

PHILOSOPHY OF INTERCOLLEGIATE ATHLETICS

Approved by Chancellor Linda P. Brady on _____

MISSION

The University of North Carolina at Greensboro will redefine the public research university for the 21st century as an inclusive, collaborative, and responsive institution making a difference in the lives of students and the communities it serves. In 2008 the chancellor, Dr. Linda Brady, deemed that Intercollegiate Athletics (ICA) should be strategically integrated into the central mission and purpose of the university and that the Athletics program should provide students, faculty, staff, alumni, and friends opportunities to share in the life of the collegiate community.

ICA serves to represent UNCG in accordance with its essential mission and purpose by providing exceptional educational and athletic opportunities while developing the intellectual, physical, and personal growth of its student-athletes and staff. The qualities of leadership and service in ICA reflect the character of UNCG and echo the university's message to inspire positive change.

EVERY DAY ICA COMMITS TO THE FOLLOWING EIGHT GOALS:

1. IMPROVE OUR ROLE IN NATIONAL LEADERSHIP

- Ensure strong and effective involvement in NCAA and SOCON committees as well as administrative and sport specific associations
- Encourage equally effective participation in National Governing Bodies and National Sports Organizations

- Elevate the nationally recognized Academic Enhancement Program that provides comprehensive support for the individual academic needs and welfare of our student-athletes
 - Communicate a standard of behavior expected of all student-athletes
 - Continue to emphasize Graduation Success Rate plans, maintain a high level of success in the Academic Progress Rate (APR), and expand the programs and services for student-athletes at risk
 - Increase the effectiveness of the “Champs Life Skills” program, the “Student Athlete Committee on Intercollegiate Athletics,” and the “Minority Issues Advisory Committee.”
 - Introduce career development initiatives

2. UPHOLD THE HIGHEST ETHICAL VALUES AND INTEGRITY

- Act in a fair manner and treat each other with respect
- Adhere to the policies and procedures of the NCAA and Southern Conference and the principle of Institutional Control

3. PURSUE ATHLETIC EXCELLENCE

- Endorse a championship culture and communicate competitive goals and expectations for each team
 - Provide resources (quality facilities that enhance program excellence, finances, equipment, staff, etc) commensurate with goals

- Recruit student-athletes who predict athletic and academic success and have demonstrated to be highly motivated and socially responsible with a strong moral compass
- Promote character development, leadership skills, teamwork, loyalty, sportsmanship, school spirit
- Optimize non conference schedule opportunities that best prepare each program for conference success and post season selection
- Host conference and NCAA Championship events for our teams, our fans, and our community
- Attract, develop, and retain the finest coaches and review national trends to assure that we are providing our coaches with competitive compensation and incentive packages
- Provide health care, sport specific strength and conditioning, psychological services, as well as nutrition, alcohol, and drug education

4. OPERATE A STRONG FINANCIAL ORGANIZATION WITH STABILITY AND INTEGRITY

- Provide and manage the resources needed to develop an athletics program consistent with its mission
- Maintain fiscal accountability
- Increase scholarship fundraising

- Cultivate and foster relationships with former student athletes and create an integrated activation program in the Spartan Club for athletes while they are undergraduates at UNCG
- Develop sponsorship, corporate support, and financial opportunities
- Devise a marketing, sales and promotional plan for licensing
- Examine naming opportunities for all facilities and sport-specific giving
- Understand that our most important customers are the student-athletes, the “Spartan Fans” (boosters and alumni), and UNCG faculty, staff, and students

5. DEVELOP AND MAINTAIN A COMMUNITY BASE OF SUPPORT

- Present outstanding intercollegiate teams which provide quality entertainment
- Enhance UNCG’s visibility
- Create a positive economic impact

6. BUILD A COHESIVE BRANDING MESSAGE WITH ICONIC DIMENSIONS TO REINFORCE THE IDENTITY OF ICA AND UNCG

- We are UNCG
- We are “Spartans”
- Our logos and our brands permeate the university, the community, and the alumni population
- Create a lasting loyalty for our entire student body: “Once a Spartan, always a Spartan.”

7. INVEST IN EXECUTIVE PLANNING AND PRODUCTIVITY

- Expand and upgrade components of technology and the scope of video services to create better platforms

to convey our stories, to sell our merchandise, and to enable teams to better prepare for competition.

- Involve our students in technological expansions to better prepare them for a global society
- Build a qualified staff of professionals and provide competitive compensation and benefits
- Develop an annual business plan that examines Strengths, Weaknesses, Opportunities, and Threats

8. ENDORSE AS CORE VALUES:

- Accountability
- Inclusiveness
- Respect
- Equity
- Collaboration
- Sustainability
- Transparency

The intercollegiate athletics program at UNCG is dedicated to teamwork and a common goal of making UNCG the very best. The Spartan experience inspires ICA to preserve and to build traditions of excellence, and to create a strong presence in the UNCG community, the greater community of Greensboro, the State of North Carolina, the United States, and the world. The mission to educate student-athletes about the essence of ethics, academic integrity, and citizenship will enable them to understand that their competitive experience at UNCG is a preparation to win here and to win in life.