



# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## A MESSAGE FROM THE ATHLETIC DIRECTOR

Looking back on our extraordinary achievements since moving to NCAA Division I gives us a strong sense of satisfaction that heightens our expectations. This period has been defined by our enhanced commitment to the well-being and academic achievement of our student-athletes. New practice and competition facilities have intensified our drive for excellence, transformed our campus and strengthened the Coyote brand. Along the way we have crowned champions and have positioned USD Athletics to compete on the nation's greatest athletics stage for years to come.

The development of *We Are South Dakota, University of South Dakota Athletics Strategic Plan 2018* highlights what we must do to achieve this vision. The planning process has allowed us to redefine and prioritize goals, while measuring our performance against competitive peers as well as ever-evolving and challenging NCAA Division I standards. Additionally, this plan is aligned with USD's mission as South Dakota's flagship university and with its valued tradition of service.

It is our responsibility to maintain this momentum. I invite you to join me along with our coaches, student-athletes and staff as we seek greater distinction for USD Athletics both on and off the field.

FIGHT, **SOUTH DAKOTA!**

*David Herbster*

David Herbster  
Athletic Director







# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## TABLE OF CONTENTS

VISION / MISSION .....	8
CORE VALUES .....	10
STRATEGIC THEMES .....	12
ACADEMIC SUCCESS & STUDENT-ATHLETE DEVELOPMENT.....	14
STUDENT-ATHLETE WELL-BEING & PERFORMANCE .....	16
CHAMPIONSHIP CULTURE .....	18
INCLUSION, EQUITY & RESPECT.....	20
FINANCIAL RESOURCES .....	22
ATHLETIC FACILITIES.....	24
COLLABORATION .....	26
GO YOTES .....	28
STAKEHOLDERS .....	30





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

# INSPIRING

VICTORIES, ACHIEVEMENTS,  
EXPERIENCES...

# VISION.



WNIT Championship **Nationally ranked teams**

**Academic All-Americans** NCAA Division I FCS Championship Playoffs

**Summit League Championships** MVFC Presidents' Council Academic Awards

**Summit League Scholar-Athletes of the Year**

NCAA Division I All-Americans MVFC Commissioner's Academic Excellence Awards

Summit League Sportsmanship Award Summit League Women's All-Sports Award

**Summit League Commissioner's List of Academic Excellence**

**National Champions** Conference Players of the Year





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## VISION STATEMENT

*USD Athletics will be a recognized leader  
in student-athlete well-being, academic  
achievement, athletic competition, consistency  
of values and respect for others.*



## MISSION STATEMENT

*USD Athletics brings distinction to the  
University of South Dakota through a  
championship culture that fosters student-  
athlete success, contributes to a vibrant  
campus community, celebrates victories and  
instills Coyote pride.*







# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## CORE VALUES

### PRIDE

We inspire loyalty for Coyote Athletics and the University of South Dakota through our passion.

### INTEGRITY

We serve the University of South Dakota and the community through ethical decision-making and values-based leadership.

### RESPECT

We demonstrate the values and practices of inclusiveness, fairness and equity while fostering an environment that respects the rights, health and safety of all individuals.

### ACCOUNTABILITY

We take ownership and responsibility for our actions through a culture of accountability and prudent use of resources.

### TEAMWORK

We maximize our opportunities to collaborate and engage with the university, community and region.

### EXCELLENCE

We commit to comprehensive excellence and continuous improvement.





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018



## STRATEGIC THEMES

The seven strategic themes identify and communicate priorities that are significant to achieving Coyote Athletics' vision and mission. These themes are guided by core values and capitalize on a genuine passion and proven capacity for success. Collectively, they provide a disciplined pathway to support the *University of South Dakota Strategic Plan*. **Go Yotes!**

- ACADEMIC SUCCESS & STUDENT-ATHLETE DEVELOPMENT
- STUDENT-ATHLETE WELL-BEING & PERFORMANCE
- CHAMPIONSHIP CULTURE
- INCLUSION, EQUITY & RESPECT
- FINANCIAL RESOURCES
- ATHLETIC FACILITIES
- COLLABORATION





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018



#### STRATEGIC THEME

## ACADEMIC SUCCESS & STUDENT-ATHLETE DEVELOPMENT

*The university is dedicated to providing a holistic, meaningful and rigorous educational culture leading to student-athlete academic success, career preparation and lifelong learning.*

#### GOALS

1. Contribute to USD's academic accomplishments and holistic student experience
2. Exceed academic metrics of NCAA Division I and peer institutions
3. Develop specialized leadership and career preparation programming for student-athletes





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018



## STRATEGIC THEME

### STUDENT-ATHLETE WELL-BEING & PERFORMANCE

*The university will ensure student-athlete well-being by an adherence to its values and a commitment to best practices and resources. USD's student-athletes are empowered to reach their full potential in the classroom and in life through athletic competition.*

## GOALS

1. Provide student-athletes with the foremost health services while fostering a safe and supportive environment
2. Provide the resources to enhance student-athletes' competitive performance
3. Continue to support the holistic needs of student-athletes through a comprehensive life-skills program





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## STRATEGIC THEME

# CHAMPIONSHIP CULTURE

*USD will sponsor intercollegiate teams that consistently compete for conference championships and postseason opportunities.*

## GOALS

1. Attract and retain exceptional student-athletes, coaches and staff
2. Provide the resources that consistently provide a championship culture
3. Elevate a championship culture





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## STRATEGIC THEME

## INCLUSION, EQUITY & RESPECT

*Athletics will foster a culture of respect provided by a systematic, intentional, comprehensive and holistic approach to diversity and inclusiveness.*

## GOALS

1. Implement and sustain the university's inclusive excellence (IE) initiative
2. Maintain Title IX gender-equity compliance
3. Support the university on education, raising awareness and preventing campus harassment, sexual misconduct and violence





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## STRATEGIC THEME

### FINANCIAL RESOURCES

*Capitalize on sustainable revenue-generating opportunities and partnerships that will ensure our commitment to student-athletes. Financial accountability and transparency will guide our decisions.*

## GOALS

1. Grow home-event revenues and enhance the fan experience
2. Develop a comprehensive plan that enhances fundraising, emphasizes donor stewardship and increases revenues
3. Plan DakotaDome renovation to maximize revenues and improve spectator amenities
4. Capitalize on vendor and sponsorship opportunities
5. Maintain exemplary financial planning and accountability





# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018



## STRATEGIC THEME

### ATHLETIC FACILITIES

*USD will provide state-of-the-art athletic facilities for practice, competition and student-athlete support services to ensure sustained success. Student-athlete well-being, revenue generation and fan experience will be foundational to facilities planning.*

## GOALS

1. Capitalize on DakotaDome renovation
2. Continue facility partnerships with campus, community and corporate entities
3. Develop an Athletic Facilities Master Plan





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## STRATEGIC THEME

# COLLABORATION

*USD Athletics enriches and unites the university, Vermillion community and the region through its purposeful collaboration, communication and service.*

## GOALS

1. Leverage resources to advance the university's mission and strategic initiatives
2. Contribute to a vibrant campus experience that promotes a lasting connection with USD
3. Lead in the University's deep tradition of service to the Vermillion community and region





**WE ARE**  
**SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

# G YOTES







# WE ARE SOUTH DAKOTA

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

## ATHLETICS STRATEGIC PLANNING

# STAKEHOLDERS

Many individuals assisted in the development of *We Are South Dakota, University of South Dakota Athletics Strategic Plan 2018*. Their collaborative effort established a compelling and achievable vision; a new mission statement – that truly characterizes Coyote Athletics as well as a set of defining core values.

The continued participation of this group as well as those representing the greater University community will be foundational to achieving Athletics' strategic goals. *We are truly South Dakota!*

## LEADERSHIP TEAM

*Andy Carr*, Associate Athletic Director for Development

*Dan Gaston*, Senior Associate Athletic Director for Operations and Facility Management

*Sheila Gestring*, USD President

*David Herbster*, Athletic Director

*Jeanette Hubert*, Associate Athletic Director for Business and Finance

*Jamie Oyen*, Senior Associate Athletic Director and Senior Administrator

*Laura Vidler, Ph.D.*, Faculty Athletic Representative

*David Williams*, Deputy Athletic Director



### STRATEGIC THEME

## ACADEMIC SUCCESS AND STUDENT-ATHLETE DEVELOPMENT

*Kyle Brouwer, Ph.D.*, Athletic Board of Control

*Colleen Evans*, Director, Student-Athlete Academic Success Center

*Dan Gaston*, Senior Associate Athletic Director for Operations and Facility Management

*Kimberly Grieve, Ph.D.*, Vice President for Student Services and Dean of Students

*David Herbster*, Athletic Director

*Brent Mockler*, Assistant Director, Admissions

*Jim Moran, Ph.D.*, Provost and Vice President for Academic Affairs

*Jamie Oyen*, Senior Associate Athletic Director and Senior Woman Administrator (Chair)

*Ashley Thompson*, Student-Athlete, Women's Track

*Jennifer Thompson*, Registrar

*Laura Vidler, Ph.D.*, Faculty Athletic Representative

*Robert Wagner*, Head Softball Coach

### STRATEGIC THEME

## STUDENT-ATHLETE WELL-BEING AND PERFORMANCE

*Bruce Fischbach*, Assistant Athletic Director for Sports Medicine

*Kimberly Grieve, Ph.D.*, Vice President for Student Services and Dean of Students

*Nick Hovden*, Head Men's and Women's Golf Coach

*Joy Karges, Ph.D.*, Athletic Board of Control

*Kelly Law*, Student-Athlete, Volleyball

*Jamie Oyen*, Senior Associate Athletic Director and Senior Woman Administrator

*Dawn Plitzuweit*, Head Women's Basketball Coach

*Deborah Robinson*, Student Counseling Center

*Alexa Rudeen*, Arena Equipment Manager

*Laura Vidler, Ph.D.*, Faculty Athletic Representative (Chair)

*Steve Young*, Senior Executive Director of Sanford Orthopedics and Sports Medicine

### STRATEGIC THEME

## CHAMPIONSHIP CULTURE

*Andy Carr*, Associate Athletic Director for Development

*Dan Gaston*, Senior Associate Athletic Director for Operations and Facility Management

*David Herbster*, Athletic Director (Chair)

*Jeanette Hubert*, Associate Athletic Director for Business and Finance

*Jennifer Kudera*, Howling Pack Board

*Jamie Oyen*, Senior Associate Athletic Director and Senior Woman Administrator

*Logan Power*, Student-Athlete, Men's Basketball

*Joe Thunte*, Assistant Athletic Director for Marketing and Promotions

*Laura Vidler, Ph.D.*, Faculty Athletic Representative

*David Williams*, Deputy Athletic Director

*Leanne Williamson*, Head Volleyball Coach

### STRATEGIC THEME

## INCLUSION, EQUITY & RESPECT

*Brett Barnett*, Head Women's Tennis Coach

*Kimberly Grieve, Ph.D.*, Vice President for Student Services and Dean of Students

*David Herbster*, Athletic Director

*Khara Iverson*, Director of Equal Employment Opportunity and Chief Title IX Coordinator

*Jamie Oyen*, Senior Associate Athletic Director and Senior Woman Administrator

*Lamont Sellers*, Associate Vice President for Diversity (Chair)

*David Williams*, Deputy Athletic Director

*Michelle Van Maanen, Ed.D.*, Athletic Board of Control

*Amanda Carpio*, Student-Athlete, Women's Soccer

### STRATEGIC THEME

## FINANCIAL RESOURCES

*Isaac Armstead*, Student-Athlete, Football

*Bryan Boettcher*, Assistant Athletic Director for Sports Information

*Steve Brown*, President and Chief Executive Officer, University of South Dakota Foundation

*Maddie Butterfield*, Student-Athlete, Women's Soccer

*Amanda Carpio*, Student-Athlete, Women's Soccer

*Andy Carr*, Associate Athletic Director for Development

*Dan Fitzsimmons*, Assistant Track and Field Coach

*Katie Flaten*, Budget and Finance Services Specialist

*Sheila Gestring*, USD President

*Michelle Green*, Vice President of Constituent Engagement, University of South Dakota Foundation

*Jeanette Hubert*, Associate Athletic Director for Business and Finance (Chair)

*Chris Kaufman*, Coordinator of Ticket Operations and Sales

*Travis Lee*, General Manager, Coyote Sports Properties

*Joe Thunte*, Assistant Athletic Director for Marketing and Promotions

*Christine Tjelmeland*, Chief Financial Officer, University of South Dakota Foundation

*David Williams*, Deputy Athletic Director

*Dave Zimbeck*, Howling Pack Board

### STRATEGIC THEME

## ATHLETIC FACILITIES

*Steve Brown*, President and Chief Executive Officer, University of South Dakota Foundation

*Andy Carr*, Associate Athletic Director for Development

*Scott Druecker*, Athletic Board of Control

*Dan Gaston*, Senior Associate Athletic Director for Operations and Facility Management (Chair)

*Sheila Gestring*, USD President

*Jim Goblirsch*, Director, Vermillion, South Dakota, Parks and Recreation

*David Herbster*, Athletic Director

*Jack Holmgren*, Student-Athlete, Men's Golf

*David Hultgren*, Howling Pack Board

*Brian Limoges*, Director, Construction Services

*Jason Mahowald*, Head Swimming and Diving Coach

*Steve Mayer*, Director, Wellness Center

*Bob Nielson*, Head Football Coach

*Bob Oehler*, Associate Vice President for Facilities Management

*David Williams*, Deputy Athletic Director

### STRATEGIC THEME

## COLLABORATION

*Bryan Boettcher*, Assistant Athletic Director for Sports Information

*Andy Carr*, Associate Athletic Director for Development

*Michelle Green*, Vice President of Constituent Engagement, University of South Dakota Foundation

*David Herbster*, Athletic Director

*Lucky Huber*, Director of Track and Field and Cross Country

*Travis Lee*, General Manager, Coyote Sports Properties

*Michelle Maloney*, Athletic Board of Control

*Teagan McNary*, President, Student-Government Association

*Scott Pohlson*, Vice President for Marketing, Enrollment and University Relations (Chair)

*John Prescott*, City Manager, Vermillion, South Dakota

*Dan Radigan*, Howling Pack Board

*Joe Thunte*, Assistant Athletic Director for Marketing and Promotions

*Christy Warnock*, Student-Athlete, Softball

*David Williams*, Deputy Athletic Director





**WE ARE  
SOUTH DAKOTA**

UNIVERSITY OF SOUTH DAKOTA ATHLETICS STRATEGIC PLAN 2018

414 EAST CLARK STREET  
VERMILION, SOUTH DAKOTA 57069  
[www.GOYOTES.com](http://www.GOYOTES.com)