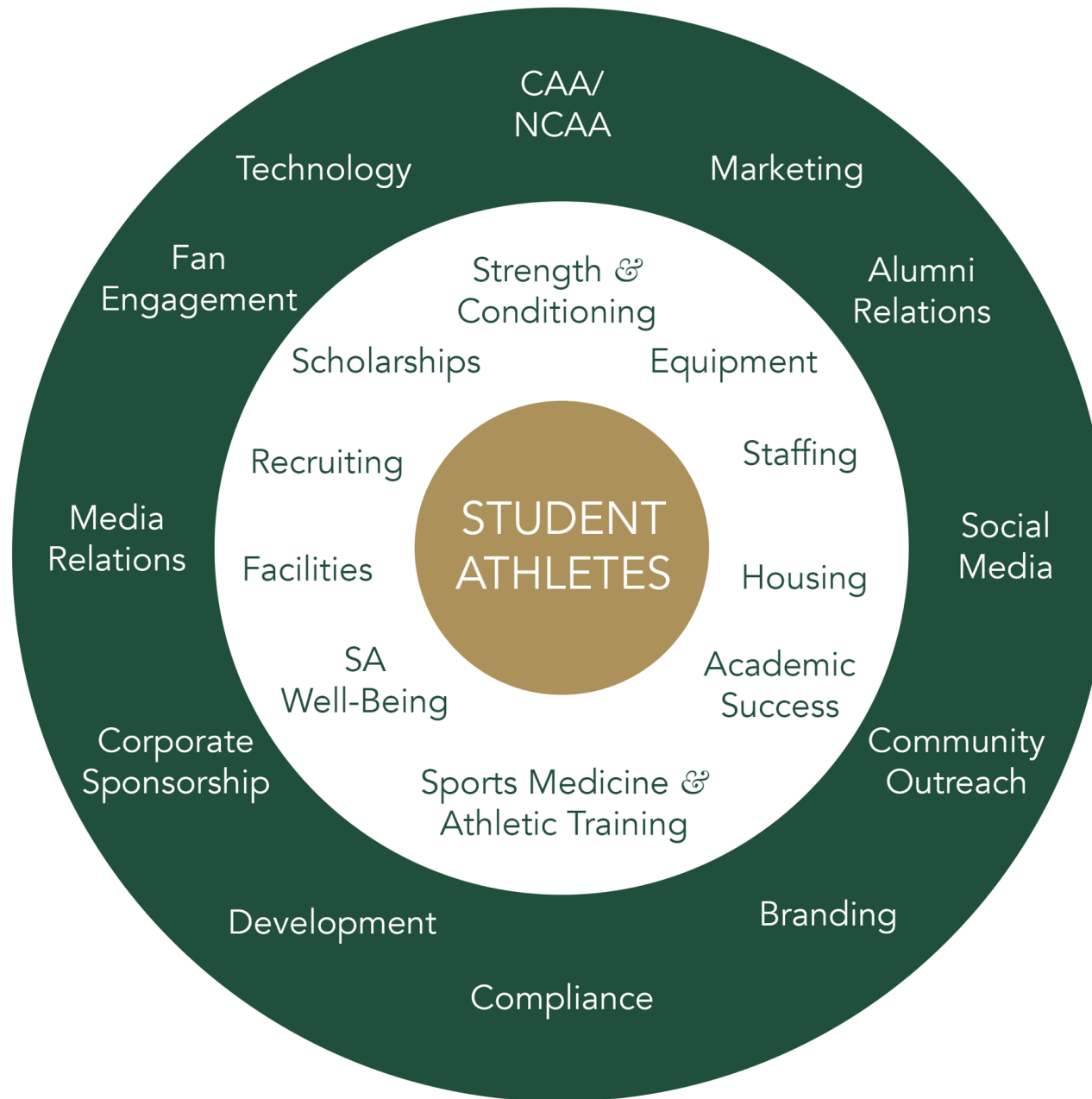


*W&M Athletics
Strategic
Planning
Process AY18*

Board of Visitors Retreat
Pre-Reading Deck
· August 9, 2018 ·



PURPOSE



The PICTOR Group, Consulting Firm

- Carolyn Schlie Femovich
- M. Dianne Murphy

Strategic Planning Working Group

- Athletics Senior Leadership Team
- Jeremy Martin, Associate Provost & Assistant to the President

The PICTOR Group

TIMELINE

Prep Work
November
To January

- Reviewed information materials
 - *The Game Reclaimed*
 - *Report of the Committee on Competitive Excellence*
 - IPP Data
 - William & Mary benchmark data

VISIT 1:
February
21-23

- Met with University leadership
- Conducted interviews (donors, alumni, student-athletes, Athletics staff)
- Introduced strategic planning process and expectations
- Reviewed online *survey questionnaires*
- Assigned Vision, Mission, Values, Unique Value Proposition, Diversity Statements, Environmental Scan and Situation Analysis

VISIT 2:
April
9-10

- Reviewed assignments
- Finalized Goals
 - *Assigned Action Plans*
- Discussed *survey questionnaires* results

VISIT 3:
May
20-22

- Reviewed *Action Plans*
- Introduced long range financial planning

ASSUMPTIONS

In drafting *The Strategic Plan*, William & Mary Athletics assumed the following principles that we believe are shared by The Board of Visitors and University Leadership.

William & Mary aspires to provide outstanding academics that benefit the people of the Commonwealth of Virginia and the Nation. We thus affirm that participation in NCAA Division I athletics is congruent with our Vision, Mission, and Core Values. To this end, William & Mary Athletics champions an outstanding student-athlete experience by ...

- Promoting a healthy relationship with the Williamsburg community and the local region of Coastal Virginia
- Complying with federal, state, NCAA, Colonial Athletic Association, Board of Visitors and Institutional regulations
- Recognizing that excelling as a NCAA Division I athletics program requires on-going and sustainable revenue sources
- Understanding the importance of exploring new revenue sources
- Practicing fiscal integrity, accountability and transparency
- Supporting each student-athlete and their progression toward graduation
- Embracing gender equity, diversity and inclusion
- Valuing and cultivating relationships with internal and external stakeholders

DELIVERABLES

- VISION STATEMENT
- MISSION STATEMENT
- DIVERSITY STATEMENT
- UNIQUE VALUE PROPOSITION
- CORE VALUES
- GOALS
- STRENGTHS, WEAKNESSES, OPPORTUNITIES, THREATS