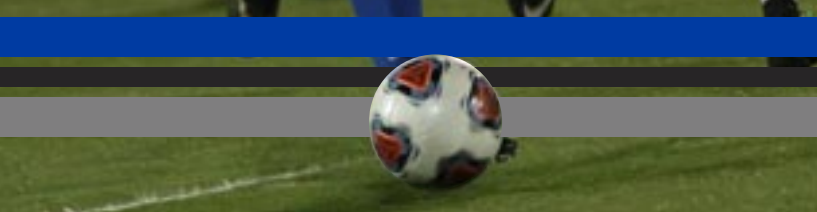




THE WILDCAT WAY



DAEMEN COLLEGE
ATHLETICS STRATEGIC VISION
2021-2026





WE WILL BE FIERCE

MISSION

Create tomorrow's leaders by developing championship-caliber student-athletes today.

VISION

Cultivate high character student-athletes through competitive excellence fostered in the classroom, developed through sport and practiced in the community.



TO OUR DAEMEN WILDCATS FAMILY:

It is with great pride that I share the strategic vision for our division. This plan is a product of collaboration, analysis and assessment by our entire division - from student-athletes to our Athletics Leadership Team and all of our staff in between. We are also grateful for the guidance and assistance of Darren Treadway, associate professor of business administration, who served as our consultant on this project.

We began with the Athletics Leadership Team reviewing the previous strategic plan that navigated Daemen Athletics from NAIA membership to becoming Western New York's only NCAA Division II institution. The question that rose from the evaluation was, "how do we move from a transition period with some momentum to developing championship level programs that would enhance recruiting and name recognition for Daemen College?" All of the feedback we received allowed us to create priorities that helped identify the updated mission and vision of our division. We spent a considerable amount of time evaluating what is needed to compete for championships, and we identified and outlined the next steps as we continue to solidify our position as Western New York's Premier Division II Program.

The development of this plan did overlap with the college's strategic planning process. Therefore, the next question was, "how do we align ourselves with the college's new Strategic Plan, A Shared Vision: Daemen's Emerging National Distinction?" Several athletics staff members participated in either the Steering Committee or one of the five subcommittees. This provided a working knowledge of the plan for continued growth, support and to strengthen our position of national distinction. These key components were identified organically through our Leadership Team discussions, and therefore we continued in the same direction.

A large portion of this work was completed during a global pandemic, therefore most meetings were held via video platforms and documents were shared among Leadership Team members who were named as subcommittee chairs. Values were identified and all division staff members were assigned to subcommittees. Subcommittees were tasked with outlining goals, objectives and action plans. Upon completion of each subcommittees' work, the Leadership Team reviewed. The final draft was presented to a student-athlete focus group,



WE WILL WORK AND PLAY WITH INTEGRITY



which consisted of 30 members of the Student-Athlete Advisory Committee (SAAC). Each sports program was represented by two student-athletes. The focus group provided feedback and suggestions that were incorporated into the final report presented.

Our goal was to produce a road map that would steer us towards growth and national distinction through recruitment and success while aligned with the College's 2020-2025 Strategic Plan. Each goal has detailed objectives that will guide our path forward. We will measure our success in each strategic priority annually, and pivot as our division and the collegiate athletics landscape evolves and advances.

The primary function of our strategic vision is to emphasize a comprehensive development of our student-athletes, coaches, and staff, and with that, to find competitive success. We will BE FIERCE, living our core values...

We will be Fearless

We will work and play with Integrity

We will give our very best Effort

We will Respect one another, ourselves and our opponents

We will demonstrate a Commitment to this vision or plan

We will build Excitement for Daemen College

Our resources will be defined, allocated, and prioritized to maximize a championship-caliber student-athlete experience. We will continue to prioritize diversity and inclusion and plan to continue our collaboration with both our campus and local community.

We have already taken action on several of the objectives and priorities listed in our plan, and our staff remains committed to meeting and exceeding our goals so that we may realize sustained success. We encourage everyone associated with Daemen College Athletics to invest in our future and commit to these exciting possibilities.

Go Wildcats!



Traci Murphy
Director of Athletics



**WE WILL BUILD EXCITEMENT FOR
DAEMEN COLLEGE**





VALUES

F

Fearless

Dedication to a
Championship
Mindset

I

Integrity

Allegiance to
our Wildcat
Culture

E

Effort

Progressive
Communication
Strategies

R

Respect

Pledge Support
for Equity,
Diversity and
Inclusion

C

Commitment

Comprehensive
Development of
Student-Athletes

E

Excitement

Build More
Community and
Spirit for Daemen
College Athletics

**WE WILL DEMONSTRATE A COMMITMENT
TO THIS VISION**





GOALS/OBJECTIVES:

GOAL 1: Dedication to a Championship Mindset

Steward a culture that attracts exceptional student-athletes, coaches, and staff

1. Attract and retain student-athletes who achieve comprehensive success
2. Set the standard for attracting, developing, and retaining quality personnel
3. Create Athletics Facility Master Plan to address competitive success needs for 2021-2026
4. Enhance competitive scheduling opportunities on the NCAA regional and national level

GOAL 2: Allegiance to our Wildcat Culture

Uphold and promote a culture of integrity and set an accountability standard for the Daemen community and stakeholders

1. Maintain a comprehensive and effective compliance education plan
2. Foster a campus and community culture of rules, integrity, and institutional control
3. Adhere to institutional, East Coast Conference, and NCAA policies and procedures
4. Implement use of technology to improve monitoring and regulatory processes

GOAL 3: Progressive Communication Strategies

Educate and promote the Wildcat Athletics brand and message in a cohesive and compelling manner, fostering interaction and engagement with all stakeholders and constituents

1. Implement progressive and efficient internal communication lines
2. Promote consistent brand awareness across all platforms
3. Foster interaction with alumni, current and prospective donors





WE WILL RESPECT ONE ANOTHER, OURSELVES AND OUR OPPONENTS

GOAL 4: Pledge Support for Equity, Diversity and Inclusion (EDI)

Commit to fostering a learning environment that encourages multiple perspectives. Promote a culture and climate that has a place for everyone. Permit the free exchange of ideas in an unbiased and non-prejudicial way. Diversity will enrich our development by encouraging dialogue between people with different experiences, beliefs and perspectives.

1. Promote best practices for diverse hiring, recruitment and retention
2. Foster EDI awareness within Daemen Athletics
3. Create an annual assessment of EDI

GOAL 5: Comprehensive Development of Student-Athletes

Daemen Athletics is committed to a student-centered approach that focuses on development of the whole student-athletes. We emphasize academic and personal growth through opportunities that will allow them to pursue goals beyond their expectations. We will continue to provide and enhance student-athlete resources through the Academic Support Services, DC Will LEAD, SAAC, Sports Medicine, Sports Performance, Campus Counseling and BE the BEST YOU program.

1. Develop a comprehensive plan to foster academic success and recognize achievements by Daemen College, East Coast Conference, NCAA and national sport associations
2. Enhance leadership and student-athlete development programming to build and prepare leaders for life after sport
3. Continue to provide access to high quality sports medicine, sports performance, campus counseling, and nutritional services to support student-athlete well-being

GOAL 6: Build More Community and Spirit for Daemen College Athletics

Cultivate a loyal and deeply rooted fan base through exceeding standards, exploring new ideas, evaluating opportunities and creating memorable experiences.

1. Nurture and improve fan engagement and attendance initiatives
2. Identify and enhance Daemen College athletic traditions and alumni engagement
3. Enrich the quality of the campus experience for all students, faculty and staff
4. Engage corporate partners who align with Daemen Athletics core values
5. Build a strong philanthropic culture which invests in and supports Daemen Athletics





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