William & Mary Athletics: Tribe 2025

Board of Visitors Update: JULY 2019
A Bold Plan to Reach New Levels of Excellence

William & Mary Athletics: Tribe 2025
Consultative Process
Completed Steps & Focused Future

// Discussion & Refinement (2018-2019)
// Communication & Branding (Ongoing)
// Score Card with Metrics (August)
// Public Launch (October)
Our Value Proposition
AT WILLIAM & MARY WE BOLDLY PURSUE EXCELLENCE IN ALL THAT WE DO.
ATHLETICS IS AN INTEGRAL PART OF THE EDUCATIONAL EXPERIENCE.
WE PRODUCE CHAMPIONS OF UNCOMPROMISING CHARACTER WHO MAKE A POSITIVE IMPACT IN A COMPLEX AND CHANGING WORLD.
GOALS
Sustain High Academic and Ethical Standards

// Maintain the highest student-athlete graduation rate of any NCAA Division I public university

// Meet high standards for gender equity
Provide student-athletes the support needed to reach their full potential

// Expand student support through expansion of academic, high-performance, mental health & wellness, and sports medicine staff and facilities

// Develop a nationally recognized program for athletic performance analytics
Build an Even Stronger Community

// Ensure everyone believes they belong

// Enhance game-day experiences for students and fans to reflect Tribe pride

// Re-brand W&M Athletics to reflect the dynamic changes in our programs and the high levels of excellence to which we aspire
Adapt to a Rapidly Changing Environment

// Establish formal, systematic program review processes

// Adapt to the rapid pace of change in NCAA athletics

// Identify new opportunities and align resources to meet our highest priorities
Achieve Bold Goals for Competitive Success

// Consistently rank as one of the top 100 NCAA Division I Athletic programs as measured by Director’s Cup standings

// Win at least 35 Colonial Athletic Association (CAA) team championships by 2025, including a combined total of 5 championships in the three most vital community building sports – football and men’s and women’s basketball
Provide a Sound Financial Base

// In collaboration with Advancement,
reorganize efforts to increase annual giving,
and expand the endowment

// Increase operating efficiency by adjusting
operations and aligning incentives and
resources on the highest priorities
Create a home for Athletics worthy of William & Mary

By 2025, renovate Kaplan Arena to include the addition of a new basketball practice facility and enhanced spaces for student-athlete services (e.g., academic support, compliance), high-performance, student wellness, and sports medicine.
Feedback

// What excites you?

// What gives you pause?

// Questions or comments?
New Leaders
Impact
One Tribe
“a quiet year with the only noise being the celebration of our student-athletes’ success”