

SOARING TO NEW HEIGHTS

CREIGHTON
UNIVERSITY
ATHLETICS
STRATEGIC
FRAMEWORK

FELLOW BLUEJAYS AND FRIENDS OF CREIGHTON ATHLETICS,

I am excited to share with you our newly developed strategic framework for Creighton Athletics, “Soaring to New Heights.” Our mission is clear: **Creighton University Athletics is committed to providing a distinctive student-athlete experience that develops leaders of character through academic achievement, competitive excellence and community engagement.**

This strategic framework is designed to enhance the experience of our student-athletes, ensuring they excel in their academic pursuits, develop as leaders, thrive in their athletic endeavors and become engaged, responsible members of our community. By focusing on these key pillars, we aim to foster an environment where our student-athletes can succeed at the highest level of competition, but also grow as individuals who embody the values of Creighton.

As we embark on this journey, we invite you to join us in supporting our student-athletes. Together, we can make a lasting impact on their lives and the broader Creighton community.

Thank you for your continued support.

Sincerely,



Marcus Blossom

McCormick Endowed Athletic Director



TABLE OF CONTENTS

| | |
|----------------------------|---|
| Mission..... | 4 |
| Vision..... | 5 |
| Goals | 6 |
| Core Tenets..... | 7 |
| Strategic Priorities | 8 |



MISSION

To develop leaders of character through academic achievement, competitive excellence and community engagement.



VISION

Creighton seeks to be the model athletic program in the BIG EAST Conference.

To be the model athletic program in the BIG EAST Conference is to consistently compete for conference championships while emphasizing the personal development of our student-athletes, elevating the campus and local community and the utilization of resources in a responsible manner that's aligned with the University's principles and objectives.



GOALS

Creighton Athletics has set three aspirational goals for the next five years. These goals will be a representation of success in competition, excellence in the classroom and contributions to our communities.

20

MAKE AT LEAST 20 NCAA CHAMPIONSHIP APPEARANCES, INCLUDING WINNING THE MOST BIG EAST CHAMPIONSHIPS OVER ANY FIVE-YEAR SPAN IN PROGRAM HISTORY

3.40

MAINTAIN AN AVERAGE DEPARTMENT-WIDE GPA OF 3.40–3.50

3,000

VOLUNTEER AT LEAST 3,000 COMMUNITY SERVICE HOURS PER YEAR FOR THE FIVE-YEAR PERIOD



CORE TENETS

Our core tenets call us to rise together for the greater service of God and others. Alignment to our core tenets and within our athletic department allow us to pursue academic achievement, athletic success and the universal good of our campus and community.

R

RESPECT

Through the call of *cura personalis*, we love, respect and appreciate the varying viewpoints, backgrounds and talents of others.

I

INTEGRITY

The unity of a kind heart, an open mind and a strong purpose allows us to uphold ethical standards and remain accountable for our actions.

S

SERVICE

As men and women for and with others, we believe that we are most fulfilled when we live a life of service, compassion and care.

E

EXCELLENCE

Through the formation and education of agents of change, we prepare individuals to pursue the highest levels in academics, athletics and life.



STRATEGIC PRIORITY 1

PERSONAL DEVELOPMENT



GOAL

Provide support systems that nurture academic and character development, physical health and mental well-being of student-athletes.

OBJECTIVES

- Pursue academic excellence by maintaining standards of academic achievement, engagement and integrity.
- Enhance mission-centric, personal growth and community service opportunities.
- Ensure sport performance and wellness infrastructure meets needs of student athletes, increasing access to mental health, dietitian and other resources.



STRATEGIC PRIORITY 2

COMPETITIVE EXCELLENCE



GOAL

Build an infrastructure that enhances our ability to compete for and win conference championships.

OBJECTIVES

- Recruit and retain student-athletes, coaches and administrative staff with the passion, ability and drive to compete at the highest levels.
- Improve our student-athlete benefits, which includes the ability to maximize revenues used for payments for use of their name, image and likeness.
- Leverage all of the Creighton advantages, while limiting obstacles, to improve the experience of all student-athletes.



STRATEGIC PRIORITY 3

CAMPUS & COMMUNITY VITALITY



GOAL

Establish strategic goals and objectives that are mutually beneficial for athletics and central campus.

OBJECTIVES

- Utilize athletics to enhance University exposure and drive community and alumni engagement.
- Foster a collaborative and streamlined relationship with campus to promote student, faculty and staff engagement in support of athletics.
- Use our platform to add value to the Omaha community.



STRATEGIC PRIORITY 4

FINANCIAL STRENGTH & SUSTAINABILITY



GOAL

Ensure responsible resource management that aligns with department and University goals while contributing to stability and long-term growth.

OBJECTIVES

- Maximize existing revenue streams and pursue new revenue growth opportunities.
- Create a financial and organizational structure that appropriately funds athletic success and the student-athlete experience.
- Provide education and communication of financial policy to encourage prudent financial decisions that align with our strategic goals.



GO JAYS

CREIGHTON[™]
BLUE JAYS