

LSU

A STRATEGIC PLAN FOR LSU ATHLETICS



EXCELLENCE IN
COMPETITION

DISTINCTION IN THE
CLASSROOM

CONTRIBUTION TO THE
COMMUNITY

A Message from the Director of Athletics

The LSU Athletics Program began in 1893 and over the ensuing decades has established itself as one of the leaders in virtually every facet of intercollegiate athletics. It is truly one of the elite college athletic programs in America.

But the business of college athletics is a challenging one, and not just on the playing fields and courts and mats and tracks of athletic competition. It is challenging in the day-to-day management of a comprehensive program that molds the lives of young people, impacts the mission of a university, generates pride in millions of alumni and supporters and enhances the quality of life of an entire community.

"LSU: A Tradition of Excellence" is a theme that represents the very purpose of LSU Athletics. Our core values run deep and our commitment to excellence is relentless. For at LSU, college athletics is an avenue for providing opportunities, for achieving goals, for generating enthusiasm and for nurturing passion.

First and foremost, our commitment is to our student-athletes. They are our present and our future ... our hope in so many things beyond the realm of sports. Athletics instills virtually all of the characteristics necessary for success in life. It teaches discipline, perseverance, teamwork, patience, pride, and triumph as well as important life-lessons like coping with success and failure, joy and heartache.

Sincerely,



Joe Alleva, Director of Athletics

It is the goal of the LSU Athletics Program to instill in our student-athletes the core values that will make them better people throughout their lives. The more opportunity they have for athletic and academic success in their brief stay on the LSU campus, the more opportunity they have to learn the lessons necessary to make the right decisions after they graduate.

We will give them the opportunity to compete at the highest level, be successful in the classroom and be contributors to the community in which they live. They will wear the Purple and Gold with pride as they seek championships and diplomas, and we will give them the tools to achieve their dreams.

"LSU: A Tradition of Excellence" is a strategic plan for achieving and maintaining excellence in every area of LSU Athletics. You are receiving this publication because you are very much a part of the plan and a vital cog in its success. I hope you will read it carefully and appreciate the important role that everyone has in making LSU the greatest athletics program in America.

We welcome your input, so write to us at athletics@lsu.edu. We want to know your thoughts on reaching these goals. **"LSU: A Tradition of Excellence"** is not just a publication, it is a living document that requires real participation from everyone it touches as we pursue LSU's mission of excellence.



Mission Statement

The Louisiana State University Department of Athletics seeks to **inspire academic and athletic excellence** in student-athletes by challenging them to achieve the highest level of **intellectual and personal development**, in accordance with the mission of the university. LSU Athletics seeks to create an environment conducive to the development of student-athletes with **strong core values** and **personal integrity** that will contribute to success throughout their lives and to provide the resources necessary to **pursue championships**, to **graduate** and to become **productive citizens**. LSU Athletics will show **exemplary leadership in compliance** with governing rules, policies and procedures, commits to **strong fiscal responsibility** and pledges to be steadfast in the **encouragement of cultural, ethnic and gender diversity**. LSU Athletics seeks to **honor the history and traditions** of the athletics program in order to perpetuate excellence in athletics and academics and to engage external constituencies in the world beyond the campus through innovation and creativity.

Core Values

Commitment to Student-Athlete Development:

Create an environment that is conducive to the academic and athletic development of student-athletes and that will contribute to the growth and development during and after college.

Education/Learning: Foster a thirst for knowledge and promoting the discipline to pursue life-long learning through inquiry, innovation, and discovery.

Integrity and Compliance: Exhibit promotion and preservation of NCAA, SEC, and institutional rules and regulations through leadership and example.

Accountability and Fiscal Responsibility: Provide the resources necessary to pursue championships, to graduate and to become productive citizens.

Diversity, Inclusion, and Equity: Foster an environment that respects, celebrates, and embraces the diversity of our student-athletes, staff, and coaches.

Community Service/Civic Engagement: Emphasize the importance of giving back and citizenship by engaging in the University and surrounding community.

Tradition: Revere the history and traditions of the athletics program in order to perpetuate excellence in athletics and academics.

Goals

- Graduate Our Student-Athletes
- Prepare Student-Athletes for Life After LSU
- Promote and Preserve Academic Integrity Through Education and Example
- Maintain Fiscal Responsibility
- Commitment to Athletics Excellence
- Promote LSU Brand

OMAHA
BOUND!



Developing Quality Lives

LSU's commitment: To create an environment conducive to the development of student-athletes with strong core values, personal integrity, high standards of sportsmanship and adherence to codes of fairness and respect that will contribute to success throughout their lives.

Strategies

Employ coaches with high ethical standards who are committed to:

- ▶ developing a high standard of behavior for all student-athletes
- ▶ teaching the value of sportsmanship and respect for others
- ▶ instilling the responsibility of representing LSU with dignity and honor

Enhance career and personal development opportunities for student-athletes to include:

- ▶ Professional resume', job search and interview development seminars
- ▶ Speaker series featuring experts on motivation, career and personal development
- ▶ Communications laboratory to improve media and job interview skills
- ▶ Leadership development programs
- ▶ Job placement opportunities

Provide assistance programs for student-athletes to enhance decision-making and support personal development.

- ▶ Develop and maintain a comprehensive nutrition program for all sports to include the development of facilities and staff that is superior in providing a proper dietary program.
- ▶ Develop a Leadership Academy for student-athletes to develop strong leadership skills and personal accountability.
- ▶ Provide psychological services for student-athletes in need as determined by consistent and effective analysis.

Place emphasis on an effective Lifeskills Program designed to provide a student-centered approach to learning while simultaneously teaching the necessary skills for success during and after college.

Engage the Student-Athlete Advisory Committee (SAAC) to participate in development of departmental policies that directly impact student-athletes.

Provide career and professional development opportunities for student-athletes interested in athletics related careers.

Offer and encourage participation in community outreach programs to enable student-athletes to understand their position as role models and to provide life experiences that will enhance their understanding of the world in which they live.





Academic Success

LSU's commitment: To provide the physical and human resources necessary for student-athletes to strive for the highest level of academic achievement by providing exceptional academic support.

Strategies

Provide resources for academic, personal, and career success:

- ▶ Employ Academic Advisors to provide a student-centered approach to learning, ensure academic progress towards degree and eligibility requirements, and develop a structure for degree completion.
- ▶ Employ Lifeskills Advisors to provide personal coaching and career advisement.
- ▶ Employ qualified content tutors and strategy tutors to provide student-athletes with academic assistance.
- ▶ Provide modern technological resources for student-athletes including state of the art computer labs, IT support, and laptops for away competitions to assist student-athletes in balancing their dual responsibilities of athletics and academics.
- ▶ Provide a Student Learning Program to assist student-athletes in identifying their learning styles and needs, while developing an academic plan that incorporates their strengths and addresses their weaknesses.
- ▶ Employ Learning Specialists to teach academic strategies, develop cognitive abilities, and work with student-athletes with learning concerns and high-needs student-athletes in individual sessions to build essential academic skills necessary to allow independent learning.
- ▶ Strive for process improvement in measurable outcomes: NCAA's Academic Progress Rate, Graduation Success Rate, Federal Graduation Rates, Grade Point Averages.

Athletic Success

LSU's commitment: To provide the physical and human resources necessary for student-athletes to strive for the highest level of athletic achievement by providing a superior opportunity to compete for championships.

Strategies

Provide resources for athletic success:

- ▶ Employ superior coaches with championship experience and a demonstrated success in academic team performance.
- ▶ Monitor compensation, fringe benefits and staffing for the athletic department to remain competitive within the conference and nationally.
- ▶ Employ superior specialists in sports medicine to provide quality medical care and counsel for student-athletes and to provide them the best opportunity to treat and rehabilitate their injuries.
- ▶ Employ superior instructors and design sport specific programs in strength and conditioning to allow student-athletes to compete at their highest level physically as well as mentally.
- ▶ Provide efficient travel to away events for student-athletes with an emphasis on safety and mindful of the need for prompt return to campus for academic obligations.
- ▶ Provide equipment of the highest quality to ensure safety and maximum performance for student-athletes.
- ▶ Maintain facilities of excellent quality to enable student-athletes to practice and compete at the highest level in a safe and productive environment.
- ▶ Provide the finest practice and competition facilities through new construction and continued enhancements.
- ▶ Operate an effective marketing program to encourage maximum public attendance and enhance the fan experience at all athletic events to provide student-athletes with optimal support in athletic competition.



Compliance and Ethics

LSU's commitment: To act with exemplary leadership in compliance with the rules, policies and procedures of the State of Louisiana, the University, the Southeastern Conference and the NCAA.



Strategies

Monitor trends from the decisions of the NCAA Committee on Infractions and: (a) develop relevant compliance strategies; (b) emphasize emerging enforcement trends in rules-education activities; and (c) devote sufficient staff and resources to the athletics compliance office.

Schedule annual in-person meetings for each head coach with the president, director of athletics, administrator with sports oversight and faculty athletics representative to review the institution's expectations concerning: (a) compliance; (b) ethical conduct; and (c) a head coach's monitoring responsibility.

Diversify the rules-education program with a variety of education and training methodologies, techniques and activities, including, but not limited to: on-campus workshops/seminars; small group discussions; outside speakers; webinars; video presentations (followed by small group or one-on-one discussions); attendance at off-campus meetings and seminars (e.g., NCAA regional rules seminars, conference meetings); newsletters; e-mails; memoranda; websites; social-media (e.g. blogs, Twitter, Facebook); and examinations.

Include all athletics employees, senior campus leadership, governing board members, campus constituencies (e.g., faculty senate), employees external to athletics with athletically-related duties and outside groups (e.g., booster and alumni organizations, local merchants) in the rules-education program.

Provide annual compliance reports to the president/ chancellor and director of athletics containing: summary of the athletics compliance office's strategies; review of the rules-education activities; detailed analysis of all reported rules-violations, as well as the implementation of self-imposed penalties and corrective actions; status on any investigations of alleged rules-violations; discussion of future plans or activities concerning athletics compliance; briefing on important compliance-related trends and issues; and any other relevant information.

Review the institution's NCAA eligibility-certification process to ensure the system: includes a team approach to certification decisions; provides for check-and-balance procedures regarding the eligibility determination of each student-athlete; requires all persons with eligibility-related duties are regularly and thoroughly trained on applicable NCAA legislation; and mandates the adequate documentation of all eligibility-related decisions.

Enhance recruiting policies and procedures to require detailed monitoring and documentation of prospective student-athletes' lodging, transportation and meal arrangements during unofficial visits. For example, compliance records should document prospects' residence, specific travel arrangements, and the names and contact information for any persons who provided prospects with lodging, transportation and/or meals during unofficial visits.





LSU

www.LSUsports.net

LSU

II BACKBOARD II

Financial Responsibility

LSU's commitment: To maintain strong fiscal responsibility as a self-sustaining auxiliary of the University by making responsible financial decisions, maximizing fundraising opportunities and capitalizing on sponsorship assets.

Strategies

Produce the revenue necessary to offer and maintain a comprehensive intercollegiate athletics program that provides student-athletes the opportunity to win championships and graduate.



Produce sufficient revenue through athletics-related sources and maintain proper fiscal management in order to remain a self-sustaining auxiliary of the University with no support from state tax dollars.



Structure ticket pricing for athletic events that are competitive with fellow Southeastern Conference athletic programs while being cognizant of the financial means of the LSU fan base.



Devise a marketing and sales plan to increase revenue and attendance.

Continue to contribute financially to the mission of the University. The athletic department currently passes \$7.2 million annually to the University along with paying full cost for services provided by the University such as game day clean-up and security. The athletic department also pays the full cost of its marching band including scholarships and salaries. In addition the athletic department also has agreed to share profits with the University based on established criteria; therefore, the academic side of the University benefits when the athletic department is successful.

The athletic department is responsible for paying all in state and out-of-state tuition, room, board and fees of LSU student-athletes.

Maintain a dynamic and successful licensing program by offering a variety of desirable products to LSU fans. The athletic department shares royalties from apparel and merchandise with the University on a 50-50 basis, which has generated in excess of \$1.9 million annually for each entity for the past five fiscal years.

Maximize revenue by maintaining a highly productive multi-media rights program:

- ▶ Involve the business community by maintaining a productive corporate partner program.
- ▶ Generate increased revenue from radio, television and internet programs.
- ▶ Maintain tasteful display of corporate signage in all athletic venues.

Utilize all resources of fan interest to develop revenue through sale and auction of fan experiences, game-used gear, photographs and autographed items via the Internet.

Encourage private donations with a highly productive fund-raising program in partnership with the Tiger Athletic Foundation, a private, non-profit corporation dedicated to supporting LSU and its athletic program:

- ▶ Maximize fundraising opportunities by identifying, cultivating and maintaining relationships with donors.
- ▶ Foster and maintain relationships with former student-athletes in collaboration with the L Club.
- ▶ Maintain an effective and consistent philanthropic giving program.
- ▶ Supplement coaches' salaries with privately raised funds.
- ▶ Improve facilities with privately raised funds.

It is imperative to grow the athletic reserve account to an amount of 15-20% of gross revenue for emergencies and continue to contribute annually to a maintenance reserve account to maintain athletic facilities.

Maximize our return of investment of resources in our merchandise and website operations



Diversity, Inclusion & Equity

LSU's commitment: To foster an environment that respects and embraces the diversity of our student-athletes, staff, and coaches.

Strategies

Provide equal opportunities for both men and women by developing and sustaining programs which help student-athletes in all sports achieve their maximum potential, both athletically and academically.

Be equitable to all student-athletes in the distribution of resources, including equipment, travel opportunities, publicity, financial aid, medical support, strength and conditioning training and academic support.

Provide equitable facilities for training and competition for all student-athletes.

Ensure contracts for coaches are equitable in all sports as determined by experience, accomplishment and market factors.

Attract the most qualified and talented candidates for employment in the department without discriminating due to ethnicity, gender or individual disabilities.

Provide professional development opportunities for all staff members to strengthen performance and leadership skills with special focus on the development of women and minorities in leadership positions.

Provide educational opportunities for department staff members to enhance their knowledge and sensitivity to the importance of diversity.





Tradition and History

LSU's commitment: To honor the history and traditions of the athletics program in order to perpetuate excellence in athletics and academics, honoring the historical accomplishments of our past teams and former student-athletes.



Strategies

Operate the L-Club as an effective letter-winners organization that ensures consistent communication with athletic alumni and encourages participation of former student-athletes, managers, trainers and cheerleaders in social and fund-raising activities.

Maintain a high-profile Athletic Hall of Fame program to recognize former student-athletes, coaches and administrators who made significant contributions to the success of the athletic program and brought distinction to the University.

Sponsor reunions and other recognition events that bring together former teams and individuals to honor their service to LSU and to foster memories for LSU fans.

Establish a consistent legacy program utilizing signage, banners, flags, plaques, statues and other recognition to acknowledge championship teams and individuals that have made significant achievements.

Utilize radio, television and internet programming to document historical events and individual accomplishments from LSU's athletic past.

Develop and maintain thorough historical databases (including statistical, student-athletes, coaches) and transition historical media guides into new media platforms to make information readily available to fans and media.



Service and Engagement

LSU's commitment: To create an environment of social awareness and to enhance the lives of those in our university, city and state by helping and paying forward to others through public service projects, community outreach and volunteerism.

Strategies

Engage the community through public service projects and initiatives with an effective outreach program utilizing coaches, student-athletes and staff:

- ▶ Plan events throughout the year by the Shaquille O'Neal Life Skills program including such activities as hospital visits and reading-day programs
- ▶ Host events on the LSU campus to engage the community such as the annual Halloween Boo-Zar, Christmas with the Tigers, team autograph sessions and instructional clinics
- ▶ Encourage the participation of coaches in causes that benefit the community





Communications & Branding

LSU's commitment: To employ inventive and precise methods of communication in conveying the messages of LSU Athletics and the University on a worldwide platform.



Strategies

Provide a means by which institutional alumni and the public at large identify with the University for mutually beneficial purposes.

Operate a superlative communications program by identifying the most innovative and effective ways to relate the stories of LSU Athletics to its universe of audiences:

- ▶ Design exceptional publications and collateral materials
- ▶ Establish LSUsports.net as a premier website that provides fans with current information, opportunities to experience athletic events live via audio and video webcasts, interactive experiences and e-commerce benefits for the athletic department
- ▶ Produce informational and innovative radio and television programs and ensure widespread distribution of those programs
- ▶ Maintain positive relationships with the news media

Maintain consistent media training for student-athletes and coaches in all sports to include instruction on conducting traditional media interviews as well as responsible interaction on social media platforms.

Streamline logo/brand guidelines across all athletic teams to maintain brand consistency in team uniforms and gear.

Establish consistent direct contact with all audiences via modern communications methods:

- ▶ Establish and maintain effective social media communications plan by addressing personnel needs to meet rapidly changing demands.
- ▶ Develop easily accessible information for LSU fans on multiple devices (mobile, tablet, PC, game console, TV, set top box, etc.)

Operate an effective program for building fan affinity among youth to ensure a strong fan base for the future.

- ▶ Establish membership goals for Mike's Kids Club
- ▶ Provide memorable events for children to build allegiance with LSU Athletics.



Superior Customer Service

LSU's commitment: To instill in every visitor to the University the indomitable Fighting Tiger spirit by creating a safe, fun and hospitable atmosphere during campus events.



Strategies

Maintain an excellent ticket office operation with emphasis on customer service and a commitment to utilize the latest technology to best serve ticket buyers.

- ▶ Seek and implement opportunities to simplify billing for tickets and seat premiums between the athletic department and the Tiger Athletic Foundation.
- ▶ Provide green friendly alternatives to fans such as tickets that can be scanned on a smart phone.

Continue to promote a tailgating atmosphere by providing sufficient parking opportunities around sport venues during athletic events.

Encourage crowd attendance and provide entertainment at athletic events by establishing an effective marketing and promotions program that facilitates a consistent level of enjoyment for fans at athletic events in all sports.

- ▶ Develop attendance goals in all sports and develop strategies for retaining current ticket holders and expanding season ticket bases while improving individual event attendance through creative promotions.
- ▶ Engage the student body to improve attendance at events and establish attendance goals for each sport.

Provide exceptional customer service that exceeds fan expectations at athletic events by serving customers with courtesy and consistency.

Utilize technology to improve the customer experience at all LSU Athletic events.

- ▶ Implement a D.A.S. (Distributed Antenna System) throughout athletic facilities to maintain cellular communication during events. The D.A.S will ensure safety through communication and will improve the fan experience by allowing access to online sporting event information.
- ▶ Monitor trends in strategies and technologies that impact the fan experience for the purpose of encouraging attendance at events.



A Vision for the Future

LSU has made dramatic improvements to its athletic physical plant in the last decade, but there is more to be accomplished. LSU Athletics is dedicated to maintaining superior facilities for its student-athletes and fans in all sports. With continued support from the Tiger Athletic Foundation, LSU Athletics seeks to be a pace-setter in the quality of its athletics facilities.



◀ Indoor Tennis Facility

LSU is the only school in the Southeastern Conference without an indoor competition facility for its tennis teams. LSU intends to build an indoor tennis center to give Tiger student-athletes a place to practice and compete during inclement weather.



◀ Gymnastics Practice Facility

LSU intends to construct a practice facility suitable for its nationally-ranked gymnastics program, giving Tiger student-athletes a spacious building in which to prepare for competition.



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A Decade of Building Achievement



Tiger Stadium Eastside Expansion
2000



Cox Communications Academic Center for Student-Athletes
2002



LSU Women's Basketball Facility Renovation
2002



Mike the Tiger's Habitat
2005



Tiger Stadium Westside Renovation
2005



West and North Stadium Plazas

Prior to the start of the 2012 season, construction was completed on the first part of the west side plaza that includes new gates, All-American and Hall of Fame plazas and the National Championship plaza that showcases the past, present and future of LSU football. Construction on the north plaza of Tiger Stadium is scheduled to be completed prior to the 2013 season. This update maintains the great look and feel of Tiger Stadium while preserving the facility in a way that allows it to continue to function for years to come.

New Lighting

A new, state-of-the-art lighting system was installed prior to the 2012 season that turns the upper archways of the north end of the stadium purple and gold and lights the iconic "LSU" on the stadium's north scoreboard. The visually outstanding system perpetuates the legend of the stadium's night games. Following an LSU win, the north end of the stadium lights up in "victory gold."



Carl Maddox Field House Improvements

The interior of the Carl Maddox Field House has fallen into disrepair and will be renovated to give LSU's nationally-renowned track and field teams a top quality practice and competition facility suitable for conference and national events.



Soccer Stadium

The LSU Soccer Stadium has undergone a complete renovation after it was damaged by a storm in 2009. The stadium has been expanded to include additional seating and a spacious press box.

University Club Golf Course

A major renovation was completed to the University Club golf course in September 2010, allowing the LSU men's and women's teams to compete on one of the most challenging courses in the country.



Football Operations Center
2005



Alex Box Stadium
2009



Tiger Softball Park
2009



LSU SportShop
2009



Basketball Practice Facility
2009




LSU

Excellence in Competition
Distinction in the Classroom
Contribution to the Community

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