

OUR UMBC

PRIORITIES AND ACTIONS TO
ADVANCE EXCELLENCE
UNIVERSITY RETREAT 2018





Athletics Department Strategic Plan

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ATHLETICS DEPARTMENT	UNIVERSITY STRATEGIC PLAN	DIVISION OF STUDENT AFFAIRS	AMERICA EAST VALUES	KNIGHT COMMISSION PRINCIPLES
Promote academic excellence	Student Experience and Academic Performance Benchmarks	Supporting Student Success and Retention	Academic Achievement	Student-athletes, in each sport, will be graduated in at least the same proportion as non-athletes who have spent comparable time as full-time students.
Grow the profile and reputation of UMBC Athletics	Community and Extended Connections	Supporting Student Success and Retention	Athletic Excellence with a Competitive Focus on Top 6 Programs	Demonstrate integrity and advance the educational missions of the institution.
Build a championship athletics experience	Student Experience	Fostering Public Health and Safety	Athletic Excellence	Welfare, health & safety of student-athletes are of primary concern. Every student-athlete – male and female, majority and minority, in all sports – will receive equitable and fair treatment.
Strengthen campus and community relationships	Community and Extended Connections	Preparing students for work, civic engagement, and leadership	Leadership on and off the field	Educational experience and outcomes of college athletes must be paramount.
Recreation, club sports, and student wellness	Student Experience	Supporting Student Success and Retention	Not Applicable	Not Applicable
Strategic and effective fundraising	Community and Extended Connections	Not Applicable	Resources for Success and Student-Athlete Welfare	Demonstrate fiscal responsibility and financial transparency.



OUR VISION:

UMBC Athletics aspires to be a nationally recognized Division I program that develops champions in athletics, academics and life, while building community-wide traditions and pride.

OUR MISSION:

UMBC Athletics strives to provide an enriching intercollegiate platform for its student-athletes to compete, learn and prepare for life experiences, while advocating health and wellness to all members of the UMBC community. We further endeavor to instill our student-athletes with the values of self-confidence, sportsmanship, and relationship-building in order to achieve the highest degree of success in competitive environments and promote a lasting bond with the University.



RETRIEVER VALUES:

GROWTH-Constant improvement through our commitment to a fulfilling and championship experience.

RESPECT-Engaging with others in a caring, considerate way, while thriving in a workplace that exemplifies diversity.

INTEGRITY-Exceeding mere compliance, setting the highest standard for doing what is right through personal accountability, character development, academic honesty and community relationships.

TEAMWORK-Shared responsibility for achieving a common goal, through collaboration and cooperation, which transcends individual achievement.



ACADEMIC EXCELLENCE AND STUDENT-ATHLETE DEVELOPMENT

1. Academic Benchmarks
2. Student-Athlete Development





PROGRAM INTEGRITY

1. Compliance
2. Personnel





COMPETITIVE EXCELLENCE

1. Program Development
2. Recruiting
3. Performance Enhancement
4. Facilities





STUDENT HEALTH AND WELL-BEING

1. Recreation Assessment
2. Recreation Programming
3. Physical Education Technology
4. Club Sports
5. Aquatics





CAMPUS AND COMMUNITY ENGAGEMENT

1. Strategic Communication
2. Community Partnerships
3. Recreation Engagement





EXTERNAL OUTREACH

1. Visibility
2. Technology
3. Fan Experience





FISCAL RESPONSIBILITY

1. New Development
2. Revenue
3. Partnerships
4. Long-Term Planning





SMALL GROUP BRAINSTORMING

