



W & M ATHLETICS // BOLDLY PURSUING EXCELLENCE

# ***William & Mary Athletics: Tribe 2025***

**Board of Visitors Update: JULY 2019**

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# ***A Bold Plan to Reach New Levels of Excellence***

***William & Mary Athletics: Tribe 2025***

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# ***Consultative Process***

**GO TRIBE**





# ***Completed Steps & Focused Future***

**// Discussion & Refinement (2018-2019)**

**// Communication & Branding (Ongoing)**

**// Score Card with Metrics (August)**

**// Public Launch (October)**

# ***Our Value Proposition***

**GO TRIBE**

***AT WILLIAM & MARY  
WE BOLDLY PURSUE  
EXCELLENCE IN  
ALL THAT WE DO.***

**GO TRIBE**

***ATHLETICS IS AN  
INTEGRAL PART OF  
THE EDUCATIONAL  
EXPERIENCE.***

**GO TRIBE**



***WE PRODUCE CHAMPIONS OF  
UNCOMPROMISING CHARACTER  
WHO MAKE A POSITIVE  
IMPACT IN A COMPLEX AND  
CHANGING WORLD.***

**GO TRIBE**



# GOALS

GO TRIBE



# ***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***

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# *Impact*







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# *One Tribe*





***“a quiet year with the only noise  
being the celebration of our  
student-athletes’ success”***

**GO TRIBE**





GO TRIBE