

Clarion University
Athletics Department Strategic Plan 2013-2020

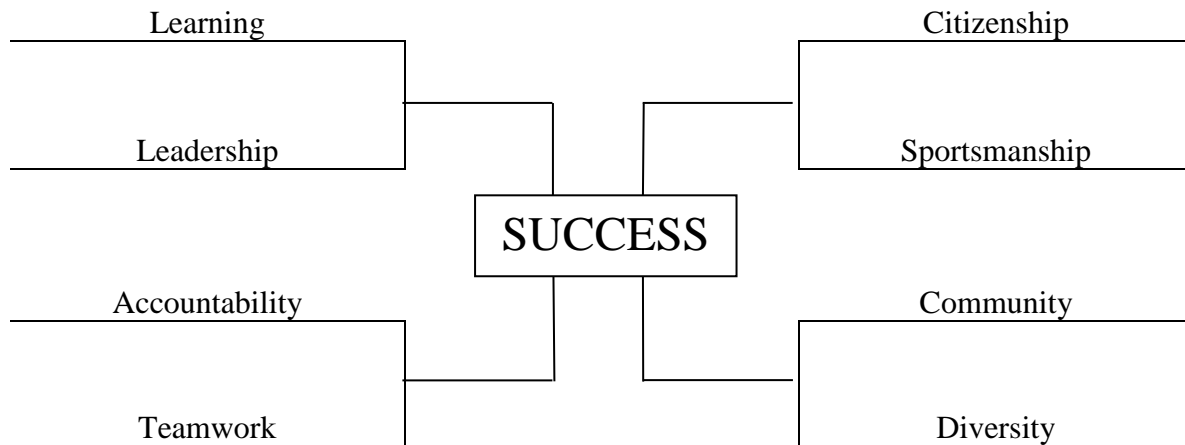
Mission Statement

The Clarion University Athletics Department works collaboratively with others to support our students' pursuit of excellence by providing them with challenging opportunities to develop their athletic, academic, professional and social skills, and to represent the Clarion community through athletic involvement and competition.

Vision Statement

A leader in academics, athletics and community engagement.

Core Values



GOALS AND STRATEGIES

Goal 1: Resources

The Athletics Department will collaborate with constituents throughout the university and community to identify and advocate for resources necessary for competitive success

- Thrive financially
 - Create a system to ensure program staff is regularly informed about their current budget status.
 - Enhance fundraising efforts by all sports.
 - Examine PASSHE best practices in funding intercollegiate athletics.
 - Strategic Enrollment management plan that is reflective of Title IX restrictions.
 - Begin to allocate scholarship funds to coaches that are based on actual amounts raised and not predictions.
 - Implement live streaming for all athletic events.
- Improve the condition of physical facilities
 - Collaborate with Facilities Management on Life-Cycle Maintenance Plan.
 - Development of an upgrade/enhancement plan of other athletic facilities.
 - Complete the renovation of Tippin gymnasium and natatorium.
- Build a team of outstanding coaches and staff who share a commitment of excellence
 - Develop and implement a Strategic Staffing Plan that will prioritize and meet critical personnel needs based on PSAC best practices.
 - Attract, develop and retain qualified coaches and staff.

Goal 2: Student Learning, Development and Success

The Athletics Department will collaborate with other areas of the university to improve resources that support student-learning, development and success.

- Improve academic support for student-athletes
 - Develop an academic advisor position dedicated to student-athletes.
 - Collaborate with the Center for Academic Enrichment to improve tutoring support for student-athletes.
 - Incorporate an Academic Center with up-to-date technology for student-athletes in the Tippin Gymnasium renovation plan.
 - Locate a temporary space for a study area for student-athletes during the Tippin Gymnasium renovation.
 - Collaborate with Academic Affairs and academic deans to address course offerings and scheduling concerns.
- Enhance student learning and development opportunities for students
 - Review community service activities of each sport, and develop a plan (including targets) for enhancing community service opportunities for student-athletes.
 - Identify opportunities, such as student organizations, to engage student-athletes in service and leadership to the university.
 - Collaborate with academic and other departments to develop personal and professional opportunities for students.

Goal 3: Engagement

The Athletics Department will expand and improve engagement with others in support of its mission and strategic priorities.

- Increase engagement of and service to the university and local community
 - Review best practices and develop a plan to enhance the overall fan experience for home athletic events.
 - Increase the number of outreach opportunities and interactions with students in the local schools.
 - Collaborate with Alumni Relations to reengage alumni with athletics and the university.
 - Identify opportunities for Athletics Department coaches and staff to increase visibility on campus and engage in service and leadership to the university.
 - Implement live streaming for all athletic events.
- Improve processes that support engagement and service
 - Improve the reporting process for planned community service activities, goals and results for each sport.
 - Annually evaluate marketing plan initiatives to determine impact on university and community participation in athletic events and programs and continuously improve the plan.
 - Improve data collection for athletic event attendance.

Goal 4: Communication

The Athletics Department will improve communication regarding the department's mission, vision, strategic priorities, and achievement.

- Improve communication within the university and with the larger community
 - Collaborate with the Center for Advancement to review, develop and implement best practices regarding the structure of sports information and marketing.
 - Implement the marketing and branding plan for Clarion athletics.
 - Provide opportunities for Athletics Department coaches/staff to stay current regarding available methods for communicating with the university community.
 - Implement live streaming for all athletic events.
- Identify and improve communication and processes within the department
 - Implement monthly departmental meetings to share information and discuss priorities and areas of concern.
 - Determine information needs, and identify additional strategies for improving the communication flow among Athletic Department staff, coaches, athletics trainers and sports information staff.