

2019-2020: Intercollegiate Athletics

Definition of Unit

Providing Department:

Athletics

Department/Unit Contact:

Kim Nash

Goal 1: Academic Excellence

Define Goal:

To be consistent with the University's goals, recruit, retain and graduate talented and diverse studentathletes.

Intended Outcomes / Objectives:

Objective 1: Support an academic environment where the NCAA Academic Progress Rate (APR) of studentathletes is 40 points above the required minimum standard of 930 and the Graduation Success Rate (GSR) is in the top three of NCAA Division I public institutions of higher education in the state of Tennessee.

Objective 2: Provide an academic environment where the Federal Graduation Rate (FGR) of studentathletes is 13 percent higher than the FGR for the overall st13 pe suagJ 2.8911.04 -0(G)2 (he

- Require all incoming first-year and transfer student-athletes and any returning student-athletes who are academically at risk to be enrolled in the Work Intensely Now (WIN) Program and monitor their success
- Improve retention rate of student-athletes by providing enhanced strategic study skills, time management and stress management workshops throughout the academic year for at-risk student-athletes.
- Increase faculty response rates to Grades First campaigns through faculty education and collaboration.
- Monitor Take 15/Pass 15 in each student-athlete's chosen degree program by reviewing and approving class schedule
- Educate academic advisors regarding Athletics' policy of Take 15/Pass 15 philosophy and NCAA progress toward degree requirements.
- Review individual student-athletes' programs of study at the end of each semester to ensure enrollment in classes that lead graduation within four years.

Targets:

- APR and GSR Academic Progress Rate of 940 Graduation Sa d (s)1.7 te6 (th)5.b(a)2.7(r)33.2/(c)6Mg (e)

Goal 2: Competitive Success

- Place in the Top 3 of the OVC for each varsity sports program annually
- Win a minimum of 66% of all contests in all sports annually
- Compete in NCAA postseason championships with at least four sports annually
- Compete in NCAA postseason championships with at least seven individual athletes annually
- Earn student-athlete athletic awards (e.g., OVC and CoSIDA)
- Ensure female student-athlete participation rate within 1% (plus or minus) of undergraduate female student population each year

Goal 3: Student-Athlete Experience/Community Service

Define Goal:

Maximize community outreach initiatives for student-athletes, coaches and staff that will provide opportunities that will prepare leaders for life.

Intended Outcomes /Objectives:

Objective 1: Enhance the current environment where student-athletes thrive in their sport, in the classroom and in the community.

Objective 2: Develop and implement an ongoing community service initiative to maximize opportunities for each athlete to engage with the Upper Cumberland and Cookeville communities.

DRILL DOWN-----
RELATED ITEM LEVEL 1

- Collaborate with campus partners to offer life skills and leadership development programming.

Goal 4: Fiscal Management and Sustainability

Define Goal:

Maximize internal and external revenue opportunities and manage expenditures to support Athletic's goals and strategic objectives.

Intended Outcomes / Objectives:

Objective 1: Strive to achieve long-term financial stability for Tennessee Tech Athletics.

Objective 2: Increase Department-generated revenues through ticket sales, concession contest guarantees, licensing, merchandising and corporate sponsors.

Objective 3: Increase annual fund support to Athletics.

Objective 4: Increase major gift support to Athletics.

Objective 5: Increase internal and external stakeholders support to Tennessee Tech Athletics.

DRILL DOWN-----

RELATED ITEM LEVEL 1

Goal 4: Assessment Fiscal Management and Sustainability

Frequency of Assessment:

Monthly

Rationale:

Strategies:

- Provide compensation and perquisites consistent with the top third of athletics programs of the Ohio Valley Conference.
- Provide operating budgets consistent with the top third of athletics programs of the Ohio Valley Conference.
- Reduce the reliance of contest guarantees from the Athletics operating budget.
- Develop and implement a Five Year Technology Replacement Plan for coaches and staff.

- Review and evaluate current special events to determine their purpose and expectations.

Goal 5: Championship Facilities

Define Goal:

Improve athletics facilities and venues to support event operations that encourage competitive success

Intended Outcomes / Objectives:

Objective 1: Review and update the Athletics Facilities Master Plan by realigning priorities

Objective 2: Provide state-of-the-art technology for athletics event operations

Objective 3: Increase professional support staff in all areas related to event operations.

Objective 4: Provide fans with an engaging and fun atmosphere through innovative entertainment

DRILL DOWN-----

RELATED ITEM LEVEL 1

Goal 5: Assessment of Championship Facilities

Frequency of Assessment:

Daily, monthly and annually

Rationale:

Strategies:

- Work with University leadership and the Department of Exercise Science, Physical Education and Wellness to reprogram usage of the existing fitness center to enhance athletics operations.
- Work with University leadership to secure Institutional and bond funding for new athletics facilities

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- Professional development and training opportunities
- Promotional sponsorships
- Giveaways
- Theme events
- Spectator attendance

Targets:

- Complete Athletics Facilities Master Plan
- Hire additional facilities and events personnel as warranted
- Hire Athletics major development officer
- Identify 100 major gift prospects for select capital projects
- Secure 10 major gifts targeted to select capital projects
- Implement safety, security and fan experience initiative
- Identify, hire and/or contract necessary staff as warranted
- Increase spectator attendance by 5% in all ticketed sports
- Provide professional development opportunities annually
- Secure five promotional corporate sponsorship opportunities

Goal 6: Institutional Control and Rules Compliance

Define Goal:

Sustain a culture of institutional control through progressive rules education, monitoring and self-reporting.

Intended Outcomes / Objectives:

Objective 1: Maintain an institutional compliance program that provides institutional control expectations, educational updates and monitoring guidelines established by NCAA, Ohio Valley Conference and Tennessee Tech.

DRILL DOWN-----

RELATED ITEM LEVEL 1

Goal 6: Assessment of Institutional Control and Rules Compliance

Frequency of Assessment:

Daily, monthly and annually

Rationale:

Measures:

- Rules interpretation response time
- Attendance of compliance officers at NCAA regional seminars and OVC compliance meetings
- Attendance at annual compliance, monthly head coach, and annual student-athlete meetings
- Number of compliance materials distributed
- Pass rate of NCAA recruiting certification examination
- Scores of coaches on NCAA recruiting certification examination
- Number of secondary violations
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Objective 8: Meet recovery time that meets or is below NCAA national average.

Objective 9: Reduce secondary insurance costs by 50%.

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RELATED ITEM LEVEL 1

Goal 7: Assessment of Student Athlete Well-being

Frequency of Assessment:

Daily, Monthly, Annually

Rationale:

Strategies:

- Identify

- Number of ~~new~~ staff positions
- Strength coach to athlete ratio
- Athletic trainer to athlete ratio
- Operating budgets
- Athletic injury rates
- Recovery time from athletic injuries
- Number of incidents where Athletics pays for medical expenses versus claims that meet the deductible

Targets:

- Add two FTE assistant strength and conditioning coaches
- Add a graduate assistant to sports nutrition services
- Update Sports Medicine Handbook
- Distribute Sports Medicine Handbook to 100% of student athletes and Athletics staff
- Maintain athletic injury rates at or below NCAA national average
- Meet recovery time that meets or is below NCAA national average
- Reduce secondary insurance costs by 50%