NORTHERN KENTUCKY UNIVERSITY

One Team
One Mission

ATHLETICS DEPARTMENT
STRATEGIC PLAN
INTRODUCTION

ONE TEAM, ONE MISSION

Collaboration, conversation, assessment, analysis and feedback have transpired over the course of the last 2 years, culminating in our new strategic plan One Team, One Mission. The plan serves to build team unity and guide Norse Athletics through its next five years, establishing strategic priorities through its mission, vision and core values.

The plan is aligned with NKU’s Success by Design, so we all – student-athletes, coaches, students, faculty, administrators, alumni, donors, fans and more - come together as ONE TEAM serving ONE MISSION.
EXECUTIVE SUMMARY

In Fall 2019, as Northern Kentucky University Department of Athletics’ strategic plan Uprising was nearing completion, athletics leadership formulated a process to gather feedback from various stakeholders, including student-athletes, coaches, staff, alumni, Athletics Council, Go Norse Fund Board and more.

From those conversations, a vision for the future of Norse Athletics began to take shape. Analysis of Athletics’ core values in comparison to Northern Kentucky University’s values, demonstrated alignment between the two. With a few adjustments to ensure consistency, the values of belonging, collaboration, commitment, innovation and integrity were instilled.

The mission and vision were then solidified through the lens of the department’s core values.

Five areas of focus emerged within the stakeholders’ feedback, forming the basis of the strategic priorities set forth in this plan. Working groups were established and tasked with clearly defining the priorities and objectives. Drafts of the strategic plan were created, shared, discussed and dissected during all-staff, Athletics Council and senior administrator meetings.

The result of this work is Norse Athletics’ strategic plan One Team, One Mission.

NKU will forge ahead with an updated mission, vision and core values while focusing on the strategic priorities set forth in the pursuit of excellence. We will do so as ONE TEAM with ONE MISSION!
MISSION
The mission of NKU Athletics is to advance the University’s vision while focusing on the well-being of our student-athletes as we prepare and empower each of them for academic and competitive success at NKU and beyond.

VISION
NKU Athletics will embody comprehensive excellence. We will adhere to and excel in each of our core values while fostering an environment that promotes continuous learning, engagement and fiscal responsibility.

VALUES
BELONGING: Embrace and value different backgrounds, experiences and beliefs.

COLLABORATION: Work together to achieve success.

COMMITMENT: Dedicate ourselves to the success and well-being of our student-athletes, coaches and staff.

INNOVATION: Pursue new ideas and creative thinking. Challenge the status quo.

INTEGRITY: Be ethical. Be moral. Be trustworthy.
STRATEGIC PRIORITIES

1. NORSE CULTURE
   A. GOAL
      i. To create a culture that will instill pride, growth and unity among Norse Nation, while celebrating the successes of our student-athletes.
   B. OBJECTIVES
      i. **PRIDE** - We will instill pride in student-athletes, coaches, staff, and all of Norse Nation while building a consistent culture.
      ii. **GROWTH** - We will focus on the growth of our programs while building on the already strong tradition of Norse Athletics.
      iii. **UNITY** - Create opportunities for our department and community to unite as a whole in supporting each other and measuring the success in doing so.
      iv. **CELEBRATION** - We will celebrate Norse student-athletes’ accomplishments both on and off the field by building a public recognition program.

2. STUDENT-ATHLETE WELL-BEING
   A. GOAL
      i. With the assistance of an Advisory Committee to oversee programming, provide the necessary resources and support for student-athletes to reach their potential physically and mentally.
   B. OBJECTIVES
      i. Promote and support the health, safety and well-being of our student-athletes.
      ii. Provide tools that prepare student-athletes to succeed in leadership, careers and life skills.
      iii. Ensure NKU athletics is a welcoming and supportive environment for all student-athletes, free of harassment and discrimination.
3. ACADEMIC ACHIEVEMENT

A. GOAL
   i. Provide student-athletes with the academic assistance needed to reach their full academic potential and pursue a degree, foster an environment of active engagement between student-athletes and faculty/staff, and prepare student-athletes for their career after graduation.

B. OBJECTIVES
   i. All teams should achieve a minimum overall Grade Point Average (GPA) of 3.15 or better.
   ii. All teams should achieve an Academic Progress Rate (APR) of 985 or better.
   iii. Graduate student-athletes at a rate 13% or higher than the general student body based on federal graduation rates (FGR).
   iv. Graduate 100% of our student-athletes that reach their senior year (have earned 90 credits).
   v. Achieve 100% academic eligibility of all our student-athletes every year.
4. RESOURCE ENHANCEMENT

A. GOAL
i. Identify and capitalize on revenue generating and strategic partnership opportunities to enable attainment of departmental goals for each sport.

B. OBJECTIVES
i. Develop a new pricing model and sales strategy for men’s basketball tickets to increase ticket revenue associated with men’s basketball home events.

ii. Enhancement of the Go Norse Fund brand within the NKY community that will lead to an increase in membership, annual fund donations and event revenue.

iii. Augment the funding for sport programs through an increase of giving to Excellence Funds.

iv. Accelerate the growth of sponsorship revenue through an enhancement of the collaboration between Learfield and Athletics Department.

5. IMPROVE ATHLETIC SUCCESS

A. GOAL
i. Align competitive goals for each sport program in a manner that positions the Athletics Department as one of the top overall programs within the Horizon League.

B. OBJECTIVES
i. Finish in the top three of the Horizon League McCafferty Trophy standings annually, with specific expectations identified for each program.

ii. Provide each program scholarships (headcount and equivalency), operating budgets (i.e. recruiting, travel and equipment), coaching staff resources and appropriate support staff resources necessary to compete on regional and national levels.