

# The Future of Excellence in Intercollegiate Athletics at William & Mary

Update: February 2019



WILLIAM & MARY

CHARTERED 1693

# W&M Athletics: Where We Are Now

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  - The Charge: *Good to Great*
  - External Review
  - Vision, Mission, Values, Goals
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# 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

<b>Accountability</b>	Taking ownership and responsibility for our actions
<b>Achievement</b>	Empowering the personal development and success of our student-athletes, coaches and staff
<b>Inclusivity</b>	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
<b>Innovation</b>	Utilizing a collaborative spirit and technology to achieve creative and ingenious solutions
<b>Integrity</b>	Striving to do the right thing, always
<b>Leadership</b>	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