



PENN STATE ATHLETICS | 2017-2021 STRATEGIC PLAN PROUD PAST **BRIGHT FUTURE**

STRATEGIC FRAMEWORK

VISION

Preparing students for a lifetime of impact.

MISSION

Driven by a commitment to comprehensive excellence, Penn State Intercollegiate Athletics (ICA) will serve our student-athletes by creating conditions for their success so that they can maximize their full potential. ICA will engage with our collective Penn State communities to serve as a valuable campus asset in the interest of advancing the broader University mission.

VALUES

We will deliver this mission by living the University's values of *Integrity, Respect, Responsibility, Discovery, Excellence, and Community* and ICA's core values:

ICA'S CORE VALUES

TRADITION: Build on a legacy of Success with Honor.

TEAMWORK: We're better together.

DIVERSITY: Multiple talents, One Team.

TRANSPARENCY: Clarity, communication, accountability.

INNOVATION: Creatively and effectively identify solutions for a bright future.

LEADERSHIP DIRECTIVES

1. Set the standard for comprehensive excellence
2. Be a national leader in the landscape of intercollegiate athletics – financially, socially and educationally
3. Be a strategic partner in delivering the higher education mission at Penn State
4. Engage our community in meaningful ways by extending the University and ICA brand
5. Fully capture the family and “One Team” culture in Penn State Intercollegiate Athletics

STRATEGIC GOALS

I. COMPREHENSIVE EXCELLENCE

Ensure the health, well-being and development of student-athletes through nationally competitive academic and athletic programs that provide a foundation for lifelong success.

II. WE ARE

Purposefully, strategically and creatively promote our story of comprehensive excellence and effectively convey our identity – Be Penn State University.

III. KEY PARTNERSHIPS AND RELATIONSHIPS

Secure, enrich and grow collaborative and constructive relationships and partnerships both on and off campus.

IV. CULTURE

Cultivate and sustain a “best place to work” environment that fosters pride, accomplishment and team spirit.

V. FINANCIAL MODEL

Sustain and advance a self-supporting business plan that provides fiscal sustainability, investment in future growth and ensures the success of our student athletes.

