

## **University of West Florida Argonaut Athletics Strategic Plan**

- **Vision:** A well-funded, academically successful, locally and regionally visible athletic program competing for Conference, Regional, and National Championships in top quality facilities who recruit, develop, and graduate, well-rounded student-athletes.
- **Mission:** Intercollegiate athletic programs at the University of West Florida offer student-athletes the opportunity to compete at the championship level and continue their personal development by actively engaging the community and providing appropriate resources for academic and athletic success.
- **Strategic Priorities:** Athletic Success, Academic Success, Student-Athlete Welfare, Budget Development and Forecasting, Community Engagement

### **Athletic Success: Provide opportunities for student-athletes and teams to compete at the highest levels on a Conference, Regional, and National stage.**

- Critical Success Factors (Measures of the degree of success)
  - Finish in the top 25 of the NACDA Director's Cup standings
  - Finish in the top three in both men and women in the Gulf South Conference All-Sports Trophy standings
  - 75% of teams qualify for post-season competition
  - Conference/Regional/National tournament participation
- Strategies for Success
  - Provide the necessary resources (scholarship dollars, recruiting budgets, dynamic website) to attract and retain the most talented and diverse student-athletes
  - Develop short-term and long-term facility priorities and plans to ensure quality athletic department facilities
  - Attract and retain quality athletic department staff members

### **Academic Success: Recruit and graduate a prepared student-athlete population by providing services that enable student-athletes to achieve academic and career success.**

- Critical Success Factors (Measures of the degree of success)
  - Achieve a cumulative GPA of 3.0 or higher for the entire Athletic department.
  - Have more than 50% of student-athletes with a 3.0 GPA or higher.
  - Have less than 15% with a 2.3 GPA or lower.
  - Continue to achieve higher graduation rates than general population.
  - Athletes 43% All Students 41%
  - Student-Athlete Academic Success rate 66%
- Strategies for Success
  - Continued development and implementation of the UWF "ASK" program.
  - Athletes Seeking Knowledge
  - Continue to track the academic progress of all UWF student-athletes with special emphasis on our at-risk population (cumulative GPA < 2.3)

### **Student-Athlete Welfare: Ensure a safe, healthy, and equitable environment to nurture the development and growth of our student-athletes.**

- **Critical Success Factors (Measure of the degree of success)**
  - Decrease injuries that require surgical intervention.
  - Identify participation rates in the Living Well workshops.
  - Sport equity in travel.
- **Strategies for Success**
  - Create strength and conditioning program that focuses on injury prevention and athletic performance.
  - Continue to develop and implement the CHAMPS Life Skills program.
  - Create guidelines for athletic department team travel.

**Budget Development and Forecasting: Develop a comprehensive plan to better track revenue streams, utilize current financial resources, and obtain future financial resources.**

- **Critical Success Factors (Measure of the degree of success)**
  - Establish base line information with regard to all athletic revenue streams.
  - Increase UWF athletic foundation giving by 10%
  - Complete a study of UWF Athletics impact on the local economy.
  - Identify the financial impact of our Athletic Department on the campus community.
- **Strategies for Success**
  - Charge the Athletic Budget Advisory Committee with determining a strategy for tracking and reporting all revenue streams.
  - Establish a departmental database of all athletic alumni, Argonaut Athletic Club members, and corporate sponsors of UWF athletics.
  - Create consistency within Argonaut Athletic Club giving levels and benefits.
  - Create a committee to study UWF athletic economic impact.

**Community Engagement: Heighten awareness of UWF athletics by creating and delivering programs, events, and services that educate and engage the UWF/Gulf Coast community.**

- **Critical Success Factors (Measure of the degree of success)**
  - Track paid and actual attendance at home contests
  - Measure column inches in the PNJ and other print media
  - Track number of hits on the UWF website
  - Conduct a marketing survey to determine the current level of awareness and interest.
  - Identify athletic sponsored programs and events that bring individuals and or group on the UWF campus.
- **Strategies for Success**
  - Create a staff and student-athlete recognition page on website.
  - Create and implement an athletic event calendar.
  - Encourage student-athletes and staff to serve on campus committees.
  - Create a marketing committee to develop and distribute a survey to the campus and gulf coast community.
  - Add the tracking of media coverage and web site hits to the job responsibilities of our Sports Information Director.