

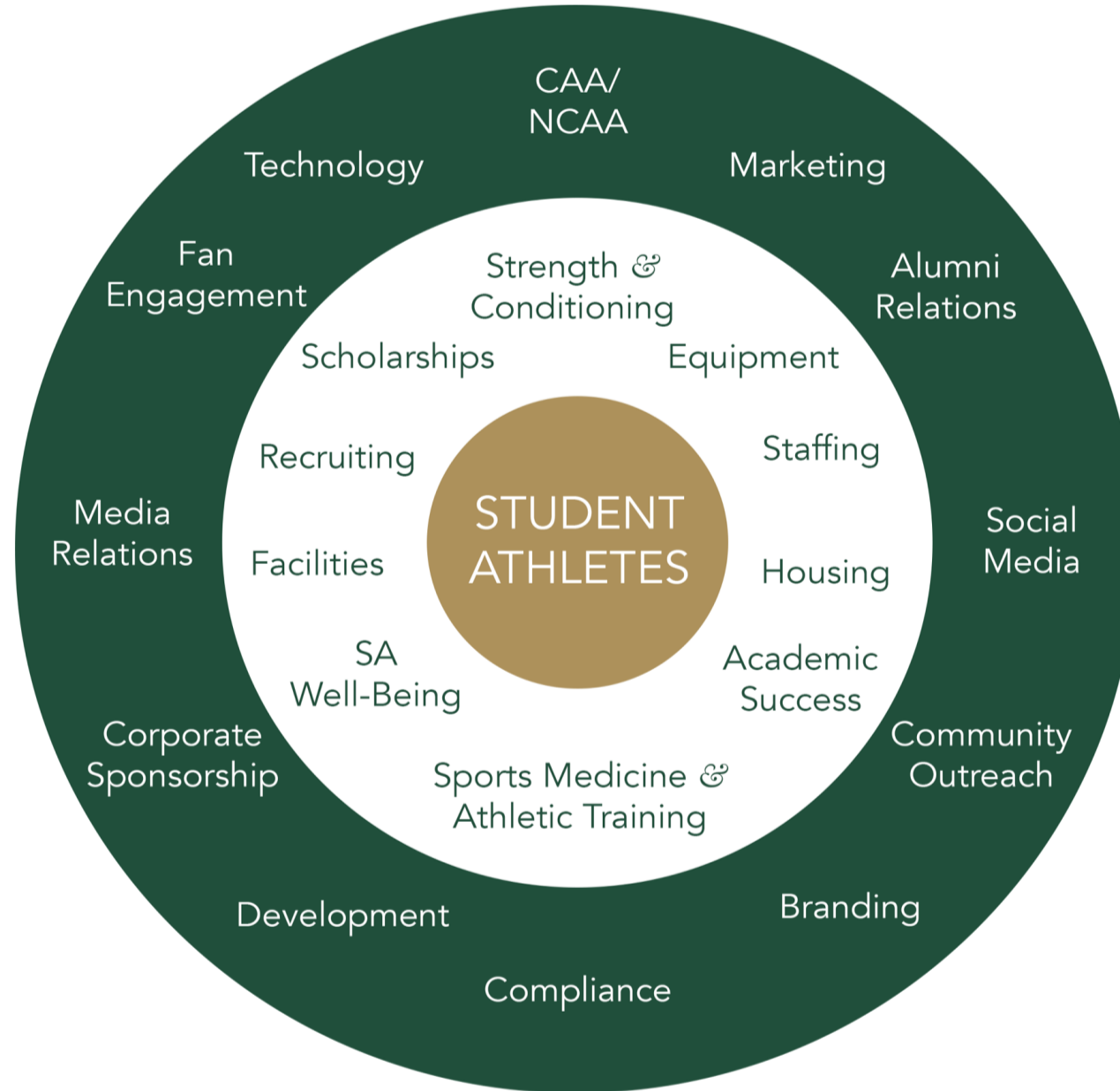
*THE
STRATEGIC
PLAN:
SECURING
THE FUTURE*

Board of Visitors Retreat

· 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, Assoc. Provost & Asst. to the President

The PICTOR Group

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

William & Mary:

- Is a highly selective, public institution that aspires to provide outstanding academics that benefit the people of the Commonwealth of Virginia and the Nation
- Affirms that participation in NCAA Division I athletics is congruent with its Vision, Mission, and Core Values
- Promotes a healthy relationship with the Williamsburg community and the local region of Coastal Virginia

William & Mary Athletics:

- Complies with federal, state, NCAA, Colonial Athletic Association, Board of Visitors and institutional regulations
- Recognizes that excelling as a NCAA Division I athletics program requires on-going and sustainable revenue sources
- Understands the importance of exploring new revenue sources
- Practices fiscal integrity, accountability and transparency
- Supports each student-athlete and their progression toward graduation
- Champions an outstanding student-athlete experience
- Embraces gender equity, diversity and inclusion
- Values and cultivates relationships with internal and external stakeholders

DELIVERABLES

- Vision Statement
- Mission Statement
- Diversity Statement
- Unique Value Proposition
- Core Values Statement
- Situational Analysis (SWOT)
- Program Goals

A decorative graphic consisting of a brown arrow pointing right, partially overlapping a dark green arrow pointing left, creating a white chevron shape.

The Vision of William & Mary Athletics is to

***BOLDLY PURSUE
EXCELLENCE***

MISSION STATEMENT

William & Mary Athletics enhances the University and the Williamsburg community. We are committed to an outstanding intercollegiate athletics program by:

- **Forging** an environment that demands success with integrity
- **Winning** championships
- **Empowering** leaders
- **Building** a championship culture
- **Elevating** the prestige of the University
- **Instilling** pride and respect

DIVERSITY STATEMENT

William & Mary Athletics is committed to providing a safe, healthy, equitable, respectful and inclusive environment in which all student-athletes and staff have the opportunity to thrive

UNIQUE VALUE PROPOSITION

William & Mary is a small, public, highly selective University set within a historic campus environment that develops and graduates its student-athletes equipped to lead lives of impact

STATEMENTS

William & Mary Athletics is guided by the following Core Values

Accountability: Taking ownership and responsibility for our actions

Achievement: Empowering the personal development and success of our student-athletes, coaches and staff

Inclusivity: Welcoming, respecting and valuing individuals of diverse cultures, opinions and experiences

Innovation: Utilizing a collaborative spirit and technology to achieve creative and ingenious solutions

Integrity: Striving to do the right thing, always



DISCUSSION