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

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

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

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

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

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.
Enhance communication with student-athletes about academic expectations and the services offered to achieve academic excellence.

Work with Department of Student Success to utilize their resources and enhance educational opportunities for student-athletes.

Collaborate with academic departments and academic success for retention and graduation plans for student-athletes who exhaust their eligibility before they graduate.

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.

Recognized by conference and nationally for academic awards for student-athletes and teams.

Highlight student-athlete accomplishments in the classroom and their academic paths.
COMPETITIVE EXCELLENCE

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

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

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

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

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

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

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

UPGRADE OR ENHANCE current athletic facilities to best maximize meeting spaces, offices and team rooms to effectively prepare to compete for championships.
CREATE a student-athlete led committee to create a culture of belonging, acceptance, respect, and understanding of differences.

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.

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

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

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

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

EVERYDAY 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 by employing bold initiatives to enhance experiences and revenue generation.

**COLLABORATE** with campus community and community partners in order to increase the visibility of Bulldog Athletics.

**DEVELOP** and strengthen relationships with alumni, fans, and other constituents.

**INCREASE** philanthropic gifts by 10% each year.

**ESTABLISH** and implement a more efficient ticketing strategy that leads to annual increase of ticket revenue.

**CREATE** unique and memorable game day experiences for the campus, community, fans, friends, and alumni.

**DEVELOP** compelling media, website, and social media content to promote and highlight the UMW brand and student-athletes.

**EXPAND** marketing efforts across the state of Montana and other areas where current and future student-athletes reside.