2018-2019 Goals:

**Strategic Direction #1: Student Learning**
Commitment to provide holistic education

- Work with media arts department to expand relationship and practical experience for students in creating videos for highlights, television ads, community service events and student-athlete spotlight.
- Utilize work-study students to gain insight into working within athletic communications and promoting the brand of the athletics department.

**Strategic Direction #2: Student Progression and Completion**
Commitment eliminate barriers that cause student difficulties

- Maintain both external and internal communications about Bakersfield College athletic achievements, events, and activities.

**Strategic Direction #3: Facilities and Technology**
Commitment to improve the maintenance and secure funding for college facilities, tech, and infrastructure for the next 30 years

- Participate in planning, and implementation of all facilities and project timelines for athletics, including communication efforts for progress and transparency.
- Utilize communication efforts through gogades.com and social media to provide timely information to all students and media to be informed on athletic activities.

**Strategic Direction #4: Leadership and Engagement**
Commitment to build leadership within the College and engagement with the community

- Develop and enhance the Renegade athletics brand and presence to our local community.
- Increased communications through contributions to the media, the President’s blog, social media, community boards and committees, the Renegade Roundup, and Student centered communications.
- Support campus-wide events in building stronger campus culture.