

# TCU Department of Athletics 2010-2015 Strategic Plan

## **I. ATHLETIC PERFORMANCE. Field competitive teams that excel at the conference and national level.**

- A. The Athletic program will strive to produce successful teams across the board and achieve a top 50 position within the Sports Academy Directors Cup ranking (formerly known as Sears Cup).
- B. The Athletic program will seek to annually place 15 teams in post-season competition.
- C. All teams will strive to become conference regular-season champions or conference tournament champions.
- D. Coaches are responsible and accountable for the success of their teams in athletic competition. Overall program integrity is included in the evaluations of all department officials.

## **II. ACADEMIC SUCCESS. Recruit and retain students, faculty and staff who can achieve their full potential at TCU (cardinal goal # 1).**

- A. Academic success of student-athletes should mirror that of the TCU student body.
- B. Sustain a strong personal and career development training program for student-athletes that will prepare them for social and professional success during and after their TCU experience.
- C. Student-athletes will achieve no less than a 3.0 gpa each semester and each team will achieve no less than the minimum Academic Progress Report (APR) score of 925.
- D. Use a model of dual reporting for athletic compliance and academics to demonstrate system of checks and balances and institutional control.
- E. Utilize the Intercollegiate Athletics Committee to integrate faculty and staff with the Department of Athletics and facilitate transparency.

## **III. COMMUNITY SERVICE. Accelerate our connection with the greater community: Fort Worth, Texas, the nation and the world (cardinal goal #4).**

- A. University commitment to funding a successful community service program.
- B. Department wide involvement in community outreach programs.
- C. Leverage the investments and on-going role of Intercollegiate Athletics in support of other University priorities, including considerations such as:

- Sharing athletic facilities with other University programs and activities wherever feasible and appropriate.
- Building special programs that use athletic events and activities to strengthen students, faculty and staff relationship with the University, especially where their participation enhances the audience at athletic events.
- Using non-conference schedules to sustain or enhance Texas institutional rivalries.
- Using athletic events as a key community relation's tool for outreach into Fort Worth and surrounding communities, especially minority communities.
- Continuing to build and enhance academic relationships with programs for which the athletic program can provide a high level training laboratory.

**IV. FACILITIES & OPERATIONS. Sustain an environment in which rich personal interaction is enhanced by outstanding facilities and appropriate technology (cardinal goal #3).**

- A. Construct and maintain facilities that provide optimal settings for all constituents: coaches, student-athletes and spectators.
- B. Upgrade ticketing software to utilize technological advances that streamline game-day operations.
- C. University commitment to event management staff to execute game day operations and enhance fan experience.

**V. GENDER EQUITY. Comply with federal standards for providing equitable benefits to female student-athletes.**

- A. Annually review the gender composition of the student body and the student-athlete body for compliance with Title IX legislation.
- B. Sustain equal benefits to men's and women's teams.

**VI. REVENUE ENHANCEMENT. Identify methods to enhance department revenue.**

- A. Identify new and creative methods to increase revenue in the following areas:
  - Priority seating,
  - Suite revenue,
  - Concessions,
  - Parking,
  - Competitive non-conference scheduling,
  - Ticket sales, and
  - Licensing, merchandise and sponsorship sales.