



2023-2029

STRATEGIC PLAN

ONE  WYOMING

ONE STATE • ONE UNIVERSITY • ONE TEAM

The University of Wyoming Department of Intercollegiate Athletics is committed to the development of tomorrow's leaders by creating an environment that promotes personal growth, academic and athletic excellence in a progressive, inclusive, and transparent manner. The Department of Intercollegiate Athletics will support the overall University of Wyoming mission, provide an outstanding fan experience, encourage community engagement, and serve as a source of pride for alumni, supporters, and the state of Wyoming.

GUIDING PRINCIPLES



GENERAL OVERVIEW

The University of Wyoming Athletic Department Strategic Plan (2023-2029) has been developed in consultation with campus partners and in support of the [University of Wyoming Strategic Plan](#).

DEDICATION TO STUDENT-ATHLETES

We will promote the well-being of student-athletes and provide opportunities for academic, athletic, and personal success. We will foster academic excellence, graduate student-athletes, support their development as citizens, and prepare them to be leaders.

INTEGRITY

We will demonstrate integrity in all areas. We are dedicated to financial stability, rules compliance, diversity, and personal accountability.

RESPECT

We will celebrate a climate of mutual respect, inclusiveness, loyalty, and sportsmanship by recognizing contributions to our teams, our department, and the university.

COMPETITIVE SUCCESS

We will endeavor to be the very best when representing the University of Wyoming and our state. We are committed to providing the resources and personnel for our teams to achieve success.

TRADITION

The legacy of the University of Wyoming athletics is proud and strong. We will honor our outstanding tradition.

EXCELLENCE

We believe in a spirit of comprehensive excellence. We will strive for excellence in all we do.

GOALS

Championship Culture

Win conference championships on a team and individual level.

Recruit and retain student-athletes who will compete for championships.

Promote a departmental culture that focuses on retaining coaches and staff by creating growth opportunities and providing support. Make efforts to maintain competitive salaries and benefits while being fiscally responsible.

Pursue equipment and other technologies that enhance student-athlete training and development.



GOALS

Facility Enhancements

Provide high quality facilities that allow student-athletes to develop and achieve championship level results.

Manage capital construction projects with the emphasis of student-athlete development/success, revenue generation, fan experience and safety.



GOALS

Revenue Generation & Entrepreneurial Pursuit

Increase Cowboy Joe Club membership by engaging new members through personal contact, membership benefits and other appealing activities/events.

Maintain and increase revenue streams through comprehensive ticket sales campaigns, fundraising initiatives, digital media monetization, licensing growth, special events/rentals, etc.

Continue to work with multimedia rights partners to pursue additional revenue opportunities.



GOALS

Statewide Engagement

Establish the best fan experience in the Mountain West by providing a game day atmosphere that is welcoming, engaging, entertaining, innovative and fun for all fans, donors, students and alumni.

Connect with UW students by collaborating with key campus constituents to grow student attendance and enhance student engagement at home athletic events. Utilize student groups to promote a positive and inclusive game day environment.

Utilize digital platforms to expand the Wyoming Brand throughout the state of Wyoming, nationally and internationally.

Bring Wyoming Athletics to communities throughout the state with outreach events including, but not limited to, golf tournaments, pep rallies, speaking engagements and competitions.



GOALS

Student-Athlete Success & Well-Being

Invest in the emotional and psychological well-being of student-athletes by growing the Student-Athlete Well-Being department and providing high-quality clinical services.

Prioritize the performance, mental/physical health and safety of student-athletes. Utilize the dedicated team of certified professionals in sports medicine, sports performance, sports nutrition, student-athlete well-being and equipment operations to monitor national trends and implement best practices.

Provide opportunities for a holistic educational experience by offering courses/programming that teach academic success, leadership skills and career preparation.

Be aggressive in the student-athlete name, image and likeness (NIL) landscape including, but not limited to, working with applicable companies (e.g., Opendorse, etc.) and/or collectives to maximize student-athlete NIL opportunities.

Provide robust programming opportunities for student-athletes including, but not limited to, bystander intervention and sexual violence prevention training.

Support student-athletes academically with a focus on increasing retention and graduation success rates. Each student-athlete will have access to an academic support network including, but not limited to, professional academic coordinators, tutors and mentors.

Provide additional student-athlete financial support as permitted per the NCAA including, but not limited to, Alston monies, cost of attendance (COA), etc.

Celebrate diversity and foster a welcoming and inclusive environment for student-athletes.





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