# Table of Contents

<table>
<thead>
<tr>
<th>It's Done!</th>
<th>2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athletics Mission Statement</td>
<td>4</td>
</tr>
<tr>
<td>Pledge 1</td>
<td>6</td>
</tr>
<tr>
<td>Pledge 2</td>
<td>8</td>
</tr>
<tr>
<td>Pledge 3</td>
<td>10</td>
</tr>
<tr>
<td>Pledge 4</td>
<td>12</td>
</tr>
<tr>
<td>Pledge 5</td>
<td>14</td>
</tr>
<tr>
<td>Pledge 6</td>
<td>16</td>
</tr>
<tr>
<td>Pledge 7</td>
<td>18</td>
</tr>
</tbody>
</table>
After completing the required four-year transition process, the NCAA approved UMass Lowell as an “active” member of Division I, effective in the fall of 2017. This milestone recognition was achieved by combining a strong legacy of athletic success with the recent transformation across campus that has brought a surge of national and international attention, a rise in national rankings and a spirited new energy that impacts everyone associated with UMass Lowell.

As UMass Lowell continues on its path to success in Division I, the need for everyone to be a part of the continuing transformation is greater than ever. It’s time to Rise Up to take advantage of the opportunities athletics offers: increased enrollment, broadened institutional visibility, heightened vitality of campus life and expanded student diversity.
OLYMPIANS: 7
NCAA TEAM NATIONAL CHAMPIONSHIPS: 7
NCAA INDIVIDUAL NATIONAL CHAMPIONS: 9
OLYMPIANS: 7
NCAA NATIONAL COACHES OF THE YEAR: 9
ALL-AMERICANS: 401
ACADEMIC ALL-AMERICANS: 34
The UMass Lowell Department of Athletics seeks to conduct an intercollegiate athletics program that inspires student-athletes to achieve excellence in their academic and athletic pursuits; emphasizes character, courage and respect; and creates a sense of pride for the campus and community.

ATHLETICS’ CORE VALUES & PLEDGES
RIVER HAWK CORE VALUES:

▲ Student Success
We will assist student-athletes in their efforts to achieve all they hoped to achieve when they committed to attend UMass Lowell.

▲ Respect
We will represent character, courage and respect and use these traits to build a diverse and inclusive culture.

▲ Innovation
We will embrace entrepreneurship and innovation to boost competitiveness and capitalize on diverse ideas.

▲ Engagement
We will embrace the opportunity to enrich the undergraduate experience through engagement on campus and in the community.

▲ Collaboration
We will emphasize generosity, sharing and openness.

▲ Excellence
We will provide the resources needed for coaches, staff and student-athletes to thrive.

DEPARTMENT OF ATHLETICS’ SEVEN PLEDGES

1. Develop 21st-Century Leaders
2. Attain Academic Excellence
3. Achieve Competitive Success
4. Cultivate a Culture of Accountability
5. Ensure Financial Sustainability
6. Enhance the University’s Brand
7. Instill a Sense of Unity and River Hawk Pride

GORIVERHAWKS.COM
RISE UP!
All members of the River Hawk athletic community commit to the values of character, courage and respect and use these traits to build a foundation of trust and leadership. They are rallying points to create hope in all circumstances.

*We pledge* that leadership development will be a hallmark of the student-athlete experience, affording benefits to students that will last a lifetime.

**ACTION STEPS:**

- Employ coaches who set a high standard of behavior, teach respect for others and ensure that student-athletes represent the university with class and dignity.

- Encourage importance of personal behavior and the willingness to abide by an uncompromising code of integrity, taking full responsibility for actions.

- Develop and implement a leadership program to support student-athletes and coaches in their efforts to become leaders in athletics and life.

- Provide student-athletes with the resources and training to strive for personal improvement and to fully develop their leadership potential in ways that will contribute to their teams’ overall success.

- Provide opportunities that encourage student-athletes to use the power and appeal of sports to improve lives and strengthen communities.

- Create an environment that encourages successful personal, academic and athletic transition when student-athletes graduate from UMass Lowell.
RISE UP!

“EDUCATION IS THE MOST POWERFUL WEAPON WHICH YOU CAN USE TO CHANGE THE WORLD.”
-NELSON MANDELA
UMass Lowell’s faculty inherited a tradition of excellence established more than a century ago, and we join them to ensure academic standards are maintained.

We pledge that student-athletes will occupy a legitimate place as students on campus and that athletics will complement the overall educational experience at UMass Lowell.

**ACTION STEPS:**

- Graduate student-athletes at rates above those of the general student body and maintain graduate success rates (GSR) and academic progress rates (APRs) that compare favorably with conference and peer institutions.

- Establish primary goals for each team of an overall single-year APR of 985 or better, an overall all-sport GSR of 90 percent or higher, a federal graduation rate that is at least 15 percentage points higher than the general student body and an overall student-athlete grade point average of 3.2 or higher.

- Provide quality academic support facilities and appropriate technological resources.

- Work closely with team coaches to assist student-athletes in their efforts to maintain the appropriate balance between athletic and academic priorities.

- Ensure all sport programs are attracting student-athletes with high-level athletic talent, strong character and a personal commitment to succeed academically.

- Create an environment that encourages successful personal and academic transition from high school to UMass Lowell.

- Utilize technology to ensure effective monitoring of student-athlete academic performance.
UMass Lowell’s tradition of athletic achievement is a source of pride among students and alumni. Everyone connected to the Department of Athletics is committed to joining alumni in the effort to safeguard the university’s strong legacy of success.

We pledge to provide the resources, facilities and support needed for River Hawk teams to pursue excellence on a level field against conference and peer institutions.

**ACTION STEPS:**

- Position teams and individuals to qualify for Hockey East, America East, NCAA and other postseason competition.
- Provide scholarship support for all sports teams commensurate with conference and peer institutions.
- Attract high-quality student-athletes, coaches and support staff and create a culture of development and aspirational expectations.
- Provide the first-rate practice and game facilities needed to recruit and retain top student-athletes.
- Provide high-quality, year-round support services that ensure the continued development and well-being of all student-athletes.
Ensuring individual and team accountability is an essential component of the River Hawk athletic culture.

We pledge to conduct the athletics program in compliance with all NCAA, UMass Lowell and Commonwealth rules and regulations; establish and track measurable outcomes; embrace transparency by providing everyone with access to all plans; embrace diversity and inclusiveness; and conduct regular updates on plan implementation and performance.

**ACTION STEPS:**

- Develop and sustain an environment whereby rules compliance, gender equality, respect for diversity and leading by example are embraced by staff, coaches and student-athletes.
- Develop a vibrant, safe and welcoming community that creates a strong sense of belonging for all.
- Encourage a culture of compliance to ensure that administration, coaches, staff, student-athletes and boosters follow the letter and spirit of NCAA, Hockey East and America East rules.
- Provide a comprehensive NCAA rules education and compliance monitoring program.
- Implement technology to streamline administrative tasks, maximize productivity and improve communication related to compliance.
- Ensure implementation of metrics to effectively assess performance and develop plans for improvement.
The athletics budget is a living, breathing reflection of our values; still, we must balance the desire to achieve excellence in everything we do with a commitment to ensure long-term financial sustainability.

We pledge to provide maximum value and high-quality services for every dollar spent.

**ACTION STEPS:**

- Align resources with the Department of Athletics vision of excellence.
- Develop effective budgeting strategies to ensure fiscal integrity and annual balancing of the budget.
- Implement a broad range of aggressive revenue strategies to complement the university’s commitment to provide a Division I-level budget, thus enabling all athletic teams to achieve success and attain equity between men and women.
RISE UP!
Ensuring heightened visibility through athletics is dependent upon developing a dynamic image as a contemporary athletics program that embraces innovation.

We pledge to maximize branding opportunities in a way that will expand the presence of UMass Lowell.

**ACTION STEPS:**

- Utilize all available media to document past team and individual athletic triumphs and promote the UMass Lowell story.

- Maintain an up-to-date legacy program featuring signage, displays and banners to acknowledge the university’s rich athletic tradition.

- Develop departmental communication modes that present a unified message that is consistent and of high quality.

- Expand opportunities to use athletics as an instrument to raise awareness of the university and enhance its identity.

- Maintain goriverhawks.com and all social media platforms as dynamic and interactive web presences.
RISE UP!
The many accomplishments of UMass Lowell teams over the years are self-evident sources of River Hawk pride.

We pledge to identify traditions that encourage allegiance to the university, build on tradition and create a common identity.

**ACTION STEPS:**

- Effectively implement all components of the Rise Up! plan.
- Implement and sustain an identity program that speaks to who we are, what makes UMass Lowell unique, and why the university is a high-quality place for employees to work and student-athletes to develop.
- Strengthen relationships with members of the UMass Lowell athletics community, including current student-athletes and their parents and athletic alumni.
- Ensure the best fan experiences in America East and Hockey East.
- Utilize athletic events as vehicles to unify the campus and promote school spirit.
- Elevate student and fan experiences.
- Operate an effective program for building fan affinity among youth to ensure future fans.
- Establish consistent game-day traditions for all sports.