



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

2020-25 STRATEGIC PLAN

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## **UNIVERSITY OF IOWA VISION STATEMENT**

The University of Iowa will be the destination of first choice for a diverse and talented body of students, faculty, and staff, who will craft new chapters of exploration, discovery, creation, and engagement. Together, we will advance the university's standing as one of the most distinguished public universities in the country.

## **UNIVERSITY OF IOWA CORE VALUES**

- CREATIVITY
- COMMUNITY
- EXCELLENCE
- INCLUSION
- INTEGRITY



## **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.



## **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*** - Work in collaboration with campus and community partners. We fight for Iowa.

***Creativity*** - Strive to be innovative and a leader in college athletics.

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

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

***Access, Opportunity and Diversity*** - Committed to creating and maintaining opportunities and a welcoming and respectful environment for all.





## **ATHLETIC SUCCESS**

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

1. Continue to provide resources that allow our coaches to develop championship-caliber programs with the expectation of conference and national-level success.
2. Recruiting – Engage and adapt to the evolving collegiate landscape to attract and retain elite student-athletes.
3. Provide coaching that maximizes the talent development of all student-athletes.
4. Continue to provide championship-level facilities to allow comprehensive success in all areas of the department.



## STUDENT-ATHLETE WELL-BEING

To provide a comprehensive medical model for student athletes' physical and mental health and wellness while providing top-of-the-line sports performance measures that are focused on the student-athletes physical and mental development and growth.

1. Athletic Training Services - Use a multidisciplinary team approach to provide evidence-based medicine for mitigation, treatment, and rehabilitation of student-athletes injuries and illnesses. We are committed to continually upgrading our education, clinical skill development, facilities, and equipment to maintain our standards of quality health care for student-athletes.
2. Mental Health Statement - Provide psychological services to student-athletes that foster mental health and well-being, promote success in educational and athletic goals, and contribute to a safe, welcoming, and multi-culturally aware athletics department and campus community.
3. Sport Performance Statement – Provide purpose-driven training guided by science to help student-athlete realize their maximum potential. This includes a performance nutrition program that will support championship-caliber athletic and academic success of our student-athletes and prepare them for life after sport.



## **ACADEMIC SUCCESS**

Strengthen and create opportunities that assist all students in reaching their highest levels of academic and personal success.

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 equal to or above the UI graduation rate.
3. Foster an environment that promotes student-athlete engagement in the Hawkeye Life Program.
4. Meet and maintain Big Ten and NCAA academic standards and benchmarks.
5. Continue to provide academic support services to student-athletes by addressing staffing needs in the areas of retention, student development, and advising (i.e. staffing, cost of attendance, HAPP).





## **ACCESS, OPPORTUNITY AND DIVERSITY**

The University of Iowa and the Department of Intercollegiate Athletics is committed to access, 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 underserved groups at a rate equal to or greater than that of the university.
2. Increase opportunities for underserved student-athletes, coaches, and staff to assume leadership roles and higher visibility functions in the Athletics Department and within the university community.
3. Promote a welcoming and respectful climate that enhances the educational and work experience for all members of the Athletics Department.
4. Contend for institutional and NCAA award recognition for diversity and inclusion efforts within five years.
5. Continue to demonstrate our commitment to Title IX and Gender Equity by providing access to opportunities and resources to all student-athlete, staff, coaches, and administrators to promote inclusive excellence.



## **HAWKEYES@WORK**

Support and develop Athletics 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 and clarify pathways for career advancement within and external to the department.
2. Continue to provide onboarding and orientation programs that improve communication, collaboration, accountability, respect, and retention of staff.
3. Attract and retain a diverse, talented population of Athletics Staff (to include individuals with disabilities, differing perspectives, first generation college students, in addition to other protected classes) and promote a respectful and positive workplace culture that people want to be a part of.
4. Develop a strategic staffing model to identify and address Athletics staffing needs and funding priorities. Provide a competitive compensation package and work arrangements that address market, performance, and availability of funding.



## **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 and repayment of the departmental COVID operating loan by 2035.
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 the strategic and efficient use of technology to assist in the success of our department.
6. Identify new revenue streams.



## **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.



## **FORCES AND TRENDS IMPACTING COLLEGIATE ATHLETICS**

### **Shifting Dynamics in Intercollegiate Athletics**

Conference realignment, NCAA Constitutional changes, State and Federal legislation related to sports wagering, and the evolving landscape around student-athlete compensation and benefits will require Iowa Athletics to be flexible in its response to regulatory actions that impact our operations.

### **NCAA/B1G Conference**

- Litigation/Student-athlete amateurism
- Evolving workplace environments and the labor market
- Environmental sustainability
- Student-athlete name, image, and likeness
- Student-athlete well being
- Sports wagering
- Impact of TV revenue
- Changing fan behaviors
- Evolving NCAA and Conference structure

### **Student-Athlete Financial Support**

Engage and adapt to the rapidly changing area of student-athlete financial support including but not limited to Alston (5980), NIL, etc. to be competitive with conference and national peers.

