College/Division Name: Department of Athletics
2-year Review of 2012-2017 Plan

College/Division Mission:
The Department of Athletics provides a competitive, diverse, equitable sports program in compliance with the applicable rules and regulations that creates opportunities for student-athletes to earn a degree; develop into ethical, well-rounded, civic-minded individuals; and achieve individual athletic potential.

College/Division Goals:

1. Maintain academic integrity among 420 student-athletes on a yearly basis and graduate as many as possible.

2. Create a positive awareness of the university and the Department of Athletics locally, statewide, and nationally through a well-rounded department.

3. Compete on a national level in all sports and play as many non-conference contests as possible against teams from the state of Texas or the “Power Five” conferences.

Top Five 2012-2017 Strategic Priorities for Remainder of Planning Cycle:

1. Complete the University Events Center renovation and continue to maintain other facilities.

2. Increase funding to continue our current regular, summer, and fifth year programs along with the new cost of attendance.

3. Continue to increase student-athlete graduation rates and maintain all of our sports above the NCAA minimum marks for APR.

4. Increase external funding through ticket sales, corporate sponsorships, major gifts, annual Bobcat Club campaign, game guarantees, etc.

5. Maintain our status as a viable FBS program in the State of Texas while monitoring the national landscape. Continue to schedule as many Texas schools as possible to increase attendance, maintain geographical rivalries, and save travel costs.