

02V

ONWARD TO VICTORY!

2026

V I S I O N





Onward to Victory!

Onward to Victory! is our mantra for Sun Devil Athletics. It is bold, inspiring, enthusiastic, positive – everything you want in a charge to lead. But no mantra can be truly effective without a plan to back it up.

It is with great pride and enthusiasm I introduce you to our five-year strategic vision for Sun Devil Athletics: *Onward to Victory!* or “O2V,” for short. It’s as bold and positive as our mantra. It’s as inspiring and innovative as our University. It’s as passionate and compelling as our people. It’s as purposefully challenging and ultimately transformative as higher education itself.

The plan embodies our multi-faceted role as an educational component of our great University: we

provide an interactive engagement pathway for our community and fans, an academic and leadership training academy for elite student-athletes to achieve their potential, a commitment to serve our community, and a model for championship performance in athletics competition, academics and life.

Sun Devil Athletics unites our alumni, fans and communities while embracing our directive to provide student-athletes and staff with the tools and guidance needed to navigate the challenges of an increasingly complex and interconnected global society. Student-athletes are at the core of everything we do and every decision we make and this plan ensures our commitment to shaping and developing future leaders.

The strategic planning process was collaborative, involving more than 200 staff, coaches and student-athletes who helped identify four strategic pillars, develop meaningful goals, and establish actionable strategies to achieve optimal outcomes. Additionally, many members of the Sun Devil community provided feedback that improved the product, for which I am extremely grateful.

The result is a game plan that builds on the strategies that have made Arizona State University one of the nation’s premier public institutions. O2V calls for every Sun Devil to strive toward their potential, in competition, in the classroom, and most importantly, in life. Our strategic plan provides a pathway to become a comprehensive perennial top ten NCAA Division I athletics program that empowers Sun Devils to maximize human potential and make a positive impact on our university, community and the world. We welcome you on this journey.

Onward to Victory!

Raymond Anderson
Vice President for University Athletics



Our Mantra

The last three words of the ASU Fight Song are

Onward To Victory!

These words communicate the deep-seated values lived by Sun Devils everywhere. As we stretch toward our human potential, bound together as a family, we compete with integrity and respect as we achieve our goals... we press Onward To Victory; in short,

O2V!





2026 Vision

To be a comprehensive perennial top ten NCAA Division I athletics program that empowers Sun Devils to maximize human potential and make a positive impact on our university, community and the world.



Building champions in sport, life and society.

Damien Richardson

- Arizona State Football (1995–1997)
- Carolina Panthers (1998–2004)
- Currently an orthopedic surgeon at the Newport Orthopedic Institute in Newport Beach, Calif.

Values

The following value statements set forth the behavioral standards that drive the Sun Devil Athletics culture and guide decision making:

We are **RELENTLESS** in pursuit of **EXCELLENCE**

We dominate adversity with grit and determination.

We are **SUN DEVILS FOR LIFE**

We are unified as family and build affinity through meaningful relationships.

We **ACT** and **SERVE** with **INTEGRITY** and **RESPECT**

We passionately do the right thing.





Purpose

To foster competitive excellence with integrity through sustained superior performance in athletics competition, academic achievement, leadership development, community engagement and global impact.



Purpose

The following metrics will be used to measure annual performance related to our purpose:

Integrity

- Compliance Metrics
- Climate Survey

Athletics Competition

- Conference Championships
- Number of team and individual National Champions
- Final Pac-12 and National Standing
- Points scored in the Directors' Cup
- Conference and National Player of the Year

Academic Achievement

- Graduation Rates/ GSR/GPA
- Academic All-Americans
- Pac-12 Conference Scholar Athletes of Year
- NCAA Elite 90 Awards
- Postgraduate Scholarships

Community Engagement

- Service Hours
- Veterans and First Responders
- Staff Service and Speaking Engagements
- SDA Venue Asset Activations (e.g. 365 integration)

Global Impact

- International Team Travel
- International Coaching Exchanges
- International Outreach Events

Leadership Development

- Student-Athlete Accomplishment Rate
- Student-athletes entering Professional Sports and National Teams
- Conference and National Coach/Administrator recognition and Leadership Roles
- Job Placements



Pillars

Our plan centers on four interrelated focus areas to provide structure for the strategic goals. These focus areas are anchored within our vision and values to encompass a dynamic approach for empowering Sun Devil Athletics to make the difference we seek in Sun Devils, on campus, in our communities and in our world.



Pillars

Below are the four pillars and a description of each focus area:

Championship Performance: Every Sun Devil plays an important role in achieving success. Together we win championships.

Culture and Social Impact: Sun Devils have a responsibility to make the world a better place. We Champion equity and opportunity for all.

Championship Life: The Sun Devil experience is about the holistic development of individuals. Making a difference globally starts with making a difference personally. We fully engage the resources and benefits provided to achieve our full potential.

Resource and Asset Innovation: Sun Devil Athletics strives to be an athletics department that adds value to the University through creative and responsible resource management. We innovatively generate revenue and produce dynamic outcomes.





Championship Performance

Together we win championships by strategically implementing the following goals:

GOAL 1: Identify, recruit and retain elite diverse talent.

GOAL 2: Develop an integrated and data-driven sports performance model of excellence that maximizes the potential of every student-athlete.

GOAL 3: Identify approaches that promote performance related physical, mental and personal well-being.



Culture and Social Impact

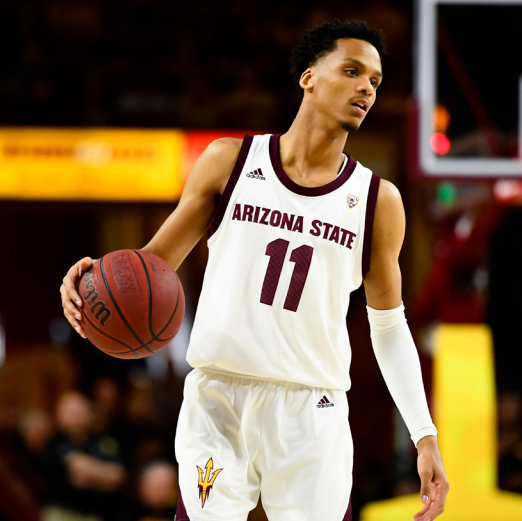
Sun Devils have a responsibility to make the world a better place. We Champion equity and opportunity for all by strategically implementing the following goals:

GOAL 1: Advance a culture of excellence, respect, compassion, diversity and inclusion that strengthens our Sun Devil community.

GOAL 2: Champion social impact initiatives through the power of sport to better society.

GOAL 3: Showcase Sun Devil Athletics as a University asset to drive meaningful social change.



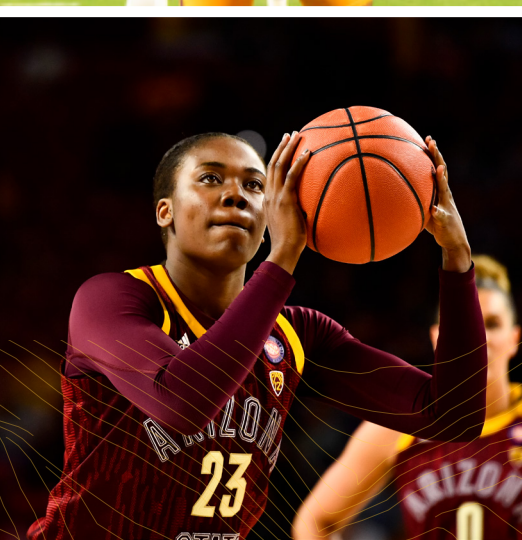


Championship Life

The Sun Devil experience is about the holistic development of individuals. Making a difference globally starts with making a difference personally. We fully engage the resources and benefits provided to achieve our full potential by strategically implementing the following goals:

GOAL 1: Develop an integrated leadership and professional advancement system designed to maximize student-athletes, coaches and staff potential.

GOAL 2: Inspire Sun Devils to be life-long learners and serve others while preparing them to manage the pressures and challenges in an increasingly complex world.



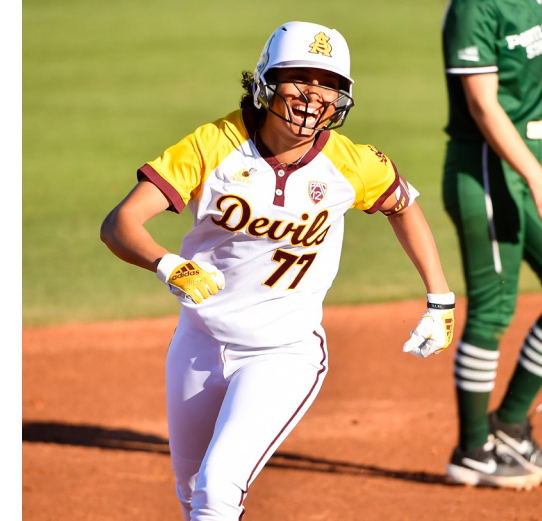
Resource and Asset Innovation

Sun Devil Athletics strives to be an athletics department that adds value to the University through creative and responsible resource management. We innovatively generate revenue and produce dynamic outcomes by strategically implementing the following goals:

GOAL 1: Develop and stay accountable to fiscal strategies that promote Sun Devil Athletics as an asset to the university while aiming towards self-sustainment.

GOAL 2: Build and foster authentic relationships with current Sun Devils, alumni and supporters worldwide to inspire engagement and investment in Sun Devil Athletics.

GOAL 3: Prioritize facility development, maintenance and improvements to keep Sun Devil Athletics competitive and in alignment with the University's commitment to sustainability and accessibility.



MAROON **AND GOLD**

Fight, Devils down the field!
Fight with your might and don't ever yield.
Long may our colors outshine all others.
Echo from the buttes, give 'em Hell Devils!
Cheer, cheer for A-S-U.
Fight for the Old Maroon.
For it's hail, hail, the gang's all here
And it's onward to victory!

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