the bedrock of pursuing excellence in everything we do. I have observed and experienced a transformation of

the role of athletics as part of our overall strategy in recent years.

That transformation began with the AD search process and institutional commitment to the process and to the future role of the AD. When Sherryta took over, she immediately had considerable exposure to the board, its members and leadership, and that continues today. Shortly, thereafter, the AD's Circle was created, bringing together a small, adroit group of alums to act as guides and/or sounding boards for Sherryta. As a member of that group, I've felt a clear recognition that Athletics is a priority of the school.

YEAR 2 ACCOMPLISHMENTS

CREATING A CHAMPIONSHIP CULTURE

STRATEGIC GOAL 1 Achieve Competitive Excellence

ACCOMPLISHMENTS

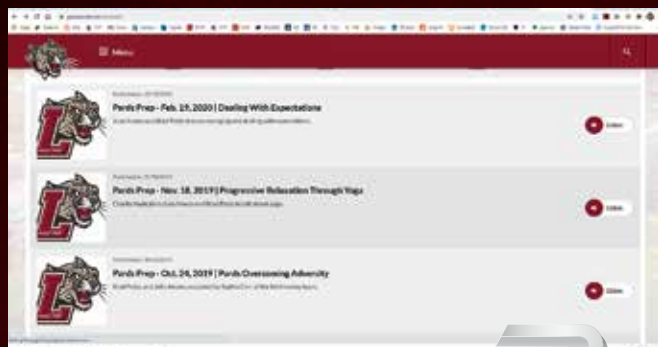
- ▶ Continued **Coaches & Coffee** series with guest speakers including former Princeton MBB coach Pete Carril and former Reebok exec Peter Roby
- ▶ Continued partnership with College Admissions to recruit top student-athletes who meet Lafayette's rigorous academic standards and have the potential to compete for championships
- ▶ Instituted a monthly newsletter for coach and staff education and established a book library to aid in professional development



STRATEGIC GOAL 2 Strengthen Academic Excellence

ACCOMPLISHMENTS

- ▶ Joined Chi Alpha Sigma, the National Collegiate Athlete Honor Society
- ▶ Invited speakers Schulyer Bailar and Peter Roby to speak about inclusion and leadership
- ▶ Hosted the **Life After Sport** panel with our own athletics staff for Oaks Leadership Academy members
- ▶ Strengthened partnership with Gateway Career Center to maximize professional development opportunities for student-athletes
- ▶ Posted the NCAA GSR Report: Lafayette ranked seventh in the country at 98 percent with 15 teams at 100 percent; football was first in the P.L. at 97 percent.



STRATEGIC GOAL 3

Provide the Most Positive Student-Athlete Experience Possible

ACCOMPLISHMENTS

- ▶ Utilized Athlete Viewpoint to measure student-athlete experience
- ▶ Hosted "Welcome Back" tailgate for student-athletes
- ▶ SAAC Mental Health Initiative continued with *Spot the Signs* and *Your Roar* campaigns
- ▶ A training table added to Upper Farinon, featuring lean protein, nutrient dense carbs and fats
- ▶ Creation of **Pards Prep Podcast** with co-hosts Brad Potts and Julie Amato and guests, covering a variety of topics from overcoming adversity to heart rate variability
- ▶ Established the "P3"—Pards Peak Performance initiative that featured four seminars in the fall and the distribution of a sport psychology weekly tip sheet
- ▶ Developed enhanced concussion protocols to help speed up return to play process, including an equipment share with Bailey Health Center to expedite concussion testing

STRATEGIC GOAL 4

Build More Community and Spirit for Lafayette Athletics

ACCOMPLISHMENTS

- ▶ Implemented an athletics kickoff event during welcome week.
- ▶ **Pard Zone hospitality area** was instituted at all home football games
- ▶ Implemented a "white out" game for each sport
- ▶ Began rolling out the guest coach program
- ▶ Expanded the Basketball School Day Game, hosting Easton Area School District students for a men's basketball game
- ▶ Elevated the ticket manager position to full-time ticket and promotions manager starting in 2019-20
- ▶ Partnered with Landis Center for Community Engagement to support 15 children through the holiday helpers program;
- ▶ Worked with St. Baldrick's foundation and many other organizations to raise funds and awareness for causes
- ▶ Implemented original virtual programming such as the staff olympics and virtual football tailgate

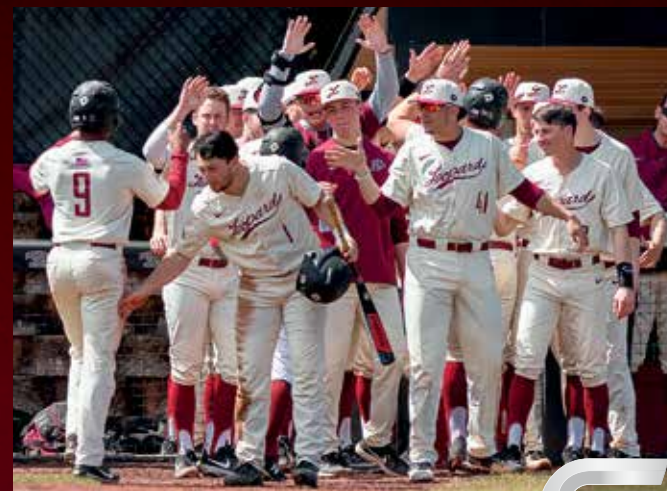


STRATEGIC GOAL 5

Ensure Integrity in Everything We Do

ACCOMPLISHMENTS

- ▶ Hired new Associate AD for Compliance and Student-Athlete Development
- ▶ Promoted the Coordinator of Student-Athlete Academic Support to the Assistant AD for Student-Athlete Development & Academic Support to enhance support for student-athletes, specifically the Oaks Leadership Academy, SAAC and career development
- ▶ Continued campus work with student-athlete groups **PASA** and **Athlete Ally**
- ▶ Instituted **ARMS software** to aid in compliance and recruiting and Athlete Viewpoint surveys to track student-athletes' experiences



STRATEGIC GOAL 6

Secure the Funding Necessary for Success

ACCOMPLISHMENTS

- ▶ Initiated athletics fundraising campaign after completing the athletic feasibility assessment
- ▶ Secured a leadership gift from **William C. Buck '50** that **established endowments** for baseball and football, and also annual support for these programs
- ▶ Sealed partnership with Collegiate Sports Marketing Group
- ▶ Began Maroon Club Liaison Development program to support individual sport programs
- ▶ Formalized a plan to rent athletic facilities

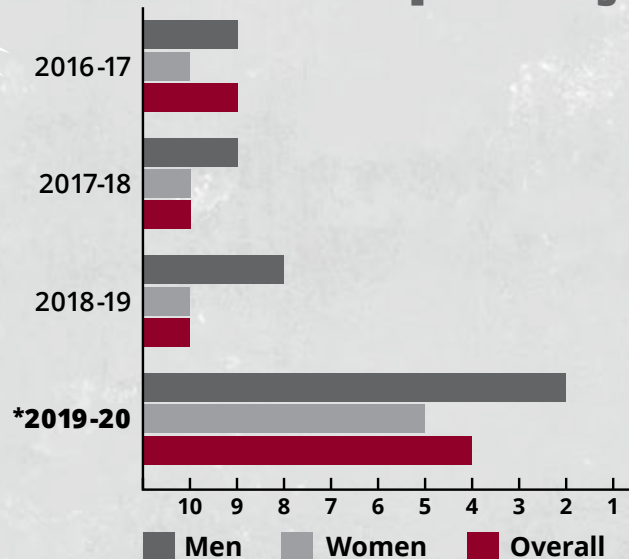


LEOPARDS ON THE RISE

PROMINENT ACHIEVEMENTS REALIZED DURING THE 2019-20 ACADEMIC YEAR

- ▶ Lafayette athletic teams made a six-place jump in the Presidents' Cup standings from the fall of 2018-19 to the fall of 2019-20.
- ▶ Patriot League runner-up finishes in field hockey, football and men's soccer led the rise up the standings from a 10th-place finish in the fall of 2018 to the fourth-place finish in the 2019 fall.
- ▶ Team sports which did not complete their spring seasons due to COVID-19 were not included in charts.

President's Cup Standings



**through fall sports seasons*

SPORT	2018-19 OVERALL	2018-19 PL	2018-19 FINISH	2019-20 OVERALL	2019-20 PL	2019-20 FINISH
Men's Cross Country	0-1	N/A	8	0-1	N/A	6
Women's Cross Country	0-1	N/A	8	0-1	N/A	7
Field Hockey	8-11	4-2	2	12-8	5-1	2
Football	3-8	2-4	4	4-8	4-2	2
Men's Soccer	5-8-4	1-5-3	10	9-7-5	4-3-2	4
Women's Soccer	5-12	2-7	10	7-6-5	3-2-4	4
Volleyball	5-23	0-16	9	13-19	2-14	8
Men's Basketball	10-20	7-11	7	19-12	10-8	4
Women's Basketball	8-23	2-16	10	15-14	11-7	3
Men's Swimming/Diving			8			7
Women's Swimming/Diving			10			10

1 PEPPER PRIZE WINNER

STUDENT-ATHLETE JOSLYN BRODFUEHRER '20 ➡
(WOMEN'S LACROSSE) WON THE 2020 GEORGE WHARTON PEPPER PRIZE. BRODFUEHRER JOINED RECENT STUDENT-ATHLETES **REEVE LANIGAN '19** (WOMEN'S SWIMMING), **CORY SPERA '15** (BASEBALL), **BRAD BORMANN '14** (FOOTBALL) AND **ZACHARY WINTHROP '13** (SOCCER) IN ACHIEVING THE HONOR.



3 TEAMS

FIELD HOCKEY, FOOTBALL AND MEN'S SOCCER
FINISHED SECOND IN THE PATRIOT LEAGUE STANDINGS.



10 LAFAYETTE PROGRAMS

DISPLAYED **IMPROVED COMPETITIVENESS** ⬇️
(BASED ON THEIR PATRIOT LEAGUE FINISH).



1 LEADER AT THE TOP OF HER GAME

ATHLETIC DIRECTOR SHERRYTA FREEMAN ⬇️
NAMED THE 2020 NCAA DIVISION I FCS NIKE ADMINISTRATOR OF THE YEAR.



1

PATRIOT LEAGUE COACH OF THE YEAR

JENNIFER STONE '04 ➔
FIELD HOCKEY



443 LAFAYETTE STUDENT-ATHLETES

WERE NAMED TO THE **PATRIOT LEAGUE ACADEMIC HONOR ROLL** AND BASEBALL, WOMEN'S SWIMMING AND DIVING, WOMEN'S LACROSSE AND VOLLEYBALL **LED THE LEAGUE** IN NUMBER OF HONOREES.

16

LAFAYETTE PROGRAMS

**FOOTBALL, FENCING, MEN'S SOCCER, ➔
SOFTBALL, WOMEN'S LACROSSE,
WOMEN'S SWIMMING AND DIVING
AND WOMEN'S TENNIS**

FINISHED ABOVE THE NATIONAL
AVERAGE FOR THE NCAA APR RANKINGS
AND SEVEN OF THEM SECURED NCAA
PUBLIC RECOGNITION AWARDS FOR
POSTING MULTI-YEAR APR SCORES IN
THE TOP 10 PERCENT OF THEIR SPORT.



4

PATRIOT LEAGUE MAJOR AWARD WINNERS

➔ **MALIK
HAMM '22**
PATRIOT LEAGUE
FOOTBALL
DEFENSIVE PLAYER
OF THE YEAR



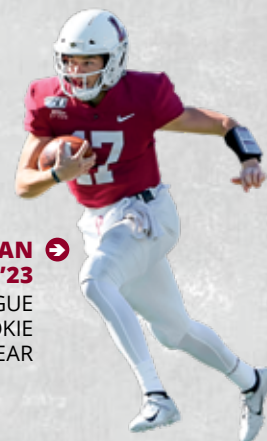
KRISTA KISSELL '21 ➔
PATRIOT LEAGUE WOMEN'S
SOCCER OFFENSIVE PLAYER
OF THE YEAR



➔ **LISA VAN DER GEEST '20**
PATRIOT LEAGUE FIELD HOCKEY SCHOLAR-
ATHLETE OF THE YEAR AND DEFENSIVE
PLAYER OF THE YEAR WHILE ALSO EARNING
NFHCA ALL-AMERICA THIRD-TEAM HONORS



**KEEGAN
SHOEMAKER '23** ➔
PATRIOT LEAGUE
FOOTBALL ROOKIE
OF THE YEAR



JOIN US!

“

THERE'S A **WINNING ATTITUDE** TAKING HOLD IN LAFAYETTE ATHLETICS. WE CLEARLY TURNED A CORNER LAST FALL IN PATRIOT LEAGUE STANDINGS, AND **WE WILL BE STRONG** WHEN COMPETITION RESUMES.

”

BRIDGING THE SCHOLARSHIP GAP

While some sports are at their maximum number of scholarships, many are not. In 2017, a group of dedicated alumni contributed \$1 million to establish the **Leopard Champions Scholarship Fund**, a general scholarship for Lafayette athletics. In order to build a championship program and enable student-athletes to compete at the highest level, fundraising, most notably in the area of athletic scholarships, is critical to future successes. The Leopard Champions Fund is at the heart of Lafayette's goal of building a championship program. But, \$1 million is not enough and this fundraising continues.

“The establishment of the Leopard Champions Fund has been a huge step in fundraising to help our student-athletes compete for championships in our 23 Division I sports. Now we need the continued support of our loyal alumni base to build on this and help be a part of creating a sustainable championship culture as we #ClimbTheHill.”

BILL TUCKER '81 | *Maroon Club President*



ALISON BYERLY
Lafayette College President



BOB SELL '84
Board of Trustees Chair



ATHLETICS GIVING

MAROON CLUB ANNUAL FUNDRAISING

2014-15 → \$1,773,318

2015-16 → \$1,564,555

2016-17 → \$1,507,896

2017-18 → \$1,590,695

2018-19 → \$1,801,354

2019-20 → **\$1,790,448**

2014-15 → 3,393 donors

2015-16 → 3,219 donors

2016-17 → 2,785 donors

2017-18 → 2,752 donors

2018-19 → 3,098 donors

2019-20 → **2,824 donors**

2019-20 FACTS & FIGURES

\$3,346,211 raised for Lafayette Athletics
(through the Maroon Club, endowments,
Leopard Scholarship Fund, etc.)

\$1,790,448 raised is the second highest total
on record by the Maroon Club

34% of young alumni student-athletes (2010-2019)
made a gift to Lafayette

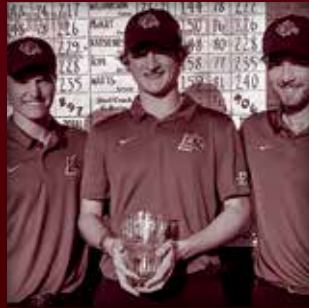
32% of alumni student-athletes made a gift to
Lafayette, ranking 3rd in the Patriot League

26% of young alumni student-athletes (2010-2019)
made a gift in support of Lafayette Athletics

18% of alumni student-athletes made a gift in support of
Lafayette Athletics, ranking 3rd in the Patriot League*

49% of current parents of student-athletes
made a gift to Lafayette Athletics

*Patriot League rankings reflect only the member institutions who reported data.



#ClimbTheHill