

Athletics Updates



Agenda

- ▶ **New Athletic Director**
- ▶ **2022 Pride Points**
- ▶ **Athletics Strategic Planning Process**



New Athletic Director – January 17th





PERSONAL VISION

DISTINGUISH OURSELVES
THROUGH **COMPREHENSIVE EXCELLENCE**

PROFESSIONAL VALUES

- CLEAR VISION
- COLLABORATION
- TRANSPARENCY

THOSE WE SERVE



BRONCO STUDENT-ATHLETES

We will lead the country in the holistic development of our athletes

BRONCO FANS, ALUMS, AND SUPPORTERS

We will serve as collaborative and transparent partners with high quality connections and energizing events

BRONCO STAFF AND COACHES

We will create a welcoming and inclusive environment that supports personal and professional growth

2022 Pride Points



Student-Athlete Holistic Development

- ▶ **Mental Health Team/Partnership with Sindecuse**
- ▶ **Fall Academic Performance**
 - ▶ School Record 198 SA's above 3.5
 - ▶ 74 - 4.0s
 - ▶ Men's Tennis: 3.66 Gymnastics: 3.74
- ▶ **HeadSpace Partnership**



280 STUDENT ATHLETES WITH 3.0+ FALL '21 GPA



University/Community/Alum Engagement

- ▶ Admitted Student Events/Western Weekend Partnership
- ▶ Full Engagement in University Strategic Plan Subcommittees
- ▶ 50th Anniversary of Title IX Year Long Celebration
- ▶ Hockey Playoff Sales Success (increase of 1100/game)
- ▶ First Spring Football Fan Fest
- ▶ Season Ticket Renewal Information – Faculty/Staff Discounts



Championship Athletic Success

▶ Ice Hockey

- ▶ First Frozen Faceoff Victory/Finals Appearance
- ▶ #1 Seed in NCAA Tournament
- ▶ First NCAA Tournament Victory

▶ Gymnastics

- ▶ #36 in Country
- ▶ 2nd consecutive NCAA Tournament Appearance

▶ Men's Tennis

- ▶ Undefeated in MAC Play



Athletics Strategic Planning Process



Strategic Plan

- ▶ **Phase One: Assessment**
(January – April)
 - ▶ **SWOT Analysis**
 - ▶ **SA Surveys**
 - ▶ **External Engagement**
 - ▶ **Connection with University Plan**
 - ▶ **Gap Analysis and Organizational Assessment**



Strategic Plan

- ▶ **Phase Two: Set Strategic Goals (April-May)**
 - ▶ Review the Data we have
 - ▶ Steering Committee
 - ▶ New Mission; Vision; Values; Priorities
 - ▶ Strategic Goals



Strategic Plan

- ▶ **Phase Three: Develop the Plan
(June-August)**
 - ▶ **Sub-Committees per Goal**
 - ▶ **Templates with Timelines and Action Plans**



Strategic Plan

- ▶ **Phase Four: Implement**
(September 2022 – 3-5 year plan)
- ▶ **Athletic Director Priority Items:**
 - ▶ **Holistic Development Program**
 - ▶ **Facility Master Plan/Beautification Plan**
 - ▶ **Aggressive Revenue Generation**
 - ▶ **Campus/Community Engagement**
 - ▶ **Sport Championship Plans**



Volunteer Opportunities

- ▶ **Men's Tennis MAC Championships**

- ▶ Saturday, April 23-Sunday, April 24

- ▶ **Women's Track and Field MAC Championships**

- ▶ Thursday, May 12-Saturday, May 14

Contact Matt Kulik (matthew.kulik@wmich.edu)



Faculty Senate Request

- ▶ **50th Anniversary of Title IX Proclamation**
 - ▶ **June 23, 2022**
 - ▶ **Draft will be submitted in May**

