

# **SACRAMENTO STATE ATHLETICS STRATEGIC PLAN 2013-2018 SUMMARY**

## **VISION**

Sacramento State Athletics is committed to success. We work hard to achieve excellence—on the field and in the classroom. We inspire campus pride and engage our community. We win.

## **VALUES**

**Integrity:** We work hard, we play fair and we expect the conduct of our student-athletes, coaches and staff to be beyond reproach.

**Commitment to Student-Athletes:** We provide our student-athletes with the support to develop and succeed—as competitors, scholars, citizens and leaders—at Sacramento State and beyond.

**Accountability:** We are stewards of University and community resources. We take this responsibility seriously and conduct our activities in a professional and transparent manner.

**Engagement:** We enrich lives on campus, in the community and among our alumni. We connect the University to our region.

## **GOALS & OBJECTIVES**

### **GOAL: Build and communicate a clear, consistent identity for Sacramento State Athletics**

#### **Objectives:**

- Finalize and publish the Athletics Strategic Plan by November 2012
- Create a brand platform that includes vision, overall and audience-specific messaging, and a powerful tagline that projects a new identity for the Athletics program by January 2013
- Draft an effective, consistent and integrated communication plan that engages key audiences, introduces the new Athletics brand and emphasizes the value of Hornet Athletics by May 2013
- Deliver at least 100 presentations promoting Sacramento State Athletics and the Athletics Department's brand platform to community and campus leaders, campus organizations, and community groups on an annual basis

### **GOAL: Support student-athlete well-being, achieve academic success and promote exemplary conduct**

#### **Objectives:**

- Create a taskforce that identifies and addresses issues related to student-athlete well-being by summer 2013
- Achieve an average response of "very good" or higher in an annual survey that measures how well student-athletes feel they are being supported

- Achieve a department GPA of 3.0 or higher, with at least 50% of student-athletes achieving this standard
- Maintain a student-athlete four-class average (4-cohort) graduation rate 10% higher than the general student population
- Achieve a minimum NCAA Academic Performance Rate of 940 for each team
- Develop a system, including baseline metrics, for measuring and evaluating student-athlete conduct by spring 2013

## **GOAL: Build a dedicated fan base that supports Sacramento State Athletics**

### **Objectives:**

- Increase attendance at football games to a two-year average of 11,500 per game
- Increase revenue from home football games by 10% annually
- Increase attendance at men's basketball games to average 85% capacity each year
- Increase attendance at all other sporting events by 10% annually
- Achieve a 10% increase in the number of students who consider themselves supporters of Athletics, as reported in the semi-annual Student Survey
- Increase Green Army membership by 500 per year
- Grow participation in Hornet Club by 300% over five years, to approximately 600 members
- Increase web page views to HornetSports.com by 1,000,000 per year
- Generate 10% year-over-year increase in corporate sponsorship revenue

## **GOAL: Improve Sacramento State's athletic facilities**

### **Objectives:**

- Commit funding to enable Yosemite Hall to serve as the short-term home for Hornet Athletics and, by 2014, explore possible renovations, including increased capacity to serve the programs' long-term needs
- Explore the possibility of playing in an alternate venue for basketball for the 2014-15 basketball season
- Develop a comprehensive multi-purpose arena plan that includes costs, revenue options, a feasibility study, land siting, and facility programming by spring 2014
- Complete a facilities audit and master plan for Athletics as part of the University master plan projected to be completed by fall 2014

## **GOAL: Foster a championship culture**

### **Objectives:**

- Expect all teams to place in the top four positions in their conference and compete in postseason play
- Expect to win the most conference championships among Big Sky Conference institutions
- Lead the Big Sky Conference institutions in all-conference honors each year
- Develop a "one-team" philosophy among the 20 intercollegiate programs and Athletic staff

