2018-2019 Goals:

Strategic Direction #2: Progression and Completion

- Maintain safe facilities that are ideal for student learning
  - Work with Maintenance and Operations Department to ensure that the athletic facilities are kept safe and lend a good environment for learning
- Expand Student-Athlete Recognition
  - Host an end of the year picnic for the student-athletes
  - Recognize the top student-athletes in various categories

Strategic Directions #1: Student Learning

- Expand and Enhance Student Athlete Advisory Committee
  - Assist student-athletes with services to help make them successful
    - Book Exchange
    - Peer Tutoring
    - Secure one Guest Speaker for student-athletes
- Work with media arts department to expand relationship and practical experience for students
  - Work experience in athletics part of certificate
    - Create videos for highlights, television ads, community service events and student-athlete spot light

Strategic Directions #4 - Leadership and Engagement

- Student-Athlete Advisory Committee
  - SAAC members taught leadership skills
  - Create graduation sash for student-athletes
  - Expand Community Service activities
    - Perform 1,000 hours of community service as department
- Fan Experience/Community Engagement
  - Knight Club
    - Both a fund raising arm and game day enhancement
    - Increase memberships by 10 %
  - Game Day promotions
  - Community Partnerships
- Licensing and Branding of athletic marks/logos
  - Work with campus marketing and communications
Strategic Direction #3: Facilities and Technology

- Participate in Measure J planning meetings for athletic facilities
- Work in conjunction with the maintenance and operations department to strategically plan, access, prioritize and address facility needs as it relates to student safety and success