

Action Plans

Unit:

Intercollegiate Athletics

Strategic Plan Goals

With which 1 or 2 goals from the strategic plan goals does your 2010-2011 goal best align?

Academic Excellence

Unit Goal

Goal for 2010-2011

Achieve a cumulative GPA and graduation rate for all student-athletes that meets or exceeds that of the general student body population

What action(s) will you undertake to achieve the goal?

Improve monitored study hall system Increased availability of qualified tutors Enhanced monitoring of Progress Towards Degree standards Elevate the Athletics Academic Coordinator to Full-time status Creation of an Assistant Athletics Academic Coordinator position Include academic success of a team's student-athletes as part of the Head Coaches annual goals & objectives and performance evaluations Continuation & growth of annual Academic Honors Luncheon (honors those student-athletes who have a cumulative 3.5 grade point average or better over at least two FGCU semesters)

What resources are involved to fulfill the objective (e.g., technology, new faculty/staff, etc) and define existing as well as new resources that will be required?

Additional salary/benefits to take Athletics Academic Coordinator to full-time status Salary/benefits Assistant Athletic Academic Coordinator Larger budget for tutoring Additional funds to grow the annual Academic Honors Luncheon

Within your unit's leadership team, who will be responsible for completion of the action?

Director of Athletics Associate AD for Student Services/SWA Athletics Academic Coordinator Head Coaches

By what means will you assess goal achievement?

Semester review of all student-athlete grades (collective and by sport) Annual review of Department graduation rates (collective and by sport) Fruition of desired staff members at expected levels of experience and compensation

How will you know if you have successfully attained each goal?(e.g., a set of criteria, benchmark, survey...benchmarks should include current status and goal to be achieved)

Comparison of athletics grade point averages and graduation rates compared to undergrad population.

How will the results of the above assessments be used to improve fulfillment of the university's mission (e.g., student learning, faculty research/scholarship, university services, etc.)?

The successful continued attainment of these measurements will enhance public relations of FGCU Athletics in general and FGCU as a whole and assist recruitment and donor giving pursuits.

Strategic Plan Goals

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Student Life, Growth, and Development

Unit Goal**Goal for 2010-2011**

Enhance the overall camaraderie of the FGCU student body via increased attendance at all home sporting events, most especially in men's and women's basketball.

What action(s) will you undertake to achieve the goal?

Development of enhanced marketing efforts via the elevation of the Director of Corporate Sales & Marketing to Full-time status in November, 2009 which allows for the creation of a first ever Athletics Marketing Plan Collaboration with the Lutgert College of Business, in particular the Marketing Department, in regards to class projects aimed at generating additional promotional plans to elicit more increased student attendance Increase the Athletics Marketing budget Continued collaboration with the FGCU Student Government to determine joint marketing initiatives to spur student awareness and excitement for home athletic events Collaborate with the Office of Housing & Residence Life to enhance student awareness and excitement for home athletic events Continue to pursue schedule home events against major in-state Division I rivals and other regional and nationally recognized opponents.

What resources are involved to fulfill the objective (e.g., technology, new faculty/staff, etc) and define existing as well as new resources that will be required?

Increase resources available (time and funding) for marketing initiatives Hiring of a Intern to be shared by Marketing and Ticket Office

Within your unit's leadership team, who will be responsible for completion of the action?

Director of Athletics Senior Associate Athletics Director for External Affairs Director of Corporate Sales & Marketing Director of Sports Information Director of Ticket Operations Head Coaches Assistant Athletics Director for Business Affairs

By what means will you assess goal achievement?

Attendance comparison between 2009-10 and 2010-11 home events.

How will you know if you have successfully attained each goal?(e.g., a set of criteria, benchmark, survey...benchmarks should include current status and goal to be achieved)

Bottom-line attendance results

How will the results of the above assessments be used to improve fulfillment of the university's mission (e.g., student learning, faculty research/scholarship, university services, etc.)?

It will assist fulfillment of the University's Athletics Mission Statement to foster a sense of pride and goodwill within the student body and in contributing to the highly respected of FGCU.

Strategic Plan Goals

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Community Engagement

Unit Goal**Goal for 2010-2011**

Student-Athletes, Coaches, and Administrators will generate a minimum cumulative of 3,250 community service hours

What action(s) will you undertake to achieve the goal?

Each sport will contribute a minimum of one team community service project (initial one cannot be directly related to their sport) with at least 90 percent participation of squad members. One overall Athletics Department Community Service project Executive staff members will pursue membership on at least one local community service agency

What resources are involved to fulfill the objective (e.g., technology, new faculty/staff, etc) and define existing as well as new resources that will be required?

Time of staff and student-athletes

Within your unit's leadership team, who will be responsible for completion of the action?

Director of Athletics Associate AD for Student Services/SWA Sport Coordinators Head Coaches NCAA Life Skills Coordinator Director of Sports Information

By what means will you assess goal achievement?

We will monitor and track the successful completion of team projects and cumulative hours contributed to the cause.

How will you know if you have successfully attained each goal?(e.g., a set of criteria, benchmark, survey...benchmarks should include current status and goal to be achieved)

When the targeted goal has been achieved

How will the results of the above assessments be used to improve fulfillment of the university's mission (e.g., student learning, faculty research/scholarship, university services, etc.)?

The community services projects performed by the athletics department will provide a public service that is intended to promote economic diversity and the welfare of the people of Southwest Florida. In addition, these activities also serve as positive learning experiences, and in some cases leadership opportunities, for our student-athletes.

Strategic Plan Goals

With which 1 or 2 goals from the strategic plan goals does your 2010-2011 goal best align?

Strategic Growth

Unit Goal**Goal for 2010-2011**

Attain full NCAA Division I accreditation status

What action(s) will you undertake to achieve the goal?

Successful completion of the NCAA Certification Self Study

What resources are involved to fulfill the objective (e.g., technology, new faculty/staff, etc) and define existing as well as new resources that will be required?

substantial time of staff members

Within your unit's leadership team, who will be responsible for completion of the action?

Director of Athletics Associate AD for Student Services/SWA Assistant AD for Business Affairs Director of Compliance selective other coaches, staff, and student-athletes serving on various sub-committees

By what means will you assess goal achievement?

We will have a positive NCAA Peer Review Team Visit in late September and eventual notification by the NCAA Certification Committee in the Spring of 2011 that we have successfully completed the process for membership in Division I.

How will you know if you have successfully attained each goal?(e.g., a set of criteria, benchmark, survey...benchmarks should include current status and goal to be achieved)

Full accreditation will be bestowed upon FGCU into the NCAA Division I ranks.

How will the results of the above assessments be used to improve fulfillment of the university's mission (e.g., student learning, faculty research/scholarship, university services, etc.)?

Recognition of the University as a NCAA Division I institution will not only enhance scheduling opportunities and access to all Atlantic Sun Conference and NCAA post-season tournaments and individual honors, it will also provide substantially increased exposure for FGCU. In turn, this lends itself to tremendous possibilities to elevate awareness of the University as a whole and to better brand awareness of FGCU to potential employers and donors alike.