

The Future of Excellence in Intercollegiate Athletics at William & Mary

Update: February 2019



WILLIAM & MARY

CHARTERED 1693

W&M Athletics: Where We Are Now

1. 2018 External Review Process
 - The Charge: *Good to Great*
 - External Review
 - Vision, Mission, Values, Goals
2. Challenges to Excellence
3. Closed Session

The Charge: *Good to Great*

Excellence in W&M Athletics should match our academic excellence

- Enhancing W&M's brand
- Strengthening bonds on campus and with alumni
- Increasing diversity
- Providing powerful experiences for our student-athletes
- Graduating future leaders, friends and champions of W&M

2018 External Review Process

- Led by the Athletics' leadership team, supported by the PICTOR Group
- Scanned issues facing intercollegiate athletics nationally and regionally
- Assessed W&M strengths, weaknesses, opportunities, threats (SWOT)
- 1,400+ inputs from 500+ student-athletes, 7,500+ external stakeholders, 130 W&M Athletics and university personnel
- 40+ in-person interviews with senior leadership, athletic department staff, coaches, student athletes and alumni
- Vision, mission, values, and goals presented to Board of Visitors in September 2018 and Foundation Board in October 2018.

Vision and Mission

Vision: W&M Athletics will boldly pursue excellence

Mission: W&M Athletics is committed to an outstanding intercollegiate athletics program that will enhance the University and Williamsburg community 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

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, and providing a safe, healthy, equitable, respectful, and inclusive environment in which all student-athletes and staff have the opportunity to thrive
Innovation	Utilizing a collaborative spirit and technology to achieve creative and ingenious solutions
Integrity	Striving to do the right thing, always
Leadership	Developing and graduating student-athletes to lead lives of impact

Goals

I. Academic Excellence

Recruit, retain and graduate student-athletes by providing the resources, mentoring and support to excel academically

II. Competitive Success

Attract, recruit, develop and retain high-performing student-athletes who demonstrate the ability and potential to win championships

III. Financial Stability

Support the strategic priorities of W&M Athletics by maximizing revenue opportunities and managing expenses

Goals

IV. Fulfilling Student-Athlete Experience

Provide resources, programming and an inclusive environment in which all W&M student-athletes can reach their full potential

V. Uncompromising Ethics

Create and sustain an environment where everyone strives to always do the right thing with transparency and accountability

VI. Excellent Facilities

Provide NCAA championship caliber facilities to build and sustain winning teams and which will enrich the stakeholder experience

Challenges to Excellence

- Outdated Philosophy
- Evolving Competitive Context
- Lagging Resources
 - Declining Competitive Success
 - Declining Student-Athlete Experience