

UNIVERSITY OF MONTANA WESTERN

# ATHLETICS STRATEGIC PLAN



2022

# OUR VISION AND MISSION

**THE VISION** of the University of Montana Western Athletic Department will be an elite NAIA institution providing each student-athlete with a championship experience preparing them for lifelong success.

**THE MISSION** The University of Montana Western Athletic Department provides opportunities for student-athletes to achieve success competing at the highest levels of intercollegiate athletics. Striving to empower each student-athlete on their path towards earning their degree through academic and personal growth while being productive members in the community and preparing them for life after athletics. Dedicated to a championship culture and being a source of pride for the university, the athletic department will instill an appreciation for hard work in its pursuit of excellence.

## CORE VALUES

1

### EXPERIENCE

Providing student-athletes with an environment that creates meaningful opportunities and experiences for them to succeed in their academic, athletic, and life interests.

2

### HARD WORK

Being committed and diligent with our work and in our efforts towards success of our student-athletes, our department, and our programs.

3

### INCLUSIVE

Embracing and respecting individual perspectives, characteristics, and differences for the greater good of our student-athletes, our department, and our programs.

4

### SELFLESSNESS

Investing in others through time and effort to positively impact our student-athletes, our department and, our programs.

5

### GROWTH

Focusing on the continued improvement to become the best we can be for our student-athletes, our department, and our programs.

# STRATEGIC GOALS

## **ACADEMIC EXCELLENCE**

Elevate academic excellence and empower student-athletes to succeed academically and graduate.

## **COMPETITIVE EXCELLENCE**

Compete for conference, regional, and national championships in every sport.

## **EVERY DAY CHAMPIONS**

Create a culture where student-athletes can grow and learn to lead purposeful and impactful lives.

## **EXTERNAL OUTREACH**

Develop meaningful and innovative relationships within the community employing bold initiatives to enhance experiences and revenue generation.





## ACADEMIC EXCELLENCE

Elevate academic excellence and empower student-athletes to succeed academically and graduate.

- W** **ENHANCE COMMUNICATION** with student-athletes about academic expectations and the services offered to achieve academic excellence.
- W** **WORK WITH** Department of Student Success to utilize their resources and enhance educational opportunities for student-athletes.
- W** **COLLABORATE** with academic departments and academic success for retention and graduation plans for student-athletes who exhaust their eligibility before they graduate.
- W** **EXPECT** Each team to earn a 3.0 or above grade point average and for the overall annual department grade point average of 3.25 or above.
- W** **RECOGNIZED** by conference and nationally for academic awards for student-athletes and teams.
- W** **HIGHLIGHT** student-athlete accomplishments in the classroom and their academic paths.



# COMPETITIVE EXCELLENCE

Compete for conference, regional, and national championships in every sport.

**W ATTRACT, HIRE, AND RETAIN** qualified coaches and staff who are committed to the overall student-athlete experience.

**W RECRUIT, DEVELOP, AND RETAIN** the best, brightest, and diverse student-athletes in the state of Montana and across the United States.

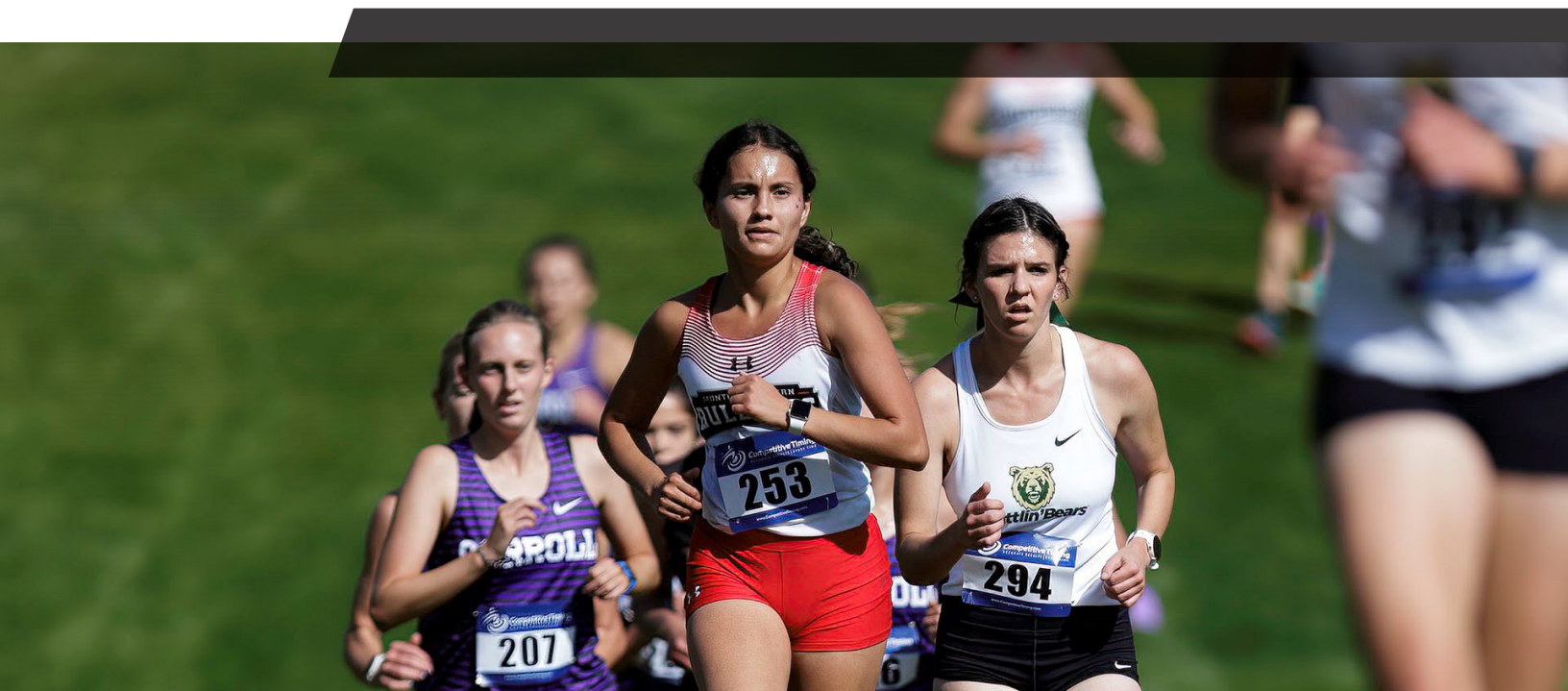
**W COMPETE FOR INDIVIDUAL** and team conference championships in regular season and conference tournaments for every sport.

**W COMPETE FOR REGION** and College National Finals Rodeo team and individual championships.

**W TEAMS AND INDIVIDUALS** qualify for and participate in NAIA postseason regularly.

**W EXPAND RESOURCES** to enhance strength and conditioning for student-athletes to increase performance and reduce injuries.

**W UPGRADE OR ENHANCE** current athletic facilities to best maximize meeting spaces, offices and team rooms to effectively prepare to compete for championships.





## EVERYDAY CHAMPIONS

Create a culture where student-athletes can grow and learn to lead purposeful and impactful lives.

**W**

**CREATE** a student-athlete led committee to create a culture of belonging, acceptance, respect, and understanding of differences.

**W**

**COLLABORATE** with student affairs and utilize NAIA initiatives to enhance the resources and focus for student-athletes, coaches, and staff on mental health and overall well-being.

**W**

**PROVIDE** workshops, learning opportunities, and other leadership development for student-athletes in preparation for their careers after athletics.

**W**

**ESTABLISH** opportunities for student-athletes to volunteer in the community.

**W**

**SUPPORT** and utilize student-athlete driven initiatives such as the Association of Student-Athletes.

**W**

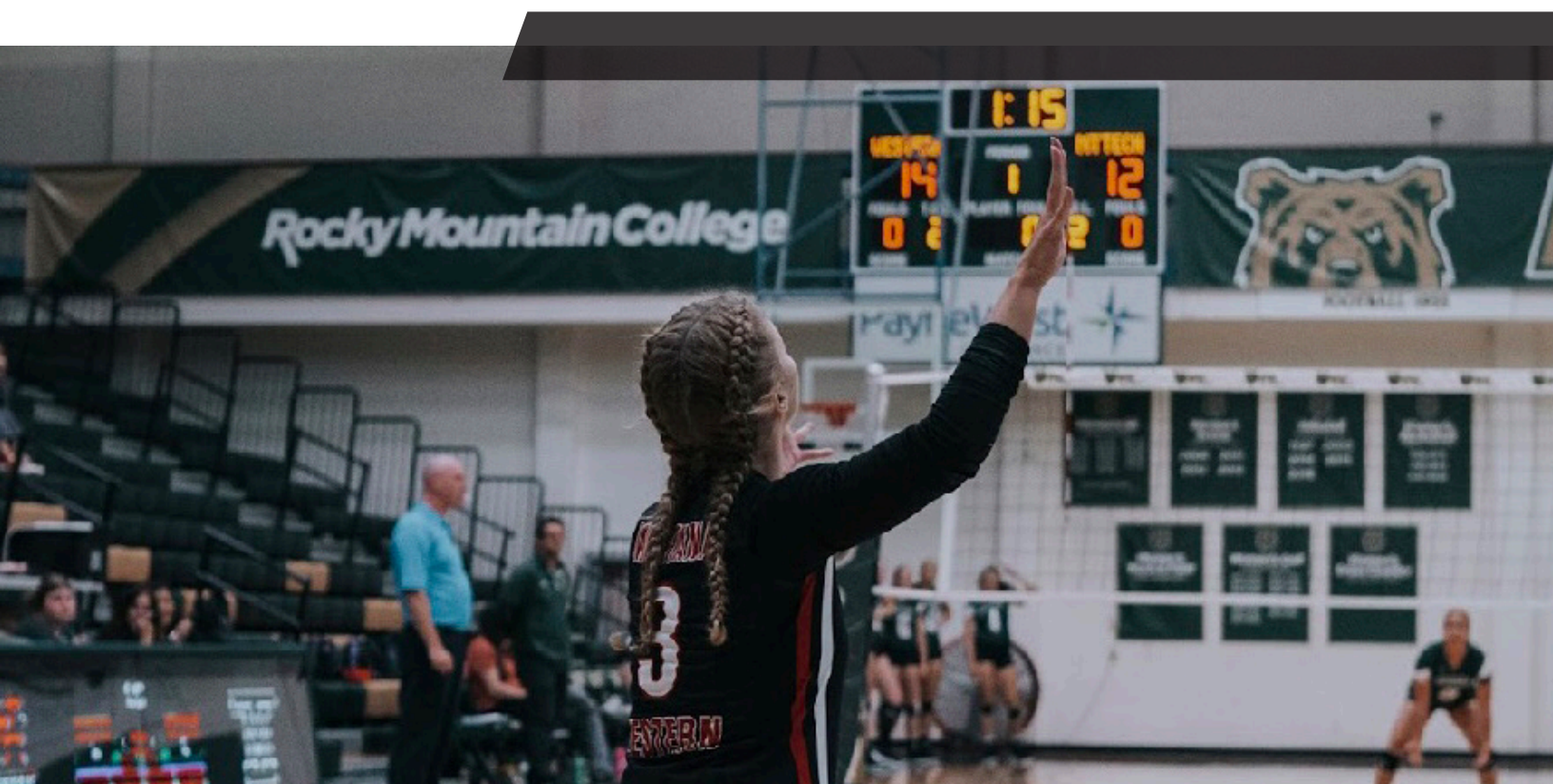
**EDUCATE** and work with student-athletes on changes within collegiate sports.



# EXTERNAL OUTREACH

Develop meaningful and innovative relationships within the community by employing bold initiatives to enhance experiences and revenue generation.

- W** **COLLABORATE** with campus community and community partners in order to increase the visibility of Bulldog Athletics.
- W** **DEVELOP** and strengthen relationships with alumni, fans, and other constituents.
- W** **INCREASE** philanthropic gifts by 10% each year.
- W** **ESTABLISH** and implement a more efficient ticketing strategy that leads to annual increase of ticket revenue.
- W** **CREATE** unique and memorable game day experiences for the campus, community, fans, friends, and alumni.
- W** **DEVELOP** compelling media, website, and social media content to promote and highlight the UMW brand and student-athletes.
- W** **EXPAND** marketing efforts across the state of Montana and other areas where current and future student-athletes reside.





**THE UNIVERSITY OF MONTANA WESTERN  
ATHLETICS**