



UNIVERSITY OF IOWA ATHLETICS
WIN. GRADUATE. DO IT RIGHT.

2020-25 STRATEGIC PLAN

Thank you for your interest in Hawkeye Athletics. During the past year, dozens of student-athletes, coaches, staff, faculty, and other supporters of the program provided input into this strategic plan. We're excited to continue our journey to Win. Graduate. Do It Right.

This document contains the goals and aspirations of the Iowa Athletics Department. They align with the greater University mission. Additionally, coaches, and other leaders within the department will develop and carry out annual action plans to help us achieve success.

Our sights are set high. We believe the best is yet to come. Thank you for your support moving forward.

Go Hawks!

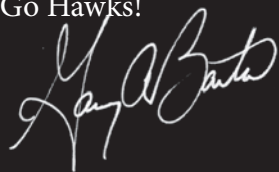




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IOWA



UNIVERSITY OF IOWA VISION STATEMENT

The University of Iowa has authored many great stories. Building on a remarkable legacy, the people of the UI are crafting new chapters of exploration, discovery, creation, and engagement.



UNIVERSITY OF IOWA CORE VALUES

COMMUNITY

DIVERSITY

EXCELLENCE

INTEGRITY

LEARNING

RESPECT

RESPONSIBILITY



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WIN. GRADUATE. DO IT RIGHT.

WIN:

To develop championship-caliber programs with the expectation of conference and national-level success.

GRADUATE:

To successfully complete a meaningful degree and be prepared to excel professionally and as a community leader.

DO IT RIGHT:

To live with integrity, having a principled moral compass, and showing respect, humility, and gratitude for others. This is the foundation of our department.



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IOWA ATHLETICS DEPARTMENT CORE VALUES

Excellence - Compete to win; Relentless pursuit of the highest levels of intellectual, personal, and athletic achievement.

Integrity - Adhere to NCAA rules, while being accountable to yourself, your team, the conference, the university, and society.

Teamwork - We fight for Iowa.

Creativity - Strive to be innovative and welcome new ideas to better Iowa Athletics.

Tradition - Respect the intense pride, loyalty, and allegiance to the Hawkeye family and its communities.

Leadership - Serve others. Be smart. Evolve.

Fiscal Responsibility - Stewards of the financial resources entrusted to us by donors, fans, and partners.

Diversity, Equity, & Inclusion - Committed to equal opportunity and a welcoming and inclusive environment for all.



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ATHLETIC SUCCESS

Provide a championship culture that allows individuals and teams the opportunity to win and achieve success in regular and postseason competition.

1. Develop championship-caliber programs with the expectation of conference and national-level success.
2. Recruiting - attract and retain athletically talented student-athletes.
3. Provide coaching that maximizes the talent development of all student-athletes.
4. Continue to provide a comprehensive sports performance model that is focused on student-athlete physical and mental development and growth.
5. Continue to provide resources that allow our coaches and student-athletes to compete in the Big Ten and nationally.



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Once a
Hawkeye...
...Always a
Hawkeye



ACADEMIC SUCCESS

Strengthen and create opportunities that assist all students in reaching their highest levels of academic and personal success through engagement in the Hawkeye Life program.

1. Expand meaningful experiential learning opportunities for student-athletes including, but not limited to, undergraduate research, study abroad, internship, leadership, and postgraduate opportunities.
2. Sustain an inclusive environment where student-athletes are retained and graduating at a rate that is within the top half of the Big Ten Conference. Specifically, improve the black male student-athlete graduation rate.
3. Foster an environment that promotes student-athlete engagement in the Hawkeye Life Program.
4. Meet and maintain the NCAA Academic Achievement Unit for the next five years.
5. Enhance the academic support services provided to student-athletes by addressing staffing needs in the area of retention, student-development, and advising.



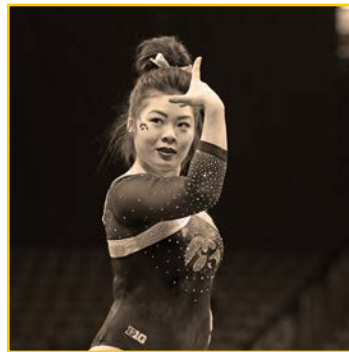
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DIVERSITY, EQUITY, AND INCLUSION

The University of Iowa and the Department of Intercollegiate Athletics are committed to equal opportunity and diversity in the recruitment, hiring, promotion, and professional development of staff and student-athletes.

1. Recruit, retain, and graduate academically and athletically talented student-athletes from underrepresented groups at a rate equal or greater to that of the university.
2. Seek a diverse candidate pool for all positions, in particular, coaching and administrative staff positions.
3. Increase opportunities for underrepresented student-athletes, coaches, and staff to assume leadership roles and higher visibility functions in the Athletics Department and within the university community.
4. Promote a welcoming climate that enhances the educational and work experience for all members of the Athletics Department.
5. Contend for the NCAA Diversity and Inclusion Award within five years.



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HAWKEYE PRIDE

Support and develop staff by providing opportunities to learn and be successful while building a respectful, inclusive, and collaborative culture that supports talent, engagement, and the overall employee experience.

1. Provide opportunities for professional growth and career development to all staff.
2. Develop on boarding and orientation programs to improve communication, collaboration, accountability, inclusion and retention of staff.
3. Promote a respectful and positive workplace culture that people want to be a part of.
4. Provide a competitive compensation package that addresses market, performance, and availability of funding.



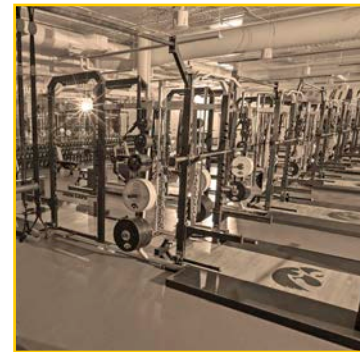
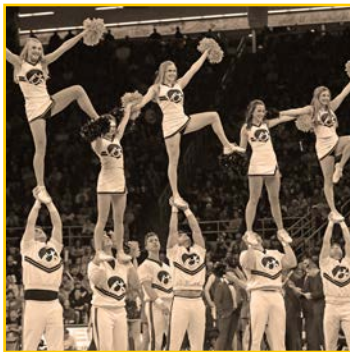
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FISCAL RESPONSIBILITY

The department, governed by the university, will maintain a fiscally sound self-sustaining financial model while adapting to the ever-changing landscape of intercollegiate athletics.

1. Maintain a financially feasible model that ensures ongoing success and sustainability.
2. Ensure a balanced annual operating budget.
3. Create an entrepreneurial spirit that encourages staff to be creative and be good stewards of their resources.
4. Continue to cultivate the positive relationships built with the Center for Advancement.
5. Maximize our use of technology and developing technology to assist in the success of our department.



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FAN ENGAGEMENT

Be recognized as a premier college athletics program that provides a first-class fan experience while respecting and honoring our traditions.

1. Work intentionally to deliver and exceed the expectations of our fans (stakeholders).
2. Interact and entertain a broad audience while developing meaningful relationships to enhance our Hawkeye nation.
3. Create an environment that empowers our staff and encourages them to be innovative and invested in the Hawkeye family.
4. Leverage new and upcoming technologies to empower our data-driven decision-making processes while providing our fans with the best experience.
5. Remain committed to a safe environment for all events.



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FORCES AND TRENDS IMPACTING COLLEGIATE ATHLETICS

- Student-athlete name, image, and likeness
- Student-athlete safety and wellness
- Sports wagering
- Impact of TV revenue
- Changing fan behaviors
- Evolving NCAA and conference structure



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 **IOWA** TM

HAWKEYE LEADERSHIP TEAM

Gary Barta

Barbara Burke

Dale Arens

Suzanne Hilleman

Damian Simcox

Lyla Clerry

Kelsey Laverdiere*

Charlie Taylor

Kevin Collins

Terry Noonan

Liz Tovar

Greg Davies

Kara Park

Marcus Wilson

Eddie Etsey*

Andy Piro

Kevin Zihlman

Pam Finke

Jess Rickertsen

Matt Henderson*

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* Strategic Plan Committee Co-Chairs

