

Department Director Report - Activities Department

General Information

Director Name: Keven Seim

Department: Activities Department

Date: 10/27/26

Section 1: SWOT Analysis

Category	Details (examples included, replace with your entries)
Strengths	Examples: Efficient workflow systems; Strong vendor partnerships 1. Student Centered - holistic support. 2. MSHSL Compliant. 3. Maintains a positive culture with respect, accountability, and teamwork. 4. Maintain competitive programs. 5. Coaching Staff
Weaknesses	Examples: Outdated equipment; Limited staff training opportunities 1. Communication – <i>UPDATE: Bound – Ongoing. Each season will feel like starting over. Fall Coaches used this tool fairly well and seem to be getting better.</i> 2. Scoreboards are outdated. 3. Limited Recognition Spaces - Trophy Cases 4. Updating Recognition Spaces - Banners / Track Board 5. Facilities for Tennis, Baseball, Softball 6. Storage
Opportunities	Examples: New funding opportunities; Technology upgrades 1. Scoreboard Replacement 2. Touchscreen Recognition System 3. Advertisement in Stadium and Gymnasium – Signs etc. 4. Potential Partnership with UNRL apparel company.

	5. BOUND - Ongoing
Threats	Examples: Rising operational costs; Supply chain disruptions 1. Lack of funding. 2. Limited Coaching Candidate Pool 3. Event staffing - Limited Pool 4. Lack of facilities for certain sports 5. Storage

Section 2: Addressing Weaknesses and Threats

Prompt	Response
What steps are being taken to address the identified weaknesses and threats?	Bound Potential Profit from UNRL Partnership. To increase event staffing it is the departments believe that we would need to raise payment for event workers. Started using students to staff events for the first time. Would like to start to explore Advertising opportunities in the Stadium and gymnasium.

Prompt	Response
General Updates / Highlights	Girls Tennis - Highest Section Seed in program history. Volleyball - Sections Approaching Girls and Boys Soccer - Conf. Section Champions. State Tourney

Section 3: Budget/Department Planning

1. Please outline any anticipated large-scale budget requirements for the upcoming quarters and explain how these resources will address current challenges or position the department for future success

Gymnasium scoreboard replacement.

Addition of Softball and Baseball fields on campus. (Multiplex Field)

Touchscreen Recognition System

Gym and Stadium Advertisements – Scoreboards, Fences, Press box, etc.

Section 4: Additional Notes & Future Planning

Upcoming priorities for next quarter:

Anticipated challenges and mitigation strategies:

Support requested from the School Board: