

SACRAMENTO STATE ATHLETICS STRATEGIC PLAN 2013-2018 SUMMARY

VISION

Sacramento State Athletics is committed to success. We work hard to achieve excellence—on the field and in the classroom. We inspire campus pride and engage our community. We win.

VALUES

Integrity: We work hard, we play fair and we expect the conduct of our student-athletes, coaches and staff to be beyond reproach.

Commitment to Student-Athletes: We provide our student-athletes with the support to develop and succeed—as competitors, scholars, citizens and leaders—at Sacramento State and beyond.

Accountability: We are stewards of University and community resources. We take this responsibility seriously and conduct our activities in a professional and transparent manner.

Engagement: We enrich lives on campus, in the community and among our alumni. We connect the University to our region.

GOALS & OBJECTIVES

GOAL: Build and communicate a clear, consistent identity for Sacramento State Athletics

Objectives:

- Finalize and publish the Athletics Strategic Plan by November 2012
- Create a brand platform that includes vision, overall and audience-specific messaging, and a powerful tagline that projects a new identity for the Athletics program by January 2013
- Draft an effective, consistent and integrated communication plan that engages key audiences, introduces the new Athletics brand and emphasizes the value of Hornet Athletics by May 2013
- Deliver at least 100 presentations promoting Sacramento State Athletics and the Athletics Department's brand platform to community and campus leaders, campus organizations, and community groups on an annual basis

GOAL: Support student-athlete well-being, achieve academic success and promote exemplary conduct

Objectives:

- Create a taskforce that identifies and addresses issues related to student-athlete well-being by summer 2013
- Achieve an average response of "very good" or higher in an annual survey that measures how well student-athletes feel they are being supported

- Achieve a department GPA of 3.0 or higher, with at least 50% of student-athletes achieving this standard
- Maintain a student-athlete four-class average (4-cohort) graduation rate 10% higher than the general student population
- Achieve a minimum NCAA Academic Performance Rate of 940 for each team
- Develop a system, including baseline metrics, for measuring and evaluating student-athlete conduct by spring 2013

GOAL: Build a dedicated fan base that supports Sacramento State Athletics

Objectives:

- Increase attendance at football games to a two-year average of 11,500 per game
- Increase revenue from home football games by 10% annually
- Increase attendance at men's basketball games to average 85% capacity each year
- Increase attendance at all other sporting events by 10% annually
- Achieve a 10% increase in the number of students who consider themselves supporters of Athletics, as reported in the semi-annual Student Survey
- Increase Green Army membership by 500 per year
- Grow participation in Hornet Club by 300% over five years, to approximately 600 members
- Increase web page views to HornetSports.com by 1,000,000 per year
- Generate 10% year-over-year increase in corporate sponsorship revenue

GOAL: Improve Sacramento State's athletic facilities

Objectives:

- Commit funding to enable Yosemite Hall to serve as the short-term home for Hornet Athletics and, by 2014, explore possible renovations, including increased capacity to serve the programs' long-term needs
- Explore the possibility of playing in an alternate venue for basketball for the 2014-15 basketball season
- Develop a comprehensive multi-purpose arena plan that includes costs, revenue options, a feasibility study, land siting, and facility programming by spring 2014
- Complete a facilities audit and master plan for Athletics as part of the University master plan projected to be completed by fall 2014

GOAL: Foster a championship culture

Objectives:

- Expect all teams to place in the top four positions in their conference and compete in postseason play
- Expect to win the most conference championships among Big Sky Conference institutions
- Lead the Big Sky Conference institutions in all-conference honors each year
- Develop a "one-team" philosophy among the 20 intercollegiate programs and Athletic staff

