**Unit Name: \_\_\_Athletics\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_**

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| **Unit Mission**  The mission of the Rogers State University Athletics Department is to achieve excellence within intercollegiate athletic competition while modeling the NAIA’s core values of Integrity, Respect, Responsibility, Sportsmanship, and Servant Leadership. The department will prepare its student-athletes to become the leaders of tomorrow by promoting an environment of excellence and accountability in academics, athletics and personal conduct. |
| **Goal 2, 4, 6 – Strengthen Enrollment Management, Leverage Resources, and Promote Community Engagement**  **This *Unit Action Plan* Specifically Supports Commitment(S) 2.4, 4.1, 4.5, and 6.1** |

| **Plan for 2014-2015**  **This section due by June 2, 2014.** | | | | **Report for 2014-2015**  **This section due by June 1. 2015.** | |
| --- | --- | --- | --- | --- | --- |
| **Objective** | **Action or Activity** | **Evaluation Measure** | **Performance Standard** | **Data/Findings** | **Status\*** |
| 2.4 Implement a continuous quality improvement program designed to provide academic and student services that are effective, efficient and personable | Continue to increase enrollment, retention and graduation rates for the university through the athletic department and student-athletes. | Evaluate through annual roster management reports and graduation rate surveys. | 5% increase from previous year. | By working to increase enrollment throughout campus, the Athletic Department added women’s track and field and focused on retention and roster management for all athletic teams, which allowed the student-athlete population to increase by 20% from the 2013-2014 year. | Completed |
| 4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies | Redesign new athletic website. | Ability to update and to optimize information and marketability for the front door of RSU Athletics. | Increased traffic to RSU athletic website which helps promote the entire university through all the technological features of the site. | RSU Athletics has had over 130,000 visits to the new athletic website since launching on July 1, 2014. This includes over 59,000 users and over 500,000 page views. | Completed |
| 4.5 Develop, implement and advance comprehensive fundraising | Continue to increase annual donations through the golf tournament, Hillcat Club and other sponsorships. | Total dollars raised for the 2014-2015 year. | Increase annual contributions from the previous year, as well as compare to other regional universities. | During the 2014-2015 year, RSU Athletics increased monthly contributions 29% from the previous fiscal year through sponsorships, donations and the Hillcat Club. | Completed |
| 6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations | Complete Candidacy Year One for NCAA Division II membership | Submittal of NCAA Annual Report and ISSG | Yes/No | RSU successfully completed Candidacy Year one of the NCAA Division II membership process and advanced to Candidacy Year Two in July 2014. | Completed |

\*Appropriate **Status**  descriptors include the following: Completed, Ongoing, In Progress, Rescheduled for next year, Action/Activity withdrawn, or Other. If Other, please briefly describe whether the action or activity is completed, will continue, or has been modified for the coming year.

**Budget Request Supplement for Academic Year 2014-2015**

**Year   
Year Five – Strategic Planning Cycle**

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **This section due by June 2, 2014.** | | | | | | | **This section due by June 1, 2015** |
| **University Objective** | **Action for 2014-2015** | **Requested Resources** | | | | **Estimated Cost** | **Was the Budget Request Approved?** |
|  |  | **Human** | **Financial** | **(Enter Amount Approved)** | **Other (e.g., Technology** |  | **(Enter Amount Approved)** |
|  |  |  |  |  |  |  |  |
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