



REDHAWKS

STRATEGIC PLAN

WE ARE **REDHAWKS.**

Dear Redhawk Nation,

Southeast Missouri State University Athletics has a storied history of success both athletically and academically. It is a tradition that runs deep and carries with it a great sense of pride for our University, our alumni and our community. Southeast Missouri State University is positioning itself for unprecedented success, and it is with great excitement that we share with you our vision for the future. The various parts of our strategic plan were developed with input from coaches, staff, student-athletes, alumni and donors. Our plan is designed to guide us through the next five years. It clearly outlines our goals and objectives and provides a roadmap for success to ensure our institution supports our student-athletes in academics, athletics and personal development.

Through dedication, hard work and creativity, we will strive to emerge as the premier institution within the Ohio Valley Conference. Our staff has already begun work on many of these objectives, but there is much more to be done. Thank you for believing in the value of intercollegiate athletics at Southeast and for your support as we work towards achieving these goals. It's time to rise to a higher level ... Let's Soar!

Go Redhawks!

Sincerely,

A handwritten signature in black ink, appearing to read 'B. Barke', with a stylized, cursive script.

Brady Barke
Director of Athletics

TOGETHER, **LET'S SOAR.**



Madeline Grimm, Krissa Gearing, Allie Henkelman and Nzingha Clarke

IF WE
**SET OUR
SIGHTS
HIGH,**



Anais Emelie

our mission

/ Southeast Missouri State University Athletics is committed to enhancing the University's educational mission by supporting student-athletes in their academic, athletic and personal development

our vision

/ To be the premier athletics department within the Ohio Valley Conference, excelling academically and athletically, while preparing our student-athletes for life after sport

our commitment

TO DIVERSITY AND CULTURAL COMPETENCE

/ Southeast Missouri State University Athletics strives to create an environment that fosters collaboration and facilitates an open exchange of the unique perspectives that each individual brings. These experiences will enrich the learning environment and better prepare our coaches, staff and student-athletes to make thoughtful contributions in our diverse society.

Southeast Missouri State University prohibits all forms of discrimination on the basis of race, color, ethnicity, religion, national origin, sex, sexual orientation, gender identity, age, genetic information, disability, or protected veteran status. The Department of Athletics is dedicated to this guiding principle and is committed to attracting and retaining coaches and staff who reflect the diversity of our student-athlete population.

WE CAN
**RISE TO A
NEW LEVEL.**

ACADEMICS

our goal

*foster a positive learning
environment and provide
the resources necessary
to ensure our student-
athletes are successful
in their academic
endeavors*



our objectives

- / Achieve a six-year Federal Graduation Rate of 75% or greater
- / Achieve an NCAA Graduation Success Rate of 90% or greater
- / Achieve a departmental Academic Progress Rate (APR) of 985 or greater
- / Develop and reinforce a clear academic misconduct policy for all student-athletes
- / Enhance Students Owning Academic Responsibility (SOAR) Program to ensure student-athletes successfully transition to institution and are retained

Academic Goals

90%

Graduation
Success Rate

75%

Federal
Graduation Rate

985

Departmental
Academic Progress Rate[^]

our goal

*strengthen our
athletics programs
to win conference
championships and
compete at the national
level, while displaying
positive sportsmanship*

COMPETITION



Danny Wright



Logan Blomquist

Kaitlyn Shea, Danielle Mohrmann and Sydney O'Brien

our objectives

- / Win the OVC Commissioner's Cup within the next five years and compete annually thereafter
- / Attract, develop and retain quality coaches and staff members
- / Ensure sports programs have resources necessary to recruit, develop and retain quality student-athletes
- / Develop student-athletes in each sport recognized by OVC, regionally and nationally for athletics success
- / Win numerous team OVC Sportsmanship awards and win OVC's Institutional Sportsmanship Award

our goal

provide our student-athletes with growth opportunities that develop them personally, while preparing them for their professional careers

STUDENT-ATHLETE DEVELOPMENT

Daniel Simmons





Darby Pruett

Jermima Job

our objectives

- / Continue to develop the Redhawks BRIDGE Program to provide dedicated life skills programming for all of our student-athletes
- / Improve nutrition education and provide better offerings through the Holcomb Success Center nutrition area
- / Increase mental health education and resources available across campus
- / Provide relevant substance abuse education program opportunities
- / Invest in a time management software solution
- / Provide leadership programming and other personal growth opportunities for student-athletes
- / Improve resources available to coaches and staff and provide additional professional development opportunities

RESOURCE

DEVELOPMENT

our goal

*enhance revenues
to ensure sufficient
resources are available
to recruit and retain
quality coaches, staff,
and student-athletes*



our objectives

- / Increase annual ticket sales revenue by 50% within five years
- / Increase Redhawks Club unrestricted annual giving by 50% within five years
- / Increase annual sponsorship revenue by 30% within five years
- / Increase gross trademark licensing royalties by 40% within five years
- / Enhance individual sport and summer school scholarship budgets to better allow for maximum scholarship awards
- / Increase total net revenue from departmental fundraising events by 60% within five years

Increase Annual Ticket Sales Revenue

50%

over the next five years

Increase Annual Redhawks Club Giving

50%

within five years

Increase Sponsorships Revenue

30%

over the next five years

our goal

*improve facilities,
which will aid in the
recruitment and
development of our
student-athletes and
create a positive
game-day environment
for our fans*

FACILITY ENHANCEMENT





our objectives

- / Launch a comprehensive capital campaign to address the major facility needs for Houck Stadium, the Holcomb Success Center, the Abe Stuber Track Complex, the Show Me Center locker rooms, Houck Field House, Capaha Field, the softball complex and the Athletics administration offices.
- / Improve visual appeal of all athletics facilities by installing additional windscreen, wall graphics and other branding elements
- / Create a uniform branding approach
- / Address Title IX issues related to needed facility enhancements

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**Athletics Facilities
in Need of
Renovation or
Enhancement**

ENGAGEMENT

our goal

*strengthen
relationships with
alumni, students,
faculty, staff and
community members.*



our objectives

- / Strengthen relationships with alumni student-athletes through development outreach communication and various alumni events
- / Increase student attendance at events by at least 20% within five years
- / Develop Rowdy Crowd student spirit organization and grow the membership to 500 by its fifth year
- / Develop partnerships and marketing campaigns for specific student groups
- / Achieve 100% Redhawks Club participation for all Athletics department coaches and staff
- / Increase faculty/staff Redhawks Club participation rate from approximately 6% to 10% within three years and increase 1-2% annually thereafter
- / Increase support of the Redhawks brand from businesses within the local community
- / Develop plan to better promote and publicize speaking engagement and community services activities

Increase Faculty &
Staff Attendance by

10%

Increase Rowdy Crowd
Membership to

500

Increase Student
Attendance at Games

20%

Southeast Missouri State
REDHAWKS

2018/19

GoSoutheast.com