Athletics 2014-2019 Strategic Plan

Mission
The Pirate Creed
WE ARE UNDAUNTED…
- In our PASSION
- In our SERVICE
- In building LEADERS
- In winning CHAMPIONSHIPS
We are the Pirates of ECU!

Commitment 1: Maximize Student Success

University Action 1.5: We will field athletic teams that lead in academic achievement, win conference championships, and compete on a national level.

Unit Objective 1: Identify issues that affect GPA, APR and graduation rates

Metrics:
1. Team APR single year and multi-year scores
2. Individual and team average GPA

Unit Actions:
1. Regularly analyze GPA, APR and graduation rates for all sport to identify trends and develop plans for improvements
2. Use APR retention data to project potential graduation rate challenges

Unit Objective 2: Ensure the competitive success of all athletics teams

Metrics:
1. On field competitive success – Win vs Loss Record
2. Number of coaching staff, scholarships offered

Unit Actions:
1. Recruit student-athletes that can compete successfully at the highest level of NCAA competition
2. Provide the NCAA maximum number of coaches and scholarships; and appropriate support staff to be effective and efficient

University Action 1.7: We will reflect a global workplace and society by diversifying our faculty, staff, and students.

Unit Objective 3: Promote an environment of diversity, respect and inclusion.

Metrics:
1. Scheduled programing for student-athlete and staff
2. Documented data of student-athlete population

Unit Actions:
1. Provide educational programing in support of the principles of diversity and equity to staff, coaches and student-athletes
2. Provide education opportunity through participation as a member of ECU teams to a diverse student-athlete population

Commitment 2: Serve the Public

University Action 2.1: We will inspire our students to be engaged citizens and leaders

Unit Objective 4: Provide tools that support student-athletes’ preparation for leadership and career success

Metrics:
1. Number of student’s utilizing campus career center
2. Number of students involved in Life skills and leadership development programing and community service

Unit Actions:
1. Ensure career counselor to work with student-athletes and provide programing
2. Ensure a full time directed Life Skill Coordinator to work with SAAC to provide programing to serve the personal development of student-athletes and coordinate community service involvement

Commitment 3: Lead Regional Transformation

University Action 3.1: ECU will be “open to business”

Unit Objective 5: Position ECU Athletics to gain positive regional and national attention working with public and private sector partners

Metric:
1. Consistency in use of identifiers and colors in accordance with Style Guidelines through all athletics areas
2. Actual revenue results of fundraising, ticket sales, sponsorships, licensed product sales and outside events

Unit Actions:
1. Define, manage and control the usage of ECU images, messaging and trademarks in order to increase brand value and awareness
2. Increase participation through Pirate Club, ticket sales, corporate sponsorships, licensed product sales and hosting outside events by 15% over five