UNIVERSITY OF NORTHERN IOWA ATHLETICS DEPARTMENT

STRATEGIC PLANNING DRAFT DOCUMENT

2018-2023

**Vision**

With an emphasis on the student-athlete experience, UNI Athletics will achieve unprecedented success in academics, competition and all of its endeavors.

**Mission**

UNI Athletics provides opportunities for student-athletes through quality learning experiences and competition. We take pride in our role as a unifying force for our campus and community. We operate with integrity, serve as leaders in diversity and inclusion, are innovative with our resources and commit ourselves to the student-athlete experience.

**Core Values**

* Academic Excellence – We will ensure that athletics is a model department for promoting and achieving a high level of academic success for its student-athletes.
* Community Engagement – We are a part of the community and want to engage in building meaningful relationships.
* Competitive Excellence – Our teams will strive to compete for and win individual and team conference and national championships.
* Diversity and Inclusion – We will provide a safe and inclusive environment, respecting differences and encouraging social change.
* Financial Accountability – We will use the funds that are invested in our program in a responsible and productive manner.
* Integrity – We will do the right things consistently on campus and in the community, and model behavior that sets an example.
* Student-Athlete Experience – We commit to providing the opportunity for each of our student-athletes to have a successful and transformative experience during their time on our campus.

**Goals**

**Academic Excellence** – Ensure that athletics is a model department in achieving a high level of academic success.

**Metrics**

1. Annually achieve a Federal Graduation Rate that is higher than the rate of the student body.

**2017 2016 2015 2014 2013**

Student-Athletes **66%** 68% **74%** 63% 61%

Student Body 65% 68% 64% 66% 66%

1. Achieve a student-athlete grade point average that is above a 3.0 and higher than the student body each semester.

**Fall 2017 Spring 2017 Fall 2016 Spring 2016 Fall 2015**

Student-Athletes 3.15 **3.18 3.12 3.09 3.06**

Student Body 3.07 3.09 3.05 3.07 3.04

1. Achieve a Federal Graduation Rate within the minority student-athlete population that is greater than that of the minority student body.

**2017 2016 2015 2014 2013**

Student-Athletes 25% 35% **56%** 25% **55%**

Student Body 57% 43% 50% 42% 45%

1. Annually achieve an overall APR score of 985.

2016-17 - **994**

2015-16 - **988**

2014-15 - 982

2013-14 - 982

2012-13 - **992**

**Community Engagement** – Enhance engagement with the University community, the Cedar Valley, and our various constituents throughout Iowa and the United States.

**Metrics**

1. Student-athletes will complete a minimum of 3,000 volunteer hours each academic year.

2016 - 2017 - 2,817.75 hours

2015 - 2016 - 2,050 hours

2014 - 2015 - 1,692.5 hours

2013 - 2014 - 1,365.5 hours

2012 - 2013 - 2,203.5 hours

1. Increase TC’s Kids Club membership to 200 members by 2023.

2017-18 - 58

2016-17 - 68

2015-16 - 34

2014-15 - 36

2013-14 – 97

1. Reach a total of 6,000 fan interactions during the Panther Caravan by 2023.

2017 – 981

1. Increase Varsity Club membership to over 200.

2017-18 – 91

2016-17 – 130

1. Achieve PSC membership in all 99 counties.

2017 - 85

2016 – 85

2015 – 88

2014 – 86

2013 – 81

1. Increase total student attendance at athletics events by 50% in each of the ticketed sports.



**Competitive Excellence**– To be the best athletics program in the Football Championship Subdivision among public universities.

**Metrics**

1. Finish in the top 100 of the Learfield Sports Director’s Cup, first in the MVC and in the top ten among all public FCS universities.

2016-2017 - No. 145 (106.00 pts.) - 3rd in MVC; 26th in FCS

2015-2016 - No. 93 (201.25 pts.) - 1st in MVC; 7th in FCS  
2014-2015 - No. 122 (143.00 pts.) - 4th in MVC; 16th in FCS  
2013-2014 - No. 165 (90.00 pts.) - 6th in MVC; 33rd in FCS  
2012-2013 - No. 121 (134.25 pts.) - 5th in MVC; 13th in FCS

1. Win the Missouri Valley Conference all sports competition.

2016-17 – 2nd

2015-16 – 5th

2014-15 – 4th

2013-14 – 5th

2012-13 – 6th

1. All teams finish in the top 3 of their conference standings.

2016-17 – 9 of 15 teams

2015-16 – 7 of 15 teams

2014-15 – 5 of 15 teams

2013-14 – 4 of 15 teams

2012-13 – 3 of 15 teams

**Diversity and Inclusion** – Foster a culture that values diversity and promotes inclusion.

**Metrics**

1. Bring the department into full compliance with all the components of Title IX (participation scholarships, treatment).
2. Develop a survey structure for athletic department staff and student-athletes, designed to provide actual feedback on existing culture and climate.
3. Implement specific mechanisms that will enlarge the pool of applicants to include all protected classes and ensure that representation is maintained throughout the search process.
4. Attract and retain diverse student-athletes, coaches, and staff who are integrated into the campus community.

**Facilities** – Provide student-athletes an opportunity to practice and compete in first class facilities.

**Metrics**

1. Basketball/Multipurpose Facility

* Facility includes coaches’ offices, basketball courts, strength and conditioning area, athletics training space, locker rooms, academic center for all student-athletes, department administrative offices and event space.

1. Football Team Meeting Room

* Facility will be located on the south concourse of the UNI-Dome and will serve as the primary team meeting location for the football program.

1. McLeod Upgrades

* The playing surface will be replaced, along with the team banners. Possible additional upgrades include a center hung videoboard and upgrades to the alumni suite.

1. Outdoor Turf Practice Field

* A lighted, outdoor turf field will give the football program the flexibility to practice outdoors all year on a reliable surface.

1. Soccer/Softball/Track Complex

* The Messersmith outdoor track and underlying elements are in need of replacement in order to bring the facility back to a competition grade surface. The soccer program’s competition field will be moved back to campus and located in the interior of the track. The softball program’s competition field will be moved back to campus to the area just south of the Messersmith track.

1. UNI Dome Renovation

* Possibilities include new bowl seating, premium seating and press box upgrades, indoor track resurfacing, restroom, concourse and concession stand upgrades, additional meeting rooms, Hall of Fame Connector upgrades/expansion and coaches’ locker room renovations.

1. West Gym Upgrades

* Upgrades include wrestling coaches’ offices, practice mats and videoboard.

**Financial Accountability** – Increase annual revenue, maximize all available financial resources and operate within our budget parameters.

**Metrics**

1. Raise $2 million in cash donations to the Panther Scholarship Club (PSC).

2017 – $1.52 million

2016 - $1.30 million

2015 - $1.34 million

2014 - $1.23 million

2013 - $1.14 million

1. Increase the number of PSC members to 2,000.

2017 – 1,685

2016 – 1,753

2015 – 1,605

2014 – 1,426

2013 – 1,281

1. Increase the number of season tickets sold, in each sport by 50%.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
|  | **2017-18** | **2016-17** | **2015-16** | **2014-15** | **2013-14** | **2012-13** |
| **Football** | 3,546 | 4,094 | 4,416 | 4,833 | 4,325 | 3,924 |
| **MBB** | 1,883 | 2,172 | 2,720 | 1,803 | 1,952 | 1,941 |
| **WBB** | 442 | 419 | 562 | 1,303 | 1,720 | 2,244 |
| **VB** | 653 | 722 | 905 | 1,286 | 1,645 | 2,216 |
| **Wrestling** | 734 | 780 | 1,032 | 1,070 | 935 | 556 |

1. Increase the overall ticket revenue by 50%

2016-17 $1,467,346

2015-16 $1,480,257

2014-15 $1,423,964

2013-14 $1,226,925

2012-13 $1,174,997

1. Increase the average attendance in each of the ticketed sports by 50%



1. Explore and secure multiple new sources of revenue for the department’s operating budget.
2. Annually operate with the parameters of our budget.