

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2011-2012 Unit Action Plan – Year Two

Unit Name: **Athletics**

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 3: Increase Diversity

This Unit Action Plan Specifically Supports Commitment(S) 3.2 & 3.3

Plan for 2011-2012 This section due by January 28, 2011.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
3.2 Recruit, retain, advance and recognize a diverse faculty, staff and administration	Ethnic and Gender Demographics of Comparable size Athletic Departments in Oklahoma Regional Universities	Coaches and staff who are female and members of racial/ethnic groups will be within 3% of comparable size Athletic Departments	Increase female and/or minority staff population by at least one in 2011-12.	Replaced women's basketball coach in 2011-2012	Ongoing
3.3 Promote an environment of tolerance and acceptance of diverse peoples and opinions	Staff/athletic events	Staff/athletic events emphasizing tolerance and acceptance of diversity will occur each semester.	Plan and execute at least one event per semester designed specifically to promote these ideals.	Held all staff/athlete meeting in fall 2011 and spring 2012 to emphasize character, tolerance, respect, and teamwork	Ongoing

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Goal 4: Leverage Resources

*This Unit Action Plan Specifically Supports Commitment(S) **4.1, 4.4 and 4.5***

Plan for 2011-2012 This section due by January 28, 2012.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
4.1 Develop, implement and advance a comprehensive technology plan, including the use of sustainable technologies	Update new athletic website to optimize information and marketability.	At least one new and sustainable technology.	Integrate at least one new media initiative to the RSU fan base in 2011-2012.	iPhone schedule app.	Completed
4.4 Update the capital project master plan for all campuses	4.4.1. Construct Baseball and Softball Sports Complex 4.4.2. Widen and resurface Soldier Field; install digital scoreboard in south end zone	Yes/No	4.4.1. Obtain approval for construction of new Baseball Diamond Sport Complex. 4.4.2. Obtain approval for upgrade of Soldier Field	Construction has begun on both facilities with a completion date during summer 2012.	In Progress In Progress
4.5 Develop, implement and advance comprehensive fundraising	Money raised during 2011-2012 for athletics foundation	Annual athletic foundation contributions at similar sized institutions in the region. Benchmark of \$20,000 over previous year	Increase annual donations through the Hillcat Club by \$20,000 over 2010-2011.	Annual donations increased to in excess of \$120,000 (including trade-in-kind values).	Completed

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Goal 6: Promote Community Engagement
 This *Unit Action Plan* Specifically Supports Commitment(S) **6.1, 6.4 and 6.5.**

Plan for 2011-2012 This section due by January 28, 2012.				Report for 2011-2012 This section due by April 1, 2012.	
Objective	Evaluation Measure	Performance Standard	Action	Data/Findings	Status
6.1 Expand collaborations and partnerships with business and industry as well as regional schools and community organizations	6.1.1. Number of collaborations with local businesses, community organizations, and Community events.	5% increase over 2010-2011	6.1.1 Increase local businesses partnering through Hillcat Club memberships. Increase involvement with community organizations.	Increased local businesses partnering with RSU through Hillcat Club memberships by two additional partners in 2011-2012. Hosted Relay for Life community event.	Completed
	6.1.2. NCAA Division II Membership Candidacy	Yes/No	6.1.2. Apply for and obtain NCAA Division II Membership	To be announced in summer 2012	Ongoing
6.4 Establish community engagement partnerships that vary in scale and formality, including defined goals, high-quality content and desired outcomes	Number of Community engagement at athletic events.	90% of home athletic events will involve youth teams	Involve community youth teams in at least 90 percent of home athletic events during 2011-2012.	Data unavailable as of May 1, 2012. Will be provided.	Ongoing

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Budget Request Supplement for Academic Year 2011-2012
 Year Two – Strategic Planning Cycle

This section due by April 1, 2012.						
University Objective	Action for 2011-2012	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Data unavailable as of May 1, 2012. Will be provided.						