



UNIVERSITY OF TEXAS
INTERCOLLEGIATE ATHLETICS
STRATEGIC PLAN



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WINTER 2019



MESSAGE FROM UT VICE PRESIDENT AND ATHLETICS DIRECTOR CHRIS DEL CONTE

We have the great fortune of serving and representing one of the world's premier academic and research institutions. The mantra at The University of Texas is "what starts here changes the world," and our student-athletes, coaches and athletics programs amplify that slogan. We have an unbelievably supportive campus and passionate fanbase, and our athletics department mission is proudly focused on being a great accentuator of our University's awesome brand.

In Texas Athletics, we have a long-standing motto that "the pride and winning tradition of the Texas Longhorns will not be entrusted to the weak nor the timid." Those are profound words with deep meaning and capture the essence of how we prepare student-athletes for the competitive environments of athletics, academics and life. With the many successes and the challenges, as well, we all must demonstrate great pride, passion and determination and represent our institution in a first-class manner.

Our goal to prioritize the health, well-being, development and success of our student-athletes is unwavering, constant and non-negotiable. We are the custodians of more than 500 bright, talented and promising student-athletes, and our mission will always be centered around the broad-based development of their minds, bodies and spirits.

We will train, develop and prepare and compete to win at the highest level. Our student-athletes, coaches and

every athletics program will be encouraged to dream big during their time on campus and well beyond. Their athletics experience is a transformational one, but we will always do that with the highest level of integrity in athletics, academics and in life.

Our vision is focused squarely on the totality of our student-athletes and centered around an intentional set of core values. We hold steadfast to diversity, integrity, accountability, loyalty, excellence, creativity and teamwork.

In the pages that follow, we lay out a clear and concise strategic plan that will be the principles of the daily lives of the Texas Athletics Family. We will utilize fundamentals as the foundation for our many roles that include ambassadors, leaders and mentors. Texas Athletics is a standard bearer and will continue serving as an asset to UT and transforming the lives of the students we serve. With your help, we will continue to change the world!

A handwritten signature in orange ink, reading "Chris Del Conte".

Chris Del Conte
Vice President & Athletic Director

[@_delconte](#)

»»» THE UNIVERSITY OF TEXAS

MISSION

The mission of The University of Texas at Austin is to achieve excellence in the interrelated areas of undergraduate education, graduate education, research and public service. The university provides superior and comprehensive educational opportunities at the baccalaureate through doctoral and special professional educational levels.

The university contributes to the advancement of society through research, creative activity, scholarly inquiry and the development and dissemination of new knowledge, including the commercialization of University discoveries. The University preserves and promotes the arts, benefits the state's economy, serves the citizens through public programs and provides other public service.

PURPOSE

To transform lives for the benefit of society.





VALUES

LEARNING - A caring community, all of us students, helping one another grow.

DISCOVERY - Expanding knowledge and human understanding.

FREEDOM - To seek the truth and express it.

LEADERSHIP - The will to excel with integrity and the spirit that nothing is impossible.

INDIVIDUAL OPPORTUNITY - Many options, diverse people and ideas, one university.

RESPONSIBILITY - To serve as a catalyst for positive change in Texas and beyond.

STUDENT HONOR CODE

As a student of The University of Texas at Austin, I shall abide by the core values of the University and uphold academic integrity.

UNIVERSITY CODE OF CONDUCT

The core values of The University of Texas at Austin are learning, discovery, freedom, leadership, individual opportunity and responsibility. Each member of the University is expected to uphold these values through integrity, honesty, trust, fairness and respect toward peers and community.

»» TEXAS ATHLETICS

MISSION

The mission of Texas Athletics is to define what it means to be the world's best athletics program, instilling the passion, knowledge and character for all student-athletes to compete to win, to succeed academically, to achieve their dreams in life and to positively contribute to society.

PURPOSE

To prepare students to succeed with integrity — in academics, in athletics and in life.

VALUES

DIVERSITY - Many distinct voices, one University.

INTEGRITY - Play by the rules and do what is right.

ACCOUNTABILITY - To yourself, to your team, to your University and to society.

LOYALTY - Welcome to the Longhorns family: a bond that lasts a lifetime.

EXCELLENCE - We play to win, and we are in relentless pursuit of the highest level of intellectual, personal and athletic achievement.

CREATIVITY - Foster innovation. Welcome new ideas.

TEAMWORK - We are stronger together.

GOALS

1

Recruit and retain talented individuals who represent Texas Athletics' mission, purpose, values and goals.

- Communicate high expectations for success in the classroom, in competition, in the workplace and in the community.
- Nurture and invest in our people and provide opportunities for growth.
- Encourage and support everyone involved in Texas Athletics to pursue and achieve excellence by providing an environment for creative and innovative thinking.

2

Demand and cultivate a culture of integrity, trust and respect.

- Foster a fun, engaged and informed environment that optimizes talent and resources.
- Commit to high standards regarding academic integrity, sportsmanship, ethical behavior, conduct and rules compliance.
- Prioritize the health, safety and well-being of our student-athletes and employees.
- Identify and implement creative programs that result in an environment of appreciation, recognition, transparency, motivation, empowerment and engagement.



3

Commit to fiscal sustainability and responsibility, while providing the resources, facilities and support programs/services necessary to achieve excellence.

- Maintain self-sustaining operations that are not subsidized by the University or state.
- Be exceptional stewards of resources and align the necessary resources with priorities to ensure our commitment to excellence.
- Maintain, develop and implement revenue streams, including but not limited to, comprehensive ticket sales and fundraising initiatives.
- Maximize economic opportunities with external service providers, vendors and sponsors.
- Preserve and improve facilities to ensure our commitment to excellence, including environmental sustainability.

4

Honor Longhorns traditions and celebrate excellence.

- Celebrate the proud history, traditions and accomplishments of Texas Athletics and the greater University.
- Communicate the mission, purpose, values, goals and traditions of Texas Athletics.
- Embrace and cultivate programs for lifelong appreciation and connectivity to Texas Athletics.

5

Commit to Diversity, Inclusion, Community Engagement and Gender Equity.

- Maintain, develop and implement inclusive programs, policies and best practices.
- Embrace and educate all connected to Texas Athletics on the importance of these initiatives.
- Lead, champion and celebrate our commitment to these initiatives.

6

Maintain alignment with campus priorities and initiatives, as Athletics is integral to the life of the University, the city of Austin and the state of Texas.

- Ensure that the Texas Athletics strategic plan aligns with the mission, purpose and values of The University of Texas and sets the standard for excellence.
- Enhance relationships with students, administration, faculty, staff, donors, alumni and fans.
- Leverage technology, data analytics, social media platforms and Longhorn Network programming to promote Texas Athletics and the greater University.
- Develop new opportunities to maximize the Texas Athletics brand.



7

Host best-in-class events and fan experiences.

- Embrace our fans and supporters - the lifeblood of Texas Athletics - by maintaining comprehensive branding, marketing and communication programs.
- Provide fun, affordable and safe in-venue experiences for fans of all ages to attend and participate in Texas Athletics events.
- Deliver excellence in customer service.



Intercollegiate Athletics

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