BOSTON COLLEGE
DEPARTMENT OF ATHLETICS

STRATEGIC PLAN
2018-2023
Since arriving as Director of Athletics in June 2017, I have been honored to be a part of all that makes Boston College so special. Spending time with the many remarkable individuals on and off-campus - alumni across the country, corporate partners, and members of the Boston College community - I am constantly reminded of the pride, passion, and investment they all have in the success of our student-athletes and our athletic program.

This Strategic Plan is derived from that pride and passion, and is rooted in the mission of the Boston College Department of Athletics. It serves as a fluid, evolving plan for our long-term success. It celebrates our heightened expectations, ambitious and achievable goals, clear priorities, and definable action items. This Strategic Plan was made possible by the hard work, cooperation and collaboration between the many internal and external investors in our success.

The excitement generated by the impressive achievements of our student-athletes and teams is evident. As we open new competition venues and unveil the best-in-class practice facilities, we must invest in our commitment to further strengthen the Boston College Athletics brand. We will accomplish this through PACE – Passion, Alignment, and Competitive Excellence.

This Strategic Plan describes what we will do to help ensure our future success. We are proud to share our vision and encourage all of you to be engaged partners in helping shape the future of Boston College Athletics.

We Are BC!

Martin Jarmond
William V. Campbell Director of Athletics
MISSION STATEMENT

Provide our student-athletes with an exceptional experience fostering values, personal growth, and athletics excellence.
VALUES

- Integrity
- Service
- Excellence
- Innovation
WE ARE BC

DISTINCTIVE
ONE OF FOUR NCAA DIVISION I INSTITUTIONS WITH:
• 25+ sponsored sports
• $50 million+ athletics budget
• 5,000-15,000 enrollment

TALENTED
• 8 National Players of the Year
• 910 All Conference Honors
• 1 Rhodes Scholar

ACCOMPLISHED
• 32 Conference Championships
• 14 National Championships
• 5 NCAA Championships
• TOP 5 in the ACC in Academic Progress Rate (APR) and Graduation Success Rate (GSR)
• 95% GSR for all student-athletes
• 12 teams in top 10% of GSR Nationally
STRATEGIC PRIORITIES

• FOSTER STUDENT-ATHLETE FORMATION
• STRENGTHEN COMPETITIVE EXCELLENCE
• INCREASE EXTERNAL ENGAGEMENT
• ENHANCE FACILITIES
FOSTER STUDENT-ATHLETE FORMATION

Maintain Academic Success Standards
Consistently rank in the Top 3 of the ACC in NCAA academic performance metrics

Enhance Academic Support
Further develop academic support to accommodate our student-athletes’ academic needs

Deliver Extraordinary Experiences
Offer athletic, academic, and personal growth opportunities for student-athletes

Increase Post-Graduate Opportunities
Utilize our extensive alumni network and resources to facilitate student-athletes’ career readiness
STRENGTHEN COMPETITIVE EXCELLENCE

Win Championships / Postseason Success
Win conference championships and attain regular postseason appearances

Recruit and Develop The Best Coaches and Student-Athletes
Target talented and motivated coaches and student-athletes

Football and Men’s Basketball Success
Consistently rank in the Top 25 of Football and Men’s Basketball

Build Sports Analytics Capabilities
Utilize data and insights to improve sports performance
INCREASE EXTERNAL ENGAGEMENT

Offer Remarkable Fan Experiences
Enhance the gameday experience for all athletics events

Create Innovative Ticket Offerings
Launch FLIGHT, a subscription-based mobile ticket option for young alumni

Strengthen the Fan Base
Promote Boston College Athletics through social media and community events

Enhance Brand Awareness
Create innovative platforms to promote the Boston College Brand
ENHANCE FACILITIES

Conte Forum
Address the needs of the basketball and hockey programs

Harrington Athletics Village
Construct additional spaces for player development

Student-Athlete Support
Renovate locker rooms, strength and conditioning, sports medicine, and nutrition areas

Facility Master Plan
Release Department of Athletics Facility Master Plan for 2019-2029