

Department of intercollegiate Athletics

Athletic Strategic Plan (7-11-11)

Introduction

Intercollegiate Athletics has been and remains an integral part of the University of Wyoming and its overall mission. It is at the core of the University mission. One of the key components of that mission is “to promote opportunities for personal growth, physical health, athletic competition and leadership development for all members of the university community”. Intercollegiate Athletics programs frequently assist the university in its outreach efforts.

Education of our student-athletes by coaches and staff is on-going especially as it relates to the importance of teamwork, discipline, leadership, diversity, communication and the value of learning. A coaches’ influence on a student-athlete is paramount. While the majority of teaching may involve the technical skills of the given sport, the areas of leadership development, study skills, discipline and other areas of personal growth are exceptionally important.

Due to UW athletics programs’ consistent and significant visibility through regional and national media outlets, the University, as well as the State of Wyoming, also are afforded significant exposure opportunities statewide, regionally, nationally and often internationally.

As a result of this high visibility level, intercollegiate athletics is often described as the “front porch” of the University. Much of the University’s constituency draws conclusions about it through media coverage of its intercollegiate athletics programs. When its athletic teams achieve success on and off the field of play people from throughout the country draw positive perceptions of UW as a whole. These positive institutional images provide strong correlations to increased student applications, enhanced school spirit and state morale, a strengthened University reputation, increased alumni awareness, greater levels of private fundraising and increased legislative and governmental support.

Intercollegiate Athletics significantly enhances the University’s objective of increased diversity as well as promoting a learning environment that provides for individual growth, physical health, leadership development and sportsmanship. UW’s Intercollegiate Athletics Department is proud to provide opportunities for under-represented groups—both employees and student-athletes—that not only strengthens the University, but stimulates campus diversity.

The vast majority of budgetary funds and resources utilized by Intercollegiate Athletics is directed toward the support and promotion of student-athlete welfare. All areas of the department are committed to ensuring that each student-athlete is provided an environment that maximizes his or her educational and athletic development.

With these areas supporting the overall mission of the University, Intercollegiate Athletics has developed and implemented its own mission statement.

Intercollegiate Athletics Mission Statement

The mission of the University of Wyoming Department of Intercollegiate Athletics is to provide an environment in which student-athletes complete their undergraduate college education and achieve athletics success at the highest possible level. As Wyoming's only four-year university, we are committed to offering a first-class competitive athletics program at the NCAA Division I level that promotes the values of the state and assists in carrying out the overall University of Wyoming mission.

Core Values

- We must maintain a proper balance between academics and athletics.
- We support the student-athlete as a whole person—academically, athletically, in career development, community service and personal well being. We believe collegiate athletics develops discipline, character and teamwork. . .all necessary ingredients for individual leadership and achievement.
- Our student-athletes, coaches and staff must uphold a sense of character, honesty and integrity as they serve as University and state ambassadors on a local, regional, national and international level.
- We believe we can achieve athletic success on a regional and national level. We must accomplish this without compromising any of our other core values.
- We believe long-term athletic success increases exposure for the University's academic and research mission and provides regional and national exposure for the state of Wyoming across the United States.
- We must operate in a fiscally sound manner. We strive to balance state, University and self-generated resources to create a competitive and appropriate budget.

- We believe first-class facilities are an important part of our ability to compete at the highest level. We are committed to building and renovating the facilities necessary to be successful, as well as maintaining the great facilities we already have.
- We are committed to recruiting Wyoming students prepared for Division I competition.
- We are committed to being a positive campus partner. We will strive to strengthen and build relationships with students, faculty, administrators and staff from other areas of campus.
- We are committed to operating our intercollegiate athletics program within the rules of the University of Wyoming, Mountain West Conference and the NCAA.
- We are committed to being a positive city, county and state partner. We strive to strengthen and build relationships with the Laramie City Council and the Laramie City operating departments, Albany County government, the Wyoming Legislature and Wyoming state elected officials and state agencies.
- We believe in empowering individuals (student-athletes, coaches and staff) to make decisions that will lead to their success. With that privilege comes responsibility and accountability.
- We are committed to excellence in customer service. Every UW alumnus, ticket holder, fan or contributor must be treated with the utmost respect. We strive to communicate openly and honestly with every constituent.
- We will promote good sportsmanship in all athletic endeavors.
- We are committed to fair and equitable treatment of student-athletes and staff. We will maintain an environment that promotes gender equity and embraces diversity.

Areas of Strategic Focus, 2011-2014

- **Athletic Excellence** within the Mountain West Conference. Improve Wyoming's competitive position each year and develop quality individual student-athletes who will represent UW on the national stage.
- **Academic Success** goals are to exceed APR and GPA standards, and to comply with all University of Wyoming, Mountain West Conference and NCAA rules.
- **Equitable and Inclusive Environments** for student-athletes and staff.
- **Community Service** within Laramie, Albany County and the state of Wyoming
- **Facility enhancements** for student-athletes, coaches, staff and fans. To enhance the student-athlete and fan experience with first-rate facilities.

