

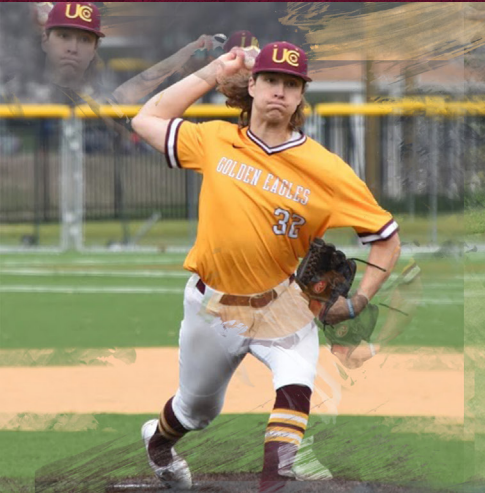


UNIVERSITY OF CHARLESTON ATHLETICS

STRATEGIC PLAN



#WINGSUP



@UCWV_ATHLETICS



LET'S GO GOLDEN EAGLES!



Dr. Bren Stevens
Director of Athletics

Our athletic program has enjoyed numerous academic and competitive successes throughout the years. I am proud to say that our coaches, athletic staff, and student-athletes are committed to giving back to our local community. We strive to build meaningful relationships with our boosters and fans while ensuring we comply with all NCAA regulations.

As you review our updated strategic plan, you will be able to discern the four cornerstones of our athletic program: Program Integrity, Academic Excellence, Competitive Success, and External Outreach (PACE). Our teams are comprised of numerous international and minority student-athletes, which only strengthens our ability to learn and grow from others. We believe that it is vital to challenge our student-athletes in every aspect of their lives. We plan to engage in an authentic manner that provides our student-athletes with the opportunity to flourish in the areas of emotional intelligence, diversity, inclusion, and belonging, empathy, and kindness.

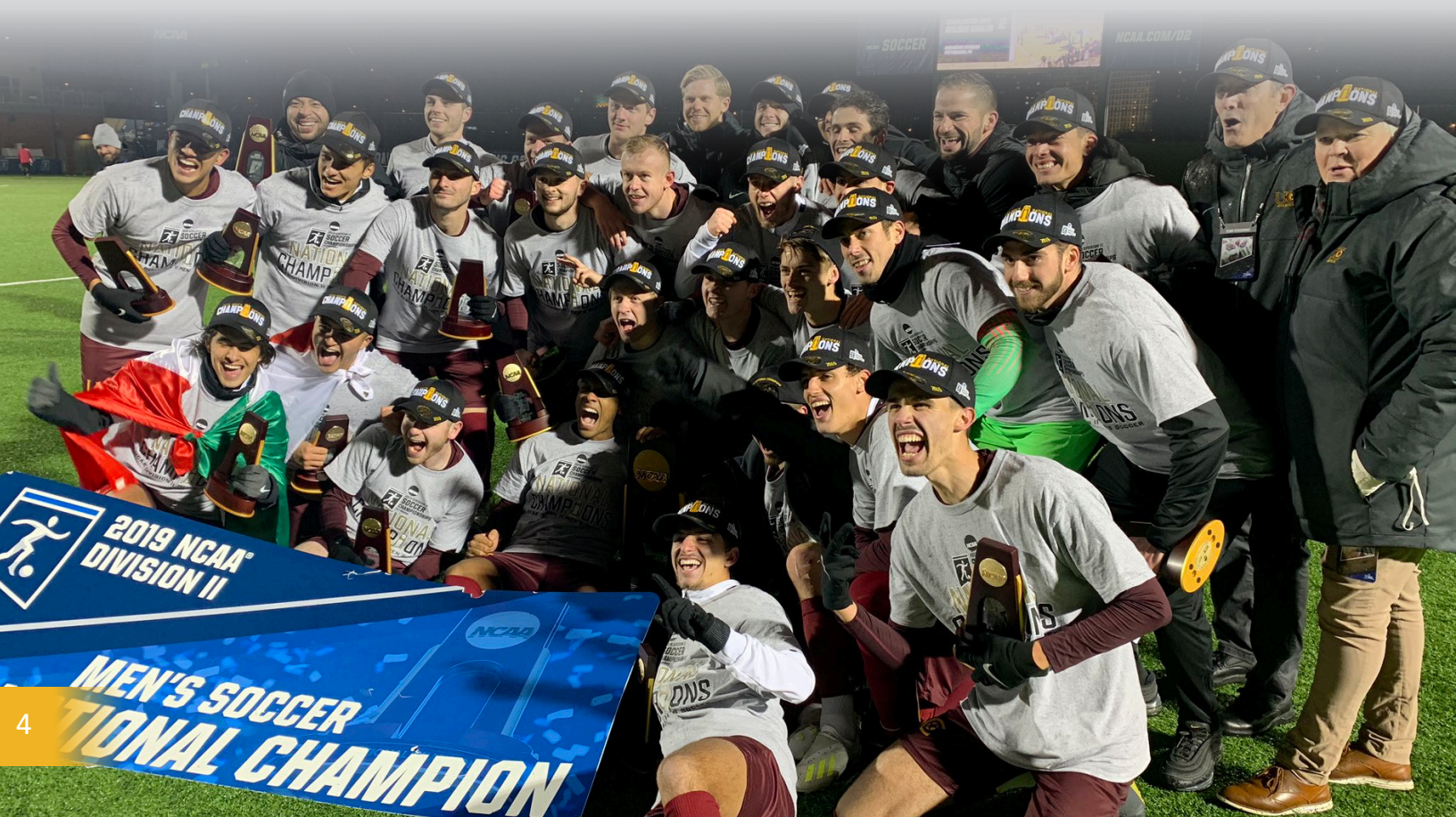
Finally, our student-athletes are strong, bold, courageous, and resilient, just like the Golden Eagle that serves as our university's mascot. I encourage you to join us as we SOAR to new heights in the years to come.

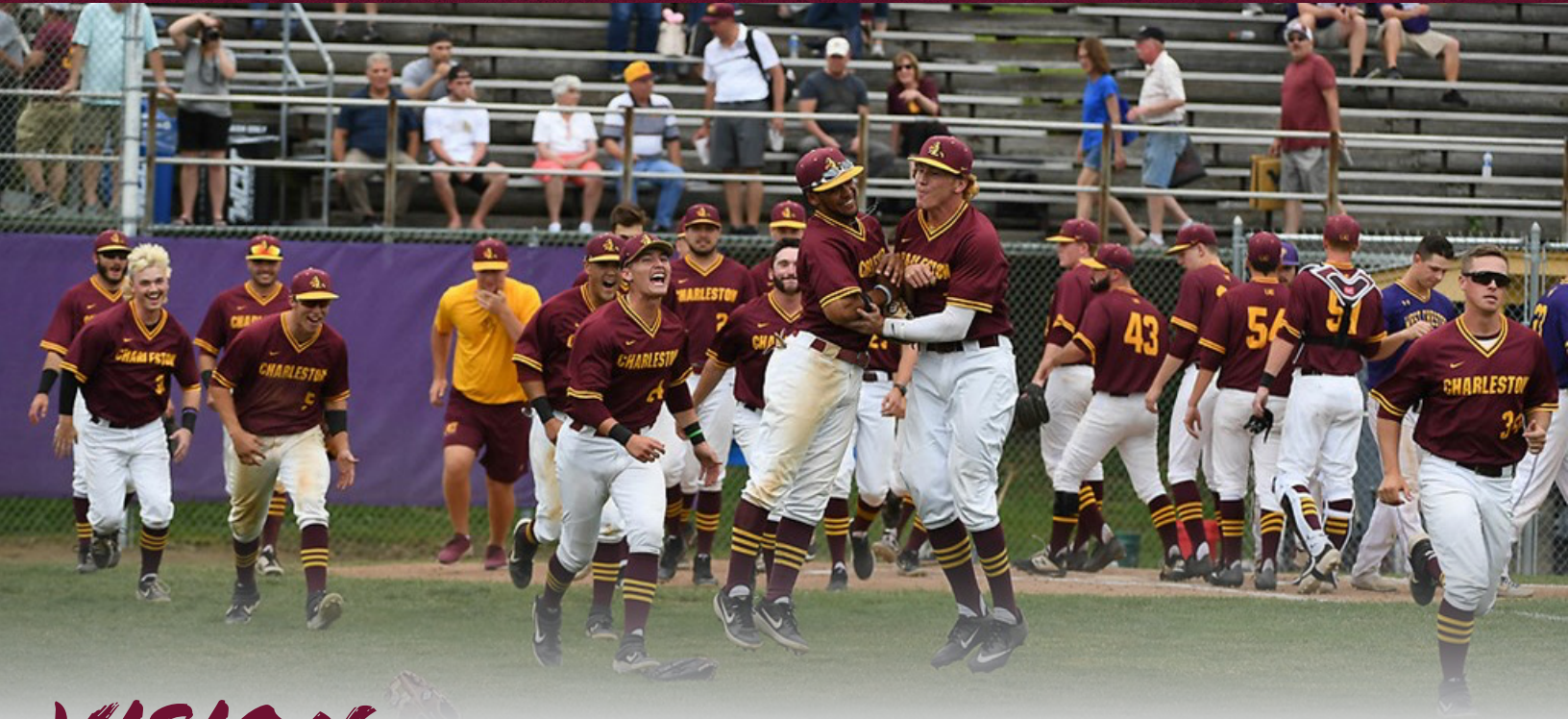
As always, IT'S A GREAT DAY TO BE A GOLDEN EAGLE!



MISSION

The mission of the University of Charleston Athletics Department is to develop successful, well-rounded student-athletes who complete their undergraduate education, achieve the highest levels of athletic success, and lead lives of productive work, enlightened living, and community involvement.





VISION

The University of Charleston Athletics Department strives to be a national level program through all sports participating in NCAA II post-season competition, earning recognition as one of the top programs within the Mountain East Conference (MEC), and continuing to demonstrate academic excellence through outstanding NCAA Academic Success Rates.





PRIORITIES

PROGRAM INTEGRITY

The University of Charleston's Athletic Program is integral to the educational mission of the university. The department is dedicated to adhering to all NCAA II policies and regulations, financial stability of the athletics program, gender equity, diversity and inclusion efforts, and other pertinent issues that reflect on the institution's image.

ACADEMIC EXCELLENCE

The University of Charleston's Athletic Department is committed to academic excellence. It is the highest of all of our priorities in which we strive to establish excellence in the classroom and achieve a graduation rate of 100% for all athletes that have exhausted their athletic eligibility. Additionally, to prepare our student-athletes for life after graduation.

COMPETITIVE SUCCESS

The University of Charleston's Athletic Department is committed to being the best when representing the institution in all competitions. The department ventures to provide the necessary resources and personnel to ensure success in all of its athletic programs.

EXTERNAL OUTREACH

The Golden Eagles' Athletic Program is committed to community outreach and development to help obtain financial support for individual programs, capital expenses, marketing of all teams, and building strong relationships within the Charleston community and the state of West Virginia.



PROGRAM INTEGRITY

GOALS

- Develop a balanced operating budget for the athletic department.
- Increase athletic department revenue.
- Develop and implement a compliance education program that appropriately communicates with coaches, staff, students, and boosters.
- Successfully review and complete all objectives identified in the Athletic Department Gender Equity Plan.
- Design and implement a diversity, inclusion, and belonging plan for the Athletic Department.





ACADEMIC EXCELLENCE

GOALS

- Create an atmosphere where our student-athletes strive for academic excellence in the classroom and enhance support services to achieve exceptional scholastic performance.
- Ensure that student-athletes are recognized and rewarded for academic excellence.
- Develop and enhance relationships with academic advisors, academic mentors, and members of the faculty.
- Provide personal growth opportunities for student-athletes.





COMPETITIVE SUCCESS

GOALS

- Ensure that University of Charleston athletic teams are competing at the highest level within NCAA II.
- Improve the overall recruiting talent for all athletic programs.
- Hire and retain the finest coaches and administrative staff in the MEC and nationally at the NCAA II level.
- Develop a master plan for the improvement of athletic facilities.





EXTERNAL OUTREACH

GOALS

- ➔ To establish new fundraising resources and increase the University of Charleston's Athletic Network (UCAN) membership.
- ➔ Increase overall ticket revenue and enhance the fan experience at home events.
- ➔ Creatively market athletics to all constituents and seek to increase sponsorship revenues.
- ➔ Build stronger relationships with all constituents in Charleston and throughout the state of West Virginia.





#FLYUC



#SUCCESS



CHARLESTON ATHLETICS

SPREAD YOUR WINGS