

UNIVERSITY OF DELAWARE

INTERCOLLEGIATE ATHLETICS AND RECREATION SERVICES STRATEGIC PLAN

The University of Delaware’s (UD) Intercollegiate Athletics and Recreation Services Strategic Plan seeks to strengthen its strong, well-recognized traditions by increasing participation opportunities in fitness and recreation, producing high-caliber student-athletes, and supporting highly competitive varsity athletics.

These desired outcomes reflect the comprehensive strategic planning process undertaken by UD recreation and athletics coaches, staff, and administrators.

As it embarks on its Path to Prominence™, athletics and recreation must hold fast to its pursuit of excellence, embrace of sportsmanship and supportive academic atmosphere.

	Recreation Services: Access and Opportunity	Competitive Athletics	Student-Athlete Academic Advancement	Student-Athlete Welfare	Equity and Diversity	Fiscal Capacity
Goals	1 Increase participation opportunities for all students in club sports, intramurals, fitness and recreation.	2 Produce highly competitive Varsity Sports Programs.	3 Develop innovative programs committed to the intellectual, physical and ethical development of student-athletes.	4 Establish national recognition and prominence for quality of athletics operations and programming.	5 Meet or exceed statistical compliance with Title IX.	6 Provide financial resources to meet current and future needs.
Key Objectives	<ul style="list-style-type: none"> Renovate and expand existing recreation facilities. Provide additional club, intramural, and recreation resources. Restructure Division of Intercollegiate Athletics and Recreation Services. 	<ul style="list-style-type: none"> Expand varsity sports coaching and administrative staff. Add athletics administrative staff. Attract and support high quality student athletes by providing modern athletic facilities. 	<ul style="list-style-type: none"> Add physical space for student-athlete academic support services. Add student services positions for student-athletes. Rank in top third of conference institutions in Graduation Success Rate (GSR) and Academic Progress Rate (APR). 	<ul style="list-style-type: none"> Add physical space for medical treatment, strength and conditioning, and athletic training. Investigate and improve program offerings. Reduce number of overuse injuries and practice days lost to injury. 	<ul style="list-style-type: none"> Develop and implement Title IX compliance plan. Institute strict Varsity roster management numbers. Develop programming that welcomes individuals from diverse backgrounds. 	<ul style="list-style-type: none"> Evaluate current practices and apply best practices relevant to business and operations (e.g. ticketing, marketing, etc). Create aggressive athletics development plan. Establish and enhance components of University of Delaware Athletic Fund (UDAF).
Strategies	<ul style="list-style-type: none"> Expand Carpenter Sports Building or build new recreation and fitness facility. Increase funding for sports clubs and improve recreational fields. Add fitness coordinator and sports club coordinator. Create Associate Director of Recreation position (sole responsibility over recreation services). 	<ul style="list-style-type: none"> Add Assistant Director (AD) for Facilities, AD for Business Affairs, First Assistant Coaches and Second Assistant Coaches. Complete evaluation of Delaware Stadium. Construct stadium rest rooms and concession stands at Fred Rullo Stadium. Renovate softball fields and build M/W Basketball practice facility. 	<ul style="list-style-type: none"> Construct academic center for student-athletes. Add Academic Supervisor, learning specialist and receptionist. Evaluate and develop academic support services. 	<ul style="list-style-type: none"> Build student-athlete performance center and student-athlete lounge. Implement improvements to Life Skills Program and recognition programs. Support Student Athlete Advisory Council. Improve condition of natural grass fields and extend hours of athletic training room. 	<ul style="list-style-type: none"> Align number of varsity sports with peer institutions. Identify lead personnel for diversity program development, implementation and evaluation. Adhere to roster management numbers. 	<ul style="list-style-type: none"> Further engage coaches and administrators in identification, cultivation and solicitation process of prospective athletic donors. Expand athletic development staffing. Establish fundraising goals for all varsity sports. Progressively increase fundraising results.
Metrics	<ul style="list-style-type: none"> Percentage of students accessing recreation and fitness facilities.¹ Percentage change in annual customer satisfaction surveys to previous UD surveys.¹ Annual change in ratio of square footage of UD fitness space to community population.¹ Financial and facilities support for clubs.¹ 	<ul style="list-style-type: none"> Number of varsity sports ranking in top third of Colonial Athletic Association.¹ Number of conference championships.¹ Number of NCAA Tournament appearances.¹ 	<ul style="list-style-type: none"> Change in Student Athlete Graduation Rate, GSR, APR¹ Annual number of student athletes on Dean’s List.¹ Annual student-athlete GPA. 	<ul style="list-style-type: none"> Number of practice days lost due to injury.¹ Number of overuse injuries¹. Results of Athlete Exit Interviews. 	<ul style="list-style-type: none"> NCAA certification. Results of Biannual Commitment to Equity Athletic Committee. Results of exit interview questions on equity and diversity. Percent variance to Title IX compliance¹. 	<ul style="list-style-type: none"> Increase in athletics generated revenue growth (e.g. ticket sales, sponsorships, etc.)¹ Percentage change in UD Athletic Fund and change in average gift size¹. Percent of fundraising goals met and percent of budget supported by gifts¹. Number of UDAF and non-UDAF donors¹.

¹ Compared to previous reporting periods, peer institutions, and/or to full-time student body 11/24/08