

FCS ADA



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As we press forward in these uncertain times, here are several ways that the Jackson State Division of Athletics is moving the needle in the State of Mississippi, the Southwestern Athletic Conference and at the NCAA Division I level. The department has revealed several fundraising campaigns that will assist in maneuvering through the COVID-19 pandemic and assure its student-athletes will receive the best possible experience. Thee AD Club was started in January and 60 partners have joined. An annual fee of \$1,500 provides direct assistance to the athletics department. Members receive invitations to special events and receive tickets and parking passes at football and basketball games and VIP access.

The JSU COVID-19 Relief Fund was instituted this past summer. During this time of uncertainty, the JSU Division of Athletics has made bold and necessary steps to protect its student-athletes at the onset of the pandemic.

The safety and wellness of student-athletes will always be first priority. The JSU COVID-19 Athletic Relief Fund provides financial support for student-athletes, operations, recruiting and the loss of revenue due to the COVID-19 pandemic. The goal is to reach 2.1 million through alumni and corporate donations.

A comprehensive athletics facilities upgrade will be announced October 1. It features a renovation to the football facilities, including new locker rooms, meeting rooms, weight room and a world-class sports medicine area. A new semi-indoor practice facility with turf is also included. The Lee E. Williams Athletic and Assembly Center, where the JSU men's and women's basketball and volleyball programs compete, is also scheduled to be remodeled.

JSU and athlete marketing platform Opendorse announced a groundbreaking partnership that makes Jackson State the first HBCU to invest in building the brands of its players on social media. This partnership will allow JSU to share content on social with their entire athletics ecosystem – through the social channels of current student-athletes, alumni, coaches, sports administrators, and university athletics accounts to create access and opportunity.

JSU and Jackson State University Television have agreed to partner with BlueFrame Technology to

enhance athletics broadcasts on the Jackson State Sports Network. All team home events and select special events will continue to be available. Athletics broadcasts can be accessed on the official athletics website, gojsutigers.com and on the new JSU ROKU app. JSU is the first SWAC program to utilize the ROKU app.

JSU continues to invest in its student-athletes and partnered with EAB Navigate, a web-based student support system that links administrators, advisors, deans, faculty, staff, and students in a coordinated care network designed to proactively manage student success and deliver a return on education. This facilitates better, stronger collaborations and gives the data to measure those collaborations. It's a holistic student support platform that provides teams with the tools to identify, intervene, and engage with students to lead them on a successful path while giving the ability to measure and assess those relationships to ensure that the intervention is successful.

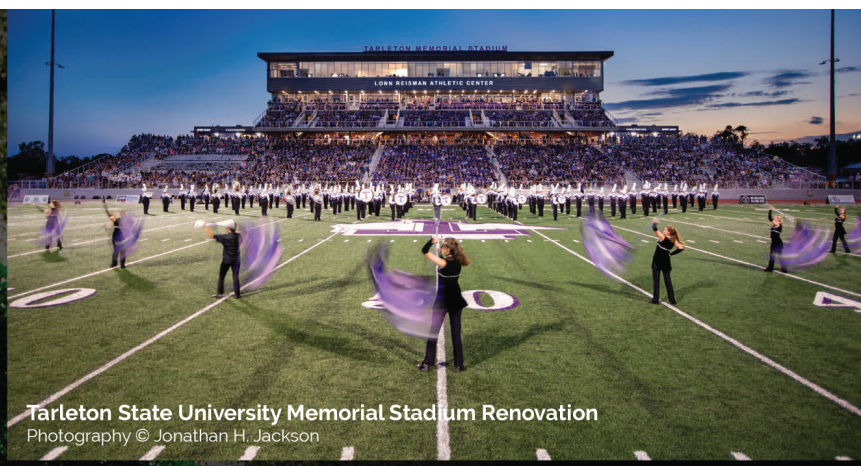
JSU also utilizes the JumpForward software. This is used by coaches, compliance staff, student-athletes, financial aid, registrars, development, admissions, marketing, ticket offices and equipment managers. Additionally, JSU purchased several computers, surface pros and wireless hotspots to assist its student-athletes in the classroom.

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Tarleton State University Memorial Stadium Renovation
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