

Theme 7: Athletics - Strategic Action Plan

Thematic Goal: Strengthen the interconnectivity between intercollegiate athletics and the campus community that prepares our student-athletes for success in school, in sport, and after graduation and benefits our university, community, and state.

Assumptions: ■ The relationship of athletics and academics across the country will not likely be the same in the future as today. ■ Student academic success, championship-level athletic performances, and a model intercollegiate athletics program are important to our athletic and academic programs. ■ Coaches and athletic staff will be involved in communicating and supporting the K-State 2025 vision and promote high academic standards and expectations. ■

	Activities	Outcomes -- Impact		
		Short Term	Intermediate	Long Term
I N P U T S & R E S O U R C E S	<p>What we plan to do...</p> <ol style="list-style-type: none"> 1. Develop opportunities to engage student-athletes in the K-State 2025 vision, including promoting participation in undergraduate or graduate research. 2. Strengthen the academic success of our student-athletes by continuing to recruit quality students and fostering an environment that leads to achieving high academic expectations and improving graduation rates. 3. Build a high-quality academic center to serve all students, including providing venues for student-athletes. 4. Recruit student-athletes by promoting opportunities outside of athletics, such as research and faculty/student mentors. 5. Establish and promote the unique identity, image, and traditions of K-State that represent our student experience, our mission and vision, our campus community, and our region to assist in the recruitment of student-athletes. 6. Develop effective national marketing campaigns to brand, communicate, and focus more attention on the academic/athletic experience of our student-athletes, their achievements and success stories, and our support of graduate student-athletes. 7. Clarify and communicate the mutually beneficial relationship and interconnectivity between athletics and academics and how the success of one impacts the other. 8. Recognize and strengthen the mutual support between the campus community and athletics through strategies such as: <ol style="list-style-type: none"> a) continued support from athletics for scholarly activities and “common good” community enhancements (e.g., Hale Library, McCain, Beach), b) broad student participation in iCat, and c) greater attendance at athletic events. 9. Continue to make financial and ethical accountability and transparency a key element of our athletic program. 10. Raise funds for and provide fully endowed scholarships to recruit high quality student-athletes. 11. Continue to assess the most effective fund-raising structures, including considering the creation and support of university-wide generational and geographical fundraising strategies that encourage donors to give to multiple causes. 	<p>What we expect to happen in 1-5 years...</p> <ul style="list-style-type: none"> • Outstanding academic and athletic success by our student-athletes • Enhanced learning environments and relationships promoted by facilities and integrated activities that support interaction between students, student-athletes, and the campus community • Enhanced integration between academics and athletics • Increased support for academics through athletics • Exposure on a national and global level with unique branding that highlights the academic/athletic success of our student-athletes 	<p>What we expect to happen in 6-10 years...</p> <ul style="list-style-type: none"> • A world-class student-athlete experience • Outstanding student-athletes prepared to excel in their chosen careers and community and personal lives • Increased funding for our total endowment 	<p>What we expect to happen in 11-15 years...</p> <ul style="list-style-type: none"> • National reputation for a world-class student-athlete experience • Recognized leader in integrating academics and athletics • World-class facilities at all levels • Sustained funding for student-athlete scholarships