



## Athletics

### Strategic Plan 2011-2014

The Athletics mission statement calls for education of the whole person, complementing the Saint Joseph's academic experience with varsity athletic and recreational programs and activities that provide opportunities for students to learn self-discipline, responsibility, decision-making and attainment of goals. It is the goal of the Athletics department to create an environment for personal growth through openness, respect, concern for others and an understanding of the value of community and family through teamwork and sportsmanship. Athletics at Saint Joseph's will advance the University regionally and nationally through winning intercollegiate athletics teams. In order to fulfill the mission statement, over the next three years the division will focus on the following.

#### I. **Goals:**

##### **1. Academic Excellence:** Enhance the intellectual, moral and leadership growth and development of each student-athlete

- a. Provide support to ensure successful completion of all student-athletes who are in a position to graduate
- b. Achieve a .980 or greater in APR Eligibility and .960 in Retention (2011-12)
- c. Maintain graduation rates of 86% and average GPA of 3.0

##### **2. Athletic Excellence and Enhanced Competitiveness:** Create an environment that attracts strong student-athletes and provides them with the facilities and support to compete and win on a regular basis. Achieve national excellence in selected varsity team sports within a broader program of regionally competitive individual and team sports that exhibit the highest standards of integrity.

- a. Increase athletic scholarships to near the NCAA maximum allowable over the next four years in all team sports (Attachment A)
- b. Increase the number of full-time assistant coaches in 7 team sports within the next two years. In fall 2011 M/W Soccer and M/W Lacrosse; in fall 2012 Baseball, Softball and Field Hockey.
- c. Continue emphasis on men's basketball returning to being a regular post-season contender through budget reallocation to enhance recruiting efforts
- d. Achieve performance goals for each team to participate in conference championships at least every other year.
- e. Begin reallocation/distribution of athletics aid for incoming class in fall of 2012
- f. Integrate use of new Maguire Campus fields (Field Hockey, Baseball and Softball)

**3. Enhance revenues and remain excellent stewards:** Leverage athletics facilities to generate revenues that will contribute to the support of athletics programs. Manage internal resources in a manner that ensure University and donor confidence.

- a. Implement cost reduction to meet university objectives
- b. Increase emphasis on revenue-generating activity
- c. Increase season ticket, group and individual sales to reach 90% of full attendance at all Hagan men's basketball games
- d. Add new sponsorships with outdoor scoreboard opportunities
- e. Achieve success in men's basketball to increase the Atlantic 10 revenue share
- f. Build on recent fundraising success to maximize donor potential

**4. Build Athletics into a Strategic Asset** to heighten overall University visibility and reputation for excellence. Create school spirit, pride and visibility that increase overall enrollment, fundraising, as well as the athletic success of the University.

- a. Capitalize on the potential of Athletics as a rally point for all constituencies associated with the University.
- b. Enhance visibility and success
- c. Continue investments conducive to having all sports achieve Atlantic 10 championships
- d. Be strong ambassadors for the University on the road
- e. Involve the local community in the University

**5. Student-Athlete Growth and Development:** Focus on the benefits of varsity athletics, specifically the opportunities for moral and leadership growth and development of each student-athlete.

- a. Provide four Life skills session opportunities for each varsity team.
- b. Increase attendance at Student Athlete Advisory Committee meetings with the goal of increasing student-athletes engagement in SAAC
- c. Continue team and student athlete community service projects

## II. Resources to support plan goals

- a. Scholarships: Increase athletic scholarships to near the NCAA maximum allowable over the next four years in all team sports from 90 full scholarships to 120
- b. Operating Budget: Reallocation for recruiting in men's basketball to enhance recruiting efforts (\$40,000)
- c. Coaching: Add 7 full-time assistant coaches over two year; continue evaluation and structural adjustments to remain competitive with non-basketball coaching staff (\$400,000)
- d. Facilities: Complete field construction and integrate new fields into Athletic play

### III. Metrics to measure success

- a. Achieve a .980 or greater in APR Eligibility and .960 in Retention (2011-12)
- b. Maintain graduation rates of 86% and average GPA of 3.0
- c. Additional ticket revenue of \$200,000
- d. Successfully hire 7 assistant coaches
- e. Increased visibility and reputation regionally and nationally
- f. Compete successfully for recruits
- g. Survey graduating student-athletes to ensure that they would be a HAWK athlete again, would encourage others to attend Saint Joseph's, and will remain connected and contribute to the Hawk Athletic Fund

### IV. Future Strategic Athletic Issues

In the changing landscape of higher education, among the issues facing Athletics are the following:

- a. **Atlantic 10 Conference:**
  - i. Institutional membership, alignment and stability
  - ii. Number of teams achieving multiple post-season appearances
- b. **TV exposure:**
  - i. Aid recruitment
  - ii. Generate revenue
  - iii. Provide visibility for the A-10
- c. **NCAA Changes:**
  - i. Monitor legislative changes that impact recruitment and financial aid
  - ii. Evaluation of the overall model including the rules, violations, and procedures

Updated 10/03/11