The Department of Athletics will be nationally recognized as a leader through its commitment to excellence in education and personal development, success in athletic competition, equitable opportunities, and for serving as a stakeholder in University and community pride.

The Department of Athletics provides a competitive, diverse, equitable sports program, in compliance with the applicable rules and regulations, that create opportunities for student-athletes to earn a degree, develop into ethical, well-rounded, civic-minded individuals, and achieve individual athletic potential. The Department of Athletics also strives to achieve, with character and integrity, a winning tradition that engenders University pride, positive community relations, institutional prestige, and quality sports entertainment.

The values the Department of Athletics embraces to achieve the mission include: honesty, integrity, loyalty, sportsmanship, and responsibility, as well as equity and respect for all students and staff regardless of ethnicity and/or gender.
GOALS AND OBJECTIVES

• Continue Transition to FBS Football
  o National landscape continues to change
  o Schedule games appealing to all constituents

• Academics
  o Academic Progress Rate (APR)
  o Graduation, Retention, and GPA

• Compliance
  o No major NCAA violations
  o Acceptable number of secondary violations
  o Continue to educate all constituents

• Revenue Generation And Fund Raising
  o Bobcat Club/Major Gifts
  o Suites and Club Seats
  o Tickets
  o Corporate Sponsorships

• Campus/Community Awareness and Good Public Relations
  o Work with the City of San Marcos/High School
  o Continue relationship with Alumni Association

• Facilities
  o Finish Bobcat Stadium
  o Maintain all other facilities for competitiveness and aesthetics
  o Strahan Coliseum

• Fiscally Responsible