GOALS, STRATEGIES AND INTENDED OUTCOMES:

Goal I: Recruit, develop, retain, and contribute to the academic and life success of student-athletes and promote their accomplishments.

Goal II: Recruit, develop, support, and retain high quality, diverse staff.

Goal III: Establish a tradition of winning programs leading to the #1 ranked athletics program in the Southland Conference and national recognition.

Goal IV: Increase revenues and support through the institution and community

Goal V: Support efforts for gender and minority equity and rules compliance

Goal VI: Implement strategic planning committees’ recommendations to move to a division I football bowl subdivision conference

CORE PROCESSES:

• **Competitive Success:** Through scouting/practice, personnel management/coaching, scheduling, game preparation/evaluation, and overall management of sport programs, the Department of Athletics must be competitively successful within the Southland Conference and improve the number of quality wins over nationally recognized programs.

• **Compliance with Rules and Regulations:** The Department of Athletics will adhere to all rules and regulations established by the NCAA, Southland Conference, Texas State University, the Board of Regents, and the State of Texas. Monitoring, education and progressive professional development (staying current) is also a key component in athletics.

• **Management of Resources:** Primarily, this describes those resources of human, fiscal, facilities, and event management. Operating with sound fiscal control and within budget, standard business practice, and maintaining and managing athletic facilities is mandated.

• **Recruitment/Education/Graduation of Student-Athletes:** From identification of prospective student-athletes that share the University’s academic mission to the initial enrollment recruiting is a complex system that is central to the efforts of an athletic program. Once student-athletes are recruited and enrolled at the University, it is primary to the function of the Department of Athletics to promote satisfactory progress toward degree completion and graduation with a baccalaureate degree.
• **Revenue Generation and Public Awareness:** In working with print and electronic media and utilizing internally generated information, the Department of Athletics must take a proactive role in creating awareness of its efforts. Selling tickets to athletic contests, securing game guarantees, generating corporate sponsorships, concessions, facility rentals, licensing, Bobcat Club, major gifts, and restricted giving are all very much an integral part of our athletic program.

**RECENT ACCOMPLISHMENTS:**

• Academic Excellence –
  - 10 athletes named to the Fall 2008 Academic All-Southland Conference for: 4 (football), 3 (volleyball), 1 (cross country), and 2 (soccer)
  - 55 Athletes name to the Fall 2008 Southland Conference Commissioner’s Academic Honor Roll
  - 101 of our student-athletes received a 3.5 GPA in either or both the spring or fall semesters last year. 37 of these athletes received a 4.0 in one or both of the semesters.
  - Travis Houston named to the Football Championship Subdivision Athletics Directors Association Academic All-Star Team
  - Emily Jones named to the 2008 CoSIDA/ESPN The Magazine Academic All-District Volleyball First Team for the University level of District Six
  - 2.74 S-A GPA in Fall 2008
  - Overall Student-Athlete Graduation rate is 78%

• Facility Renovations – Baseball/softball, football stadium, soccer locker room, and tennis
• Competitive Excellence – football, volleyball, and soccer championships, and men’s and women’s golf have won tournaments in the last two weeks.

**CAPITAL CAMPAIGN PRIORITIES:**

**Scholarship Endowments**

• Summer school
• 5th year (degree completion)
• Medical

**Facilities**

• Club seats and suite construction
• Removal and replacement of track in football stadium
• Football stadium expansion