



# IUP Intercollegiate Athletics Department






## 2017-2022 Strategic Plan

Approved June 1, 2017

### MISSION

IUP Athletics is devoted to the overall student-athlete experience by providing opportunities for success in the classroom, in competition, and in the community.

### CORE VALUES

	<b>EXPERIENCE</b>	We are committed to a positive student-athlete experience through academics, athletics, and life skills by integrating student-athlete development and welfare throughout decision-making processes.
	<b>LEADERSHIP</b>	Athletics provides a unique opportunity for student-athletes to develop leadership skills to be utilized in all facets of life. Our administration and coaching staff are dedicated to being positive role models for student-athletes throughout their experience.
	<b>COMMUNITY</b>	Our department focuses on fostering positive relationships internally between student-athletes, coaches, administration, and the campus community. Externally, our department strives to positively impact the Indiana-area community through various outreach efforts.
	<b>EXCELLENCE</b>	Our administration and coaching staff work collaboratively to provide student-athletes with opportunities and resources to excel in the classroom and in competition at the NCAA Division II level.
	<b>INTEGRITY</b>	Competing at the NCAA Division II level is a privilege earned through hard work and dedication. Our administration, coaches, and student-athletes are expected to adhere to high moral and ethical standards throughout their involvement.

## STRATEGIC GOALS AND STRATEGIES

<b>GOAL 1</b>	<p><b>Promote and enhance a positive student-athlete experience.</b></p> <p><i>Alignment:</i> Goals 1 and 2 of IUP Strategic Plan Student Affairs Keystones 1 and 2</p>	1.1	Recruit academically prepared student-athletes who have the ability to attain academic success at IUP.
		1.2	Continue to develop and support student-athlete academic success.
		1.3	Mentor and advise student-athletes on social and civic responsibilities to promote a positive campus environment.
		1.4	Ensure student-athlete welfare by providing resources that promote their health and well-being.
		1.5	Strengthen the role and image of IUP student-athletes and promote involvement and engagement in athletic events.
<b>GOAL 2</b>	<p><b>Strengthen competitiveness at conference, regional, and national levels.</b></p> <p><i>Alignment:</i> Goals 3 and 4 of IUP Strategic Plan Student Affairs Keystone 3</p>	2.1	Recruit and retain championship-caliber student-athletes to compete at the NCAA Division II level.
		2.2	Annually win the PSAC Dixon Trophy.
		2.3	Achieve and maintain a top-third ranking in the NCAA Division II Directors' Cup.
<b>GOAL 3</b>	<p><b>Enhance management practices consistent with university, PSAC, NCAA, and federal regulations.</b></p> <p><i>Alignment:</i> Goal 3 of IUP Strategic Plan Student Affairs Keystone 4</p>	3.1	Manage IUP's comprehensive athletic program that complies with PSAC, NCAA, and federal regulations, and provide institutional control.
		3.2	Achieve gender equity within the department by the 2020-21 academic year.
<b>GOAL 4</b>	<p><b>Develop and sustain successful operational practices throughout the department.</b></p> <p><i>Alignment:</i> Goals 3 and 4 of IUP Strategic Plan Student Affairs Keystone 4</p>	4.1	Build revenue to promote and sustain a successful NCAA Division II athletic program.
		4.2	Work collaboratively with University Advancement, the Foundation for IUP, and the Student Cooperative Association to grow revenue to build financial investments into IUP's athletic program.
		4.3	Develop and maintain quality athletic facilities that support competitive experiences.

## GOAL 1

### Promote and enhance a positive student-athlete experience.

1.1	<b>Recruit academically prepared student-athletes who have the ability to attain for academic success at IUP.</b>
1.1.1	Develop recruitment plans coordinated with the University SUCCESS plan and the Division of Enrollment Management and Communications by Summer 2018.
1.2	<b>Continue to develop and support student-athlete academic success.</b>
1.2.1	Hire an academic coordinator to provide oversight and support to enhance student-athlete academic success.
1.2.2	Achieve and maintain higher graduation rates than the overall student-body population.
1.2.3	Achieve and maintain higher retention rates than the overall student-body population.
1.2.4	Achieve top five (5) standing in PSAC team GPA rankings.
1.2.5	Enrich relationships with academic deans, faculty, academic success assistants, community assistants, and living-learning communities.
1.2.6	Partner with faculty athletic representative to improve upon response rate of faculty members completing online mid-semester progress reports for student-athletes.
1.2.7	Identify student-athletes who are academically at risk, ineligible, or on academic probation and provide academic support services (i.e. study hall, tutoring, etc.).
1.2.8	Provide academic support to student-athletes who have exhausted athletic eligibility to ensure their progress toward graduation.
1.2.9	Integrate the first-year experience linked courses to ensure that student-athletes are provided proper acclimation to student life at IUP and assess the overall success of the linked courses.
1.3	<b>Mentor and advise student-athletes on social and civic responsibilities to promote a positive campus environment.</b>
1.3.1	Conduct annual trainings with student-athletes and coaching staff (i.e., Title IX, Protection of Minors, University Substance Abuse Policy and Student Code of Conduct).
1.3.2	Promote opportunities for student-athletes to develop professionally through the Career and Professional Development Center.
1.3.3	Encourage community outreach efforts, both locally and abroad, to augment the development of good citizenship.
1.4	<b>Ensure student-athlete welfare by providing resources that promote their health and well-being.</b>
1.4.1	Develop department protocol for coaches who encounter student-athletes with mental-health issues.
1.4.2	Provide sports medicine services consistent with NCAA Division II rules and regulations.
1.4.3	Provide the opportunity for all student-athletes to utilize a sports-nutrition specialist.
1.5	<b>Strengthen the role and image of IUP student-athletes and promote involvement and engagement in athletic events.</b>
1.5.1	Hire or contract with a marketing professional by Summer 2019 to promote the success of student-athletes (current and former) and increase involvement in athletic events.
1.5.2	Promote a positive message centered on the success of student-athletes in the classroom, community, and competition.
1.5.3	Highlight and showcase achievements by consistently nominating student-athletes for awards and regularly promoting student-athlete and/or program achievements.

## GOAL 2

### Strengthen competitiveness at conference, regional, and national levels.

2.1	<b>Recruit and retain championship-caliber student-athletes to compete at the NCAA Division II level.</b>
2.1.1	Continue to hire and retain coaching personnel dedicated to maintaining and developing a competitive environment.
2.2	<b>Annually win the PSAC Dixon Trophy.</b>
2.2.1	Lead the PSAC in champion scholar awards.
2.2.2	Lead the PSAC in all-conference awards.
2.3	<b>Achieve and maintain a top-third ranking in the NCAA Division II Directors' Cup.</b>
2.3.1	Draws upon the following strategies: 1.1, 2.1,4.1, 4.2, 4.3

## GOAL 3

### Enhance management practices consistent with university, PSAC, NCAA, and federal regulations.

3.1	<b>Manage IUP's comprehensive athletic program that complies with PSAC, NCAA, and federal regulations, and provide institutional control.</b>
3.1.1	Provide continuous education for coaches, student-athletes, staff, university personnel, and donors associated with the athletic department.
3.1.2	Continue university-wide committees to demonstrate institutional control (i.e. Presidents Athletic Advisory Committee, Intercollegiate Athletic Compliance Committee, Athletic Gender Equity Committee, etc.).
3.2	<b>Achieve gender equity within the department by the 2020-21 academic year.</b>
3.2.1	Achieve proportionality of athletic rosters consistent with the university's undergraduate enrollment.
3.2.2	Achieve proportionality in athletic scholarships consistent with the university's athletic participation.
3.2.3	Utilize Athletic Gender Equity Committee to evaluate opportunities and potential areas for improvement in regard to gender equity.

## GOAL 4

### Develop and sustain successful operational practices throughout the department.

<b>4.1</b>	<b>Build revenue to promote and sustain a successful NCAA Division II athletic program.</b>
4.1.1	Refine and revise current business model and financial-management practices.
4.1.2	Develop and implement a sustainable financial-management plan.
<b>4.2</b>	<b>Work collaboratively with University Advancement, the Foundation for IUP, and the Student Cooperative Association to grow revenue to build financial investments into IUP's athletic program.</b>
4.2.1	Develop specific quantitative fundraising plans for each respective program by Summer 2018.
4.2.2	Strengthen the role of the development officer to maximize the success of private fundraising.
4.2.3	Review sport-specific alumni database to ensure most up-to-date information is available for outreach efforts and collaborate with the Office of Alumni Relations to designate an official communication method.
4.2.4	Utilize coaches, Athletic Advancement Council, administration, alumni, and community members to explore and identify potential donors and funding sources as part of the University Comprehensive Campaign.
4.2.5	Review activity fee allocation model and develop recommendations to increase funding through the student activity-fee revenue stream.
<b>4.3</b>	<b>Develop and maintain quality athletic facilities that support competitive experiences.</b>
4.3.1	Renovate existing Memorial Field House weight room by Summer 2018.
4.3.2	Renovate South Campus facilities to include turf, locker rooms, and athletic training facilities by Fall 2020.
4.3.3	Improve Memorial Field House and explore opportunities to provide viable locker rooms for all student-athletes by Fall 2020.
4.3.4	Develop and implement a phased plan to resurface the Maple Street Tennis Courts consistent with industry standards.
4.3.5	Continue ongoing improvements to enhance Pidgeon Natatorium.
4.3.6	Explore the feasibility of moving the track facility to South Campus by Fall 2020.
4.3.7	Identify improvements and develop a phased plan for the restructuring of the home side of George P. Miller Stadium by Spring 2020.
4.3.8	Conduct a feasibility study to construct an indoor athletic facility.