

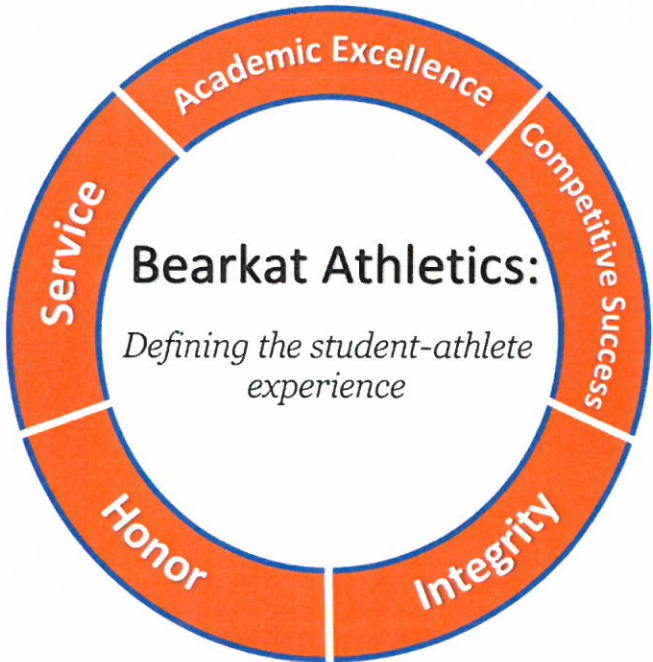
SAM HOUSTON STATE UNIVERSITY DEPARTMENT OF ATHLETICS STRATEGIC PLAN



MISSION:
The Department of Athletics is dedicated to developing student-athlete excellence in an academic and athletic environment that meets the University's Mission.

**Department
Core Values**

STRATEGIC GOALS



Student-Athlete Achievement

- Academic Environment** – Educate, retain and graduate our student-athletes while enhancing life skills experiences.
- **Performance measures:** graduation rates, academic awards, GPA, NCAA APR
- Athletic Recruitment** – Recruit, develop and retain the best student-athletes, coaches and staff that will assist teams in a positive winning environment.
- **Performance measures:** Commissioner's Cup awards, Team: records, winning percentage, rankings

Institutional Control

- Demonstrate an atmosphere of NCAA compliance, promoting diversity and equitable opportunities for professional staff development and growth.
- **Performance measures:** NCAA violations, hiring opportunities, addition of women's sports

Brand Expansion

- Committed to superior branding performance in market share growth, increasing attendance, and visibility of the program at a local, regional, and national level.
- **Performance measures:** attendance, licensing, media opportunities

Revenue Generation

- Enhance external resources and identify opportunities to promote active financial participation in student-centered athletic programs and activities that will aid in expanding department infrastructure.
- **Performance measures:** ticket sales, annual/major gifts, facilities/administration, NCAA, concessions, royalties/corporate sponsorships, endowments.