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Intercollegiate Athletics Action Plan 2015-2017

Division of Administration & Finance

Unit Strategies Supporting Divisional Strategic Initiatives

This page lists unit strategies that directly support achievement of the divisional initiatives. The plan in its entirety includes additional unit-specific operational strategies (see the table “Operational Excellence.”)

Divisional Initiatives	Unit Strategies
<p>1. Initiative 1 Stewardship/ Sustainability</p>	<ol style="list-style-type: none"> 1. Strategy 1 – Create a sport specific development plan for restricted giving to each sport and general athletics. 2. Strategy 2 – Assist in bringing Hockey’s Playmaker Campaign to a conclusion and assist in the development of a scope, budget and timetable for building a new athletics strength & conditioning center. 3. Strategy 3 – Use external resources and funding initiatives to balance the budget. 4. Strategy 4 – Develop a marketing model that insures long-term sustainability in sponsorship sales, ticket sales, promotional execution, attendance and sponsorship fulfillment. 5. Strategy 5 - Hire and train talented and driven students and student-athletes who can play integral roles in the daily operation of our marketing model
<p>2. Initiative 2 Student Recruitment/Retention</p>	<ol style="list-style-type: none"> 1. Strategy 1 – Develop a process that assists coaches and athletic administration in assessing the character of prospective student-athletes during the recruiting process. 2. Strategy 2 – Collaborate with Academic Affairs to continue the improvement of the retention rates, and thus graduation rates, of the football and basketball programs. 3. Strategy 3 – Provide proactive and continuing education awareness to staff and student-athletes concerning the issues of sexual violence, hazing, social media, etc. that challenge college campuses daily.
<p>3. Initiative 3 Master Plan</p>	<ol style="list-style-type: none"> 1. Strategy 1 - Assist in the development and strategic progress of Master Plan targeted projects for enhancing athletics facilities. 2. Strategy 2 – Assist in the development and planning to address facility initiatives as identified in the University’s Gender Equity Task Force report (as of 7/7/15).

Initiative 1: Stewardship /Sustainability				
1. Strategy				
a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
1. Strategy 1 - Create development plans				
a. Action step- Evaluate sport development giving reports from U A&M and establish concrete goals for annual giving	11/1/15	Athletic Director	Ath Advancement Officer & Head Coaches	In progress
b. Action step- Meet with athletics advancement officer and coaches to review development plans and U A&M giving reports	11/1/15	Athletic Director	Ath Advancement Officer, AVP U A&M	Scheduled every 2 weeks with advancement and monthly with coaches
2. Strategy 2 – Complete hockey campaign and begin Strength & Conditioning Center project				
c. Action step – Move hockey campaign into a more public phase for solicitations from season ticket holders, BLC and hockey alumni	7/1/16	Athletic Director	AVP UA&M, Ath Advancement Officer AD, Hockey Coach, Alumni Relations	Just over 2/3 of the way to goal of \$1.5 M
d. Action Step – Lead athletics staff and architect in moving S&C Center project from draft concepts to an approved plan	2/1/16	VP A&F	Athletic Director, Ath Advancement Officer, AVP UA&M	Began in October and will continue until a plan is approved
3. Strategy 3 – Marketing Plan				
a. Action step – Students to sell, execute & fulfill	Year round	Athletic Director	Associate AD,VP A&F	On-going. Results depend on quality of student worker
b. Action step – Meet weekly with External Operations staff regarding marketing, sales & publicity to maximize ticket sales, sponsorship fulfillment and social media	Weekly	Athletic Director	Assoc AD, Asst AD/Comm, Associate Dir/Comm	Balance between revenue driven actions and gender equity balance actions

Initiative 2: Student Recruitment & Retention				
1. Strategy	Target Date	Responsible	Collaboration Needed	Status
a. Action Steps				
1. Strategy 1 – Use of PSA Info sheet				
a. Action step – Completion and review of prospective student athletes information sheet to eliminate at risk PSA's	Fall for Nov signing period & Winter for Feb signing period	Athletic Director & Compliance Coordinator	Head Coach, Assistant Coaches, Athletic Director, Compliance Coordinator	Process has been in place since 2013
2. Strategy 2 – Collaborate with Academic Affairs				
a. Action step – Development of a communications call chart that provides direction for proactive interaction, communication & education for Student Academic Advising Committee, academic advisors & NCAA eligibility coordinator that enhances the advisement process for SA's	Oct 30, 2015	Athletic Director, Compliance Coordinator	Provost, Admissions, Academic Advising, Financial Aid, NCAA Eligibility	Initiative began in Fall of 2015 and should be in full use by Spring semester, 2016
b. Action step – Promote awareness of writing center and tutor support now available in res halls that provides more access to academic assistance	September 2015	Head Coaches, Compliance Coordinator	Coaches, SAAC, Writing Center, Academic Support Center, Provost	Began in September 2015 and will continue as long as initiative is in place
3. Strategy 3 – Continuing education & awareness				
a. Action step – On-going discussions, speakers and awareness at Head Coaches meetings, SAAC meetings, guest presenters at team meetings focusing on decision making and being champions in life	Year round	Athletic Director	Compliance Coordinator, Director of DPS, Dean of Students, Assoc Dean of Students, Assistant Coaches, Athletics Sr Staff	Monthly at head coaches/ sr staff meetings. Volume of incidents can be tracked month by month and semester by semester
b. Action step – On going importance of life coach sessions and proper decision making development that each program needs to provide	Year round	Reminder: Athletic Director Implementation: Head Coach	DPS, SAAC, Dean of Students, Coaches, Athletics Sr Staff	Monthly at head coaches/ sr staff meetings. Volume of incidents can be tracked month by month and semester by semester

Initiative 3: Master Plan				
1. Strategy				
a. Action Steps	Target Date	Responsible	Collaboration Needed	Status
1. Strategy 1 - Master Plan initiatives				
a. Action step - Implement Soccer Field relocation plan	Spring 2016	Athletic Director	VP A&F, AVP Plant, URec, Asst Ad/Facilities	Preliminary stages
b. Action step - Complete plan for Sports Complex Renovation and S&C Center	Spring 2016	Athletic Director	VP A&F, AVP Plant, Athletic Coaches	Preliminary stages
2. Strategy 2 - Address facility initiatives identified in gender equity task force report				
a. Action step - Identify top facility initiatives	Jan 1, 2016	Athletic Director & VP A&F	AVP Plant, SWA	Summary of recommendations in working draft