

**STRATEGIC PLANNING AND INSTITUTIONAL EFFECTIVENESS**  
**2013-2014 Unit Action Plan – Year Four**

**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 2013-2014 This section due by May 1, 2013.				Report for 2013-2014 This section due by June 2, 2014.	
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 2013-14.	Hired a female Women's Soccer Head Coach and a female Softball Head Coach during the 2013-2014 year. Also hired a full-time assistant Softball coach and a men's basketball assistant coach that is a minority.	Completed
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.	All student-athletes were given a copy of the RSU Student-Athlete Handbook at the beginning of the academic year. At the all-athlete meeting, the handbook was reviewed including information on gender equity, diversity, and Title IX. During the month of January, the Athletic Department participated in the MLK Week of Service throughout the community.	Completed

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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 2013-2014 This section due by May 1, 2013.				Report for 2013-2014 This section due by June 2, 2014.	
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 2013-2014.	In the process of developing the website, RSU Athletics expanded our video streaming and radio broadcasts this year to a record number of games carried.	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	The Diamond Sports Complex for Baseball and Softball was completed and campus master planning of all future athletic projects was completed, which includes artificial turf at the baseball and softball fields and an indoor practice facility.  The upgrade of Solider Field was completed. The new campus master plan includes upgrading the current press box and seating at Soldier Field.	Completed
4.5 Develop, implement and advance comprehensive fundraising	Money raised during 2013-2014 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 2012-2013.	RSU Athletics continued to increase the annual contributions received through the Hillcat Club, sponsorships and donations for the year 2013-2014.	On-going

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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 2013-2014 This section due by May 1, 2013.				Report for 2013-2014 This section due by June 2, 2014.	
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 2012-13	6.1.1 Increase local businesses partnering through Hillcat Club memberships. Increase involvement with community organizations.	Community engagement increased across the board for all of RSU Athletics. Student-athletes participated in more community engagement events than ever before and the department benefited from increased membership in the Hillcat Club and community involvement at all athletic events.	Completed
	6.1.2. NCAA Division II Membership Year One Candidacy	Yes/No	6.1.2. Complete NCAA Division II Year One candidacy	RSU was required to repeat Candidacy Year One for NCAA Division II membership during the 2013-2014 year.	On-going

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**Budget Request Supplement for Academic Year 2013-2014**

Year Four – Strategic Planning Cycle

This section due by June 2, 2014.						
University Objective	Action for 2013-2014	Requested Resources				Estimated Cost
		Human	Financial	Physical/Capital	Other (e.g., Technology)	
Information not available as of May 1, 2013						