

The Future of Excellence in Intercollegiate Athletics at William & Mary



WILLIAM & MARY

CHARTERED 1693



**We boldly pursue excellence in athletics
as part of the university's holistic
excellence.**

W&M Athletics: Strategic Review

1. **2018 Phase I** – Senior Leadership Team, supported by the PICTOR Group
 - Vision, Mission, Values, Goals
 - Challenges Identified – Program Sustainability With Current Scope and Funding, Student-Athlete Support, Competitive Success (Particularly in 3 major community-building sports), Gender Equity
2. **2019 Phase II**
 - Working Group, Review Group – Data-driven assessment of alternatives to meet the challenges and position the program for long-term success
 - External Gender Equity Review

W&M Athletics: Strategic Planning

1. Use the anticipated release of the athletics strategic plan in fall 2019 to educate the W&M community about the philosophy of excellence and challenges faced
2. Align the athletics plan with the emerging university strategic priorities to focus on advancing William & Mary's distinctive excellence while strengthening long-term financial sustainability in a rapidly changing environment
3. Use the last year of the *For the Bold* campaign for a major push to fund sustained excellence in W&M Athletics
4. Use public release of the athletics strategic plan to launch results of the branding review to be completed by early fall
5. Establish the expectation of continual program review and strategic action toward advancing W&M Athletics distinctive excellence

Athletics Strategic Plan 2019 Timeline

Timeframe	Actions
April	<ul style="list-style-type: none">Completed phase 2 working group/review group program assessmentLaunched communication efforts continuing up to the plan release in early fall
Late Spring/ Early Summer	<ul style="list-style-type: none">Drafting of plan by senior Athletics leadership team; draw on extensive listening process in 2018, the PICTOR report and phase 2 assessmentTesting emerging branding concepts with focus group discussions, including WMF Athletics SubcommitteeRefining the draft through discussions with Athletics staff and coaches
Summer	<ul style="list-style-type: none">Continuing refinement of draft; BOV retreat discussionDiscussion of final draft with President RoweCompletion of branding review process
Fall	<ul style="list-style-type: none">Presentation of plan to BOVPublic release using new branding design in coordination with Advancement

