**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

**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

**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

**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.

**Bearkat Athletics:**
*Defining the student-athlete experience*

**STANDTALL**
"Eat 'Em Up Kats"