Strategic Planning Goals—Athletics and Development Offices, Nov. 1, 2010

Continue to Foster a Culture of Academic, Scholarly, and Creative Excellence
- Increase graduation rates of athletes from 51% to 53% this year (as part of ensuring eligibility in Division I athletics)
- Increase graduation rates of student-athletes who complete their athletics competitive eligibility to 95%
- Increase private funding for faculty research, grants, and providing matching grants
- Increase funding for experiential learning for collaboration with a faculty member or alumnus (a culture of opportunity)
- Strengthen communication and coordination of fundraising efforts and needs across campus—perhaps fund positions for college-specific development officers, who will in turn find private money for their colleges

Provide a Learner-Focused Environment for All Students
- Treat students as people
- See athletics as a resource for student engagement
- Make advising a mentorship relationship
- Form student-alumni mentorship relationships through career services, professional development sessions to transition into a career
- Institute a campus-wide progress-toward-degree report system through advising (using the athletics model)
- Simplify, clarify, and make accessible what is required of students and what they can expect from the university
- Connect with students through active listening
- Establish a mentorship program where juniors and seniors mentor sophomores and juniors (orientation week? x-period seminars? SOS?)
- Identify most effective ways to communicate with students (stop holding onto Cub accounts as the only method to contact them)
- Help students find their passion and achieve success in an era where more and more workers have to create their own jobs

Commit to Ongoing Improvement and Innovation in Facilities and Technology
- Faculty and staff should remain up-to-date on various ways to contact students
- Fix the e-mail system
- Aim to be on the cutting edge rather than catching up; hire someone to follow new media and identify the next effective trends
- Form relationships with companies who will allow us to beta test their hard- and software
- Identify a way for us to lead the pack in technology that truly engages students (Blackboard does not do this)
- Get the right messages to the right people for the right reasons through the right vehicles: integrated marketing messages—make the investment to make this happen
- Seek private money for new facilities ($159 million dollars)
- Maintain athletics facilities with athletic money
- Create and update more facilities to help all students stay healthy and happy
- Establish a university-wide database that can be used to reach alumni in ways that connected the student to the university

- Study better ways to collect data on what students are doing
- Integrate campus technology so that we aren't using so many different systems: Banner, Blackboard, Groupwise, Cub mail, etc.
- Create a central Web page for ALL public and private (including) UCA Foundation scholarships
- Create an e-mail and newsletter template that identifies the communication as coming from UCA and adds a professional touch to our marketing

Increase Engagement with External Partners
- Increase alumni loyalty (which can be tied to funding) and support (not necessarily a monetary gift)
- Publicize our successes and victories
- Study external parties—find out where they are and what they can do, and what needs of theirs we can meet
- Find better ways to track alumni and increase communication (connect, don't just communicate)
- Leverage athletic events to connect to alumni
- More systematic collecting and sharing of data on alumni
- Write a systematic plan for key stakeholders (corporations we want to engage)
- Increase engagement with parents
- Focus better on career preparation (helps to establish more external partners)
- Increase internal recognition of what we do so that we can communicate it to external partners more dynamically and systematically

Promote Diversity in All Areas
- Increase geographic diversity
- Leverage athletics as a model for diversity
- Focus on intellectual diversity campus wide, establish a culture of open-mindedness
- Focus on the conceptual age

Focus on Integrity at All Levels of Action
- Model respect, honesty, class, and integrity
- Publicize the transparency of athletic costs, resources, etc.
- Publicize the fact that we're communicating outcomes of both public and private money
- Establish professional development opportunities regarding legal changes and professional standards , etc., that affect our positions