

FLORIDA ATLANTIC UNIVERSITY DEPARTMENT OF ATHLETICS

Building Champions, Brick-By-Brick

2013 - 2018 STRATEGIC PLAN







*Letter
from the
Director of
Athletics*

In the fall of 2012, the Florida Atlantic University Department of Athletics began its inaugural strategic planning initiative. To build the road map for the future, the department sought an inclusive process wherein staff, coaches, campus and community colleagues provided extensive input in defining who we are, what Florida Atlantic Athletics stands for, and how we can best create an environment for our student-athletes to maximize their potential.

The process we employed was one designed to include diverse voices. To start this process, we selected a representative committee comprised of coaches (both veteran and new), athletic department staff leaders and University and community colleagues. Working together, we reviewed the Florida Atlantic University strategic plan and defined the process by which we would support the institutional mission and goals and thereby chart our course. We hosted an all-department brainstorming session led by our strategic planning committee.

Collectively, we defined our mission, vision and identified the immutable core values that define Owl Athletics. We then collectively identified the strategic objectives that will carry us forward in the next five years.

The pages that follow are a result of this collaborative effort. As we embark on our new journey as members of Conference USA, with a renewed purpose, we are excited to get to work and continue to build our foundation “brick-by-brick.” Thank you for your support of Florida Atlantic Athletics. Go Owls!

Sincerely,

Patrick Chun
Director of Athletics





Mission Statement





In support of the educational mission of Florida Atlantic University – we prepare and empower our student-athletes for academic, athletic and lifetime achievement. We share an expectation of excellence. We unify and engage our students, alumni and the community.





Core Values



EXCELLENCE



INNOVATION



TEAMWORK



INTEGRITY





Strategic Initiatives



In alignment with the University's expectation of excellence, to achieve our vision of being First in the Classroom, First in the Conference, and First in the Community, Florida Atlantic Athletics will focus on the following eight building bricks. Specifically, we will:

1. Recruit and retain student-athletes, coaches and staff who mirror our values and contribute to the achievement of our mission.
2. Maximize our student-athletes' academic and athletic accomplishments through the evaluation and refinement of our student support programs and academic progress indicators.
3. Develop competitive athletic programs that achieve success in Conference USA and beyond.
4. Foster academic and athletic achievement by developing a department master facilities' plan reflecting our commitment to the safety, well-being and high-performance of our student-athletes, coaches and staff.
5. Cultivate an environment where compliance and the pursuit of our core values are fundamental expectations jointly held by student-athletes, coaches and staff.
6. Implement a revenue-generation plan to provide the resources necessary to foster immediate and long term excellence.
7. Provide professional and efficient support and business operation systems to serve our student-athletes.
8. Create an innovative branding and community outreach program that tells the Florida Atlantic Athletics' story and engages the University and local community.



RECRUIT, RETAIN AND SUPPORT

Recruit, retain and support student-athletes, coaches and staff who mirror our values and contribute to the achievement of our mission.

- Identify roles, communicate expectations, and ensure that all staff, coaches, and student-athletes understand Florida Atlantic Athletics' core values.
- Assess and invest in staff professional development, training and mentoring opportunities.
- Evaluate and refine the performance evaluation process ensuring alignment with the strategic plan.
- Create an environment that prepares our student-athletes for a successful transition from Florida Atlantic Athletics following graduation.





M A X I M I Z E

Maximize our student-athletes' academic and athletic accomplishments through the evaluation and refinement of our student support programs and academic progress indicators.

- Assess the overall academic support service area to ensure Florida Atlantic student-athletes graduate and achieve academically at rates that compare favorably to Conference USA and our public peer institutions.
- Identify and assess access to medical staffing ensuring student-athletes are receiving excellent quality of care.
- Develop multi-unit cross-training opportunities between sports medicine, strength and conditioning and equipment staffs with a goal of communicating and effectively implementing cutting-edge injury prevention, rehabilitation, strength and performance conditioning, and equipment knowledge.
- Evaluate injury tracking and monitoring systems ensuring effective and efficient disbursement of sports performance care.
- Identify and assess access to sports nutritionist services to ensure student-athletes are maximizing their health and abilities to perform at optimal levels.
- Assess and refine the equipment tracking system.



DEVELOP

Develop competitive athletic programs that achieve success in Conference USA and beyond.

- Evaluate resources provided to teams within Conference USA.
- Develop a revenue plan to increase team funding deficiencies.
- Ensure all sports programs develop recruiting plans that identify academically and athletically gifted student-athletes who share Florida Atlantic Athletics core values.
- Cultivate and uphold an environment where the pursuit of excellence is the expectation.





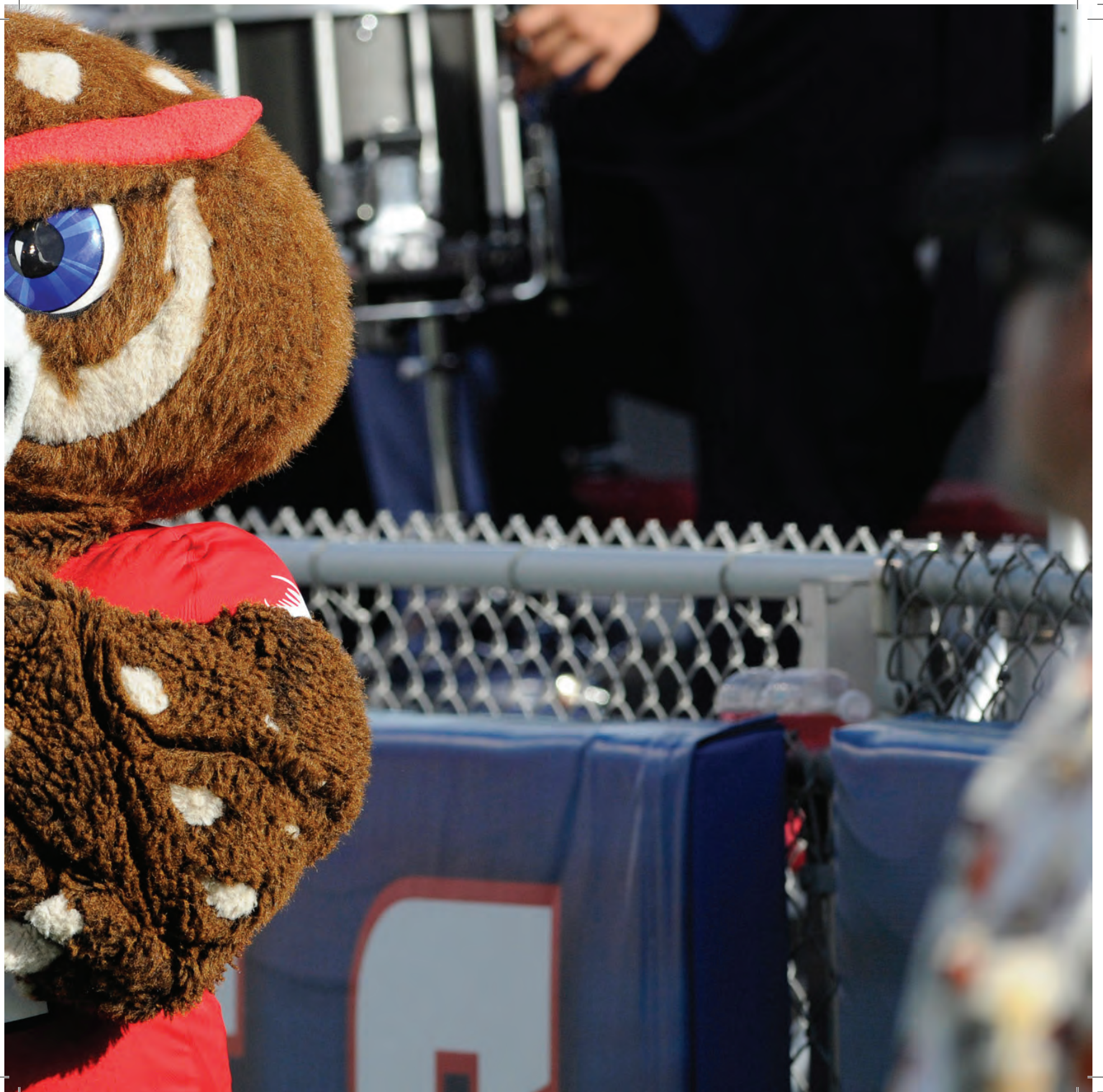
F O S T E R

Foster academic and athletic achievement by developing a department master facilities' plan reflecting our commitment to the safety, well-being and high-performance of our student-athletes, coaches and staff.

- Develop a facilities' master plan addressing both immediate and long-term facility needs and the accompanying funding plan.
- Fund, build and maintain an Academic and Athletic Champions Center.
- Evaluate current athletic department facilities' overall maintenance and develop plans to address deficiencies.
- Assess event management customer service protocol ensuring positive fan experience with safety as a top priority.
- Evaluate current facility rental opportunities and the revenue generation possibilities for hosting additional marquee external events.







CULTIVATE

Cultivate an environment where compliance and the pursuit of our core values are fundamental expectations jointly held by student-athletes, coaches and staff.

- Ensure an effective compliance education program which properly communicates with coaches, staff, student-athletes and Department of Athletics constituents.
- Evaluate and refine the Florida Atlantic Athletics' comprehensive NCAA compliance monitoring program.
- Assess currently utilized monitoring and rules education technology for effectiveness.
- Review contracts and employment forms ensuring a commitment to rules compliance is an expectation for all employees.





I M P L E M E N T

Implement a revenue-generation plan to provide the resources necessary to foster excellence.

- Establish five-year goals for developing and sustaining annual growth in the Owl Scholarship Fund to meet scholarship endowment needs.
- Engage in a capital fundraising campaign for immediate facility upgrades.
- Maximize corporate partner revenue with defined annual increases.
- Evaluate our gift-in-kind program for its effectiveness and value.
- Develop a multi-unit plan between tickets, sales and marketing, media relations, development and alumni affairs with a goal of incrementally increasing season and individual game ticket revenue.



P R O V I D E

Provide professional and efficient support and business operation systems to serve our student-athletes.

- Develop an annual budget that meets departmental needs, as well as procedures that effectively monitor expenditures and ensure fiscal integrity.
- Create a five-year budget plan.
- Annually examine opportunities to reduce expenses and streamline efforts while maintaining the student-athlete experience.





C R E A T E

Create an innovative branding and community outreach program that tells the Florida Atlantic Athletics story and engages the University and local community.

- Tell the Florida Atlantic Athletics' story through campus, local, regional and national media outlets.
- Present a unified brand for Florida Atlantic Athletics.
- Successfully become the main source for athletics news and activities in order to maximize media coverage of Owl Athletics' 19 varsity teams.
- Increase connectivity to the student body by exploring creative ways to include students in Florida Atlantic Athletics.
- Engage the local community through public service initiatives.
- Maximize social and new media platforms.





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