

STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS
2012-2013 Unit Action Plan – Year Three

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 2012-2013 This section due by May 1, 2012.				Report for 2012-2013 This section due by May 1, 2013.	
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 2012-13.	Performance Standard achieved. Minority staff population increased by one member. Will continue on with this effort.	Met and 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.	Performance standard achieved. Athletic department conducted multiple vents promoting tolerance and embracing diversity.	Met and 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 2012-2013 This section due by May 1, 2012.				Report for 2012-2013 This section due by May 1, 2013.	
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 2012-2013.	Performance standard achieved. Website enhanced, and Athletics app established and Facebook enhanced.	Met and ongoing.
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	Yes.	Met
4.5 Develop, implement and advance comprehensive fundraising	Money raised during 2012-2013 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 2011-2012.	Yes. \$20,000 benchmark exceeded.	Exceeded.

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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 2012-2013 This section due by May 1, 2012.				Report for 2012-2013 This section due by May 1, 2013.	
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.	Standard achieved. Athletes volunteered at Tulsa Run, Route 66 Marathon, Claremore Triathlon, Zombie 5K, and several Chamber of Commerce events.	Met
	6.1.2. NCAA Division II Membership Candidacy	Yes/No	6.1.2. Apply for and obtain NCAA Division II Membership	Yes	Met

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Budget Request Supplement for Academic Year 2012-2013

Year Two – Strategic Planning Cycle

This section due by May 1, 2012.						
University Objective	Action for 2012-2013	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Information not available as of May 1, 2013						