Dear Redhawk Nation,

Southeast Missouri State University Athletics has a storied history of success both athletically and academically. It is a tradition that runs deep and carries with it a great sense of pride for our University, our alumni and our community. Southeast Missouri State University is positioning itself for unprecedented success, and it is with great excitement that we share with you our vision for the future. The various parts of our strategic plan were developed with input from coaches, staff, student-athletes, alumni and donors. Our plan is designed to guide us through the next five years. It clearly outlines our goals and objectives and provides a roadmap for success to ensure our institution supports our student-athletes in academics, athletics and personal development.

Through dedication, hard work and creativity, we will strive to emerge as the premier institution within the Ohio Valley Conference. Our staff has already begun work on many of these objectives, but there is much more to be done. Thank you for believing in the value of intercollegiate athletics at Southeast and for your support as we work towards achieving these goals. It’s time to rise to a higher level ... Let’s Soar!

Go Redhawks!

Sincerely,

Brady Barke
Director of Athletics
IF WE SET OUR SIGHTS HIGH,
our mission

Southeast Missouri State University Athletics is committed to enhancing the University’s educational mission by supporting student-athletes in their academic, athletic and personal development.

our vision

To be the premier athletics department within the Ohio Valley Conference, excelling academically and athletically, while preparing our student-athletes for life after sport.

our commitment

TO DIVERSITY AND CULTURAL COMPETENCE

Southeast Missouri State University Athletics strives to create an environment that fosters collaboration and facilitates an open exchange of the unique perspectives that each individual brings. These experiences will enrich the learning environment and better prepare our coaches, staff and student-athletes to make thoughtful contributions in our diverse society.

Southeast Missouri State University prohibits all forms of discrimination on the basis of race, color, ethnicity, religion, national origin, sex, sexual orientation, gender identity, age, genetic information, disability, or protected veteran status. The Department of Athletics is dedicated to this guiding principle and is committed to attracting and retaining coaches and staff who reflect the diversity of our student-athlete population.

WE CAN
RISE TO A
NEW LEVEL.
our goal

foster a positive learning environment and provide the resources necessary to ensure our student-athletes are successful in their academic endeavors.
our objectives

/ Achieve a six-year Federal Graduation Rate of 75% or greater

/ Achieve an NCAA Graduation Success Rate of 90% or greater

/ Achieve a departmental Academic Progress Rate (APR) of 985 or greater

/ Develop and reinforce a clear academic misconduct policy for all student-athletes

/ Enhance Students Owning Academic Responsibility (SOAR) Program to ensure student-athletes successfully transition to institution and are retained
our goal

strengthen our athletics programs to win conference championships and compete at the national level, while displaying positive sportsmanship.

COMPETITION
our objectives

/ Win the OVC Commissioner’s Cup within the next five years and compete annually thereafter

/ Attract, develop and retain quality coaches and staff members

/ Ensure sports programs have resources necessary to recruit, develop and retain quality student-athletes

/ Develop student-athletes in each sport recognized by OVC, regionally and nationally for athletics success

/ Win numerous team OVC Sportsmanship awards and win OVC’s Institutional Sportsmanship Award
our goal
provide our student-athletes with growth opportunities that develop them personally, while preparing them for their professional careers

STUDENT-ATHLETE DEVELOPMENT
our objectives

/ Continue to develop the Redhawks BRIDGE Program to provide dedicated life skills programming for all of our student-athletes

/ Improve nutrition education and provide better offerings through the Holcomb Success Center nutrition area

/ Increase mental health education and resources available across campus

/ Provide relevant substance abuse education program opportunities

/ Invest in a time management software solution

/ Provide leadership programming and other personal growth opportunities for student-athletes

/ Improve resources available to coaches and staff and provide additional professional development opportunities
our goal
enhance revenues
to ensure sufficient
resources are available
to recruit and retain
quality coaches, staff,
and student-athletes
our objectives

/ Increase annual ticket sales revenue by 50% within five years

/ Increase Redhawks Club unrestricted annual giving by 50% within five years

/ Increase annual sponsorship revenue by 30% within five years

/ Increase gross trademark licensing royalties by 40% within five years

/ Enhance individual sport and summer school scholarship budgets to better allow for maximum scholarship awards

/ Increase total net revenue from departmental fundraising events by 60% within five years
our goal
improve facilities, which will aid in the recruitment and development of our student-athletes and create a positive game-day environment for our fans
our objectives

/ Launch a comprehensive capital campaign to address the major facility needs for Houck Stadium, the Holcomb Success Center, the Abe Stuber Track Complex, the Show Me Center locker rooms, Houck Field House, Capaha Field, the softball complex and the Athletics administration offices.

/ Improve visual appeal of all athletics facilities by installing additional windscreen, wall graphics and other branding elements

/ Create a uniform branding approach

/ Address Title IX issues related to needed facility enhancements
ENGAGEMENT

our goal

strengthen relationships with alumni, students, faculty, staff and community members.
our objectives

// Strengthen relationships with alumni student-athletes through development outreach communication and various alumni events

// Increase student attendance at events by at least 20% within five years

// Develop Rowdy Crowd student spirit organization and grow the membership to 500 by its fifth year

// Develop partnerships and marketing campaigns for specific student groups

// Achieve 100% Redhawks Club participation for all Athletics department coaches and staff

// Increase faculty/staff Redhawks Club participation rate from approximately 6% to 10% within three years and increase 1-2% annually thereafter

// Increase support of the Redhawks brand from businesses within the local community

// Develop plan to better promote and publicize speaking engagement and community services activities

Increase Faculty & Staff Attendance by 10%  
Increase Rowdy Crowd Membership to 500  
Increase Student Attendance at Games 20%