Athletic Department Carbondale High School District 165



Strategic Planning Orientation September 11



ACTIVITY ONE: Learn who is on the team and what the charge is for the team. Learn why this plan is important to the school district and to the Athletic Department. Review the team roster, meeting schedule, and roles and responsibilities of the plan team. Ensure commitment of plan team's members.

Welcome and Introductions

Who is in the room? What are we here to do?

Why is this an important event?





Athletic Department Strategic Plan Team			
Athletes	Parents/Community	Parents/Community Coaches/Assistant	
		Coaches	
Bryce McKinnies DeSoto	Jimmy Karayiannis, Parent	Bryan Lee, Football	Daniel Booth, Supt
Jasmine Martin DeSoto	Susan Pimental, Jr. Sports	Phen Grant, Football	Ryan Thomas, Principal
Will Lehman Private	Trey Anderson, Park District	Mike Butler, BG Tennis	Gwen Poore, AD
Shelby Dierks Private	Annie Webster, Park District	Jeff Hansen, BG Soccer	Linda Flowers, Board
Davin Wooley CMS	Matt Baughman, Parent	Fae Ragan, Volleyball	Rania Dababneh, Board
Danni Wooley CMS	Rhett Barke, Parent	Greg Storm, BGXC, BBall	
Anthony Ancell GCS	Sarah Gray, Parent	Haley Karayiannis, Softball/Golf	
Sophie Krupa GCS	Sarah Viernum, Parent	DeAnne Miller, Cheer	
Jaxon Marlowe-Evans UP	Brian Mahtzenbacher, Parent	Jim Miller, Boys Bball	
Riley McElveen UP	Crystal Phillips, UP/Parent	Tracy Hill. Girls Bball	
	John Daly, Parent	Jerry Richards, Wrestling	
	IHSA Representative	Kevin Stamp, Football/Bowling	
	Caleb Cobb, CMS AD	Caleb Belcher, Football/Baseball/AD	
	Doug Corzine, DeSoto Supt	Kim Wheeler, Softball	
	Mary Beth Goff, UP Principal/Parent	Olivia Clark-Kittleson, Softball	
	Tim Ward, UP AD	Ortez Davis, BG Soccer	
	Toni Tabor, Giant City	Derrick Raney, Baseball	
	J Wiltowski, Giant City	Mykel Gary, BG Track	

Participant Handout

- Notes Template
- Essential Information
- Agenda
- Activity Guide



Carbondale High School District 165 Athletic Department Strategic Plan Team Orientation Handout

Orientation Participant Handout

The Orientation session is to answer the question, "Who are we and what are we being asked to do?" The Orientation session paints the "Big Picture" of the strategic planning process so that all strategic planning team members have a shared understanding of the process and their roles and responsibilities in helping the district set clear direction for the future.

At the Orientation, team members will meet one another and learn the stakeholder group that each member of the team represents. Stakeholder groups include community members, families, students. certified staff, non-certified staff, management, board, and union.

The Orientation session will include opportunities to learn about the current plan and the status of plan execution and results.



FOUNDATION OF CONTINUOUS IMPROVEMENT

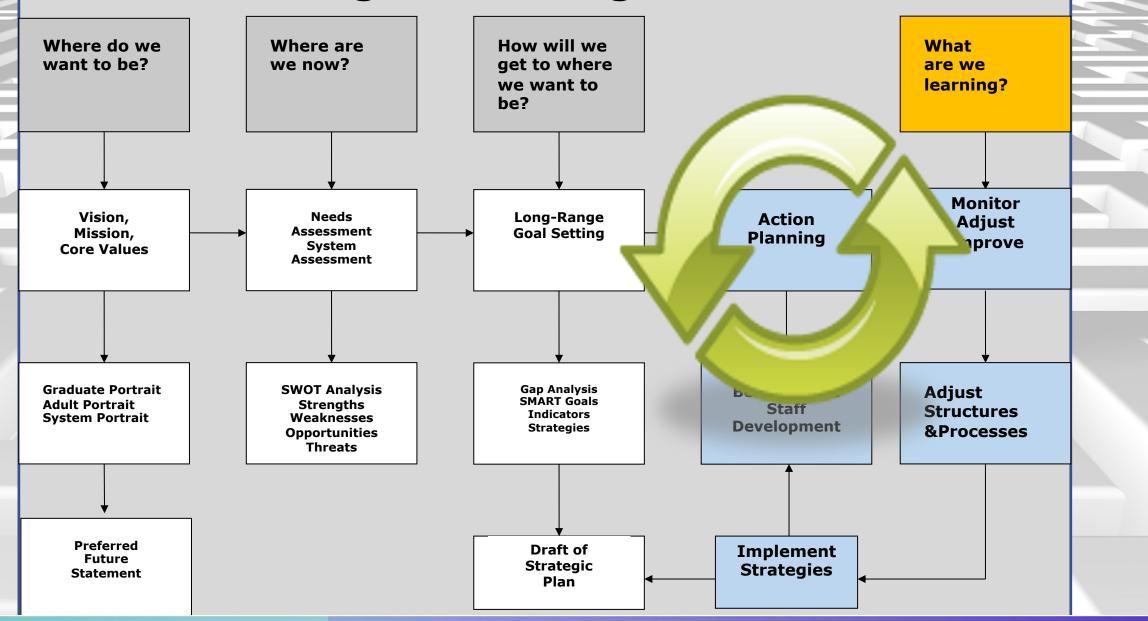
Pillars	Guiding Questions
MISSION	What is our fundamental purpose; why do we exist?
VISION	What must we become in order to accomplish our fundamental purpose?
VALUES	How must we behave to achieve our mission, vision and goals?
GOALS	How will we know if we are making a difference?
STRATEGIES	What will we do differently to grow and improve our results?

The foundation of CONTINUOUS IMPROVEMENT rests upon the pillars of Mission, Vision, and Goals Each of these pillars asks a different question of stakeholders within the system.

The pillars rest on Core Values



Strategic Planning Process



WHERE DO WE WANT TO BE?

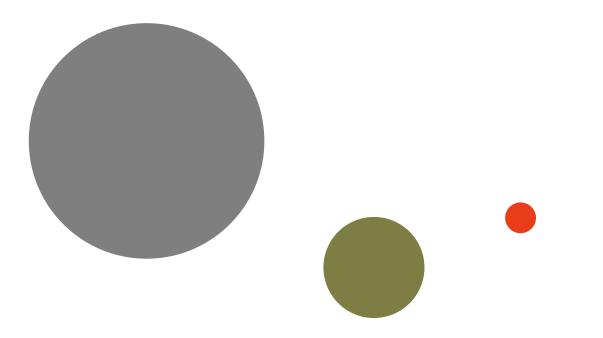
HOW DO WE GET FROM WHERE WE ARE TO WHERE WE WANT TO BE?

WHERE ARE WE NOW?

It is good to have an end to journey toward; but it is the journey that matters in the end.

Ursula K. LeGuin 1999

CONTINUOUS IMPROVEMENT



"See it **big** and keep it **simple**."

~Wilfred Peterson





Satisfaction Data or Best Hopes for the Future Data from students, families, staff, or communities.

Social, Emotional, Political, Demographical, Technological, or Educational Data emerging or impacting the future.

PK-12 System **Data and Information guiding College, Career or Workplace success.**

Environmental Scan: What can we learn from those we represent or from leading forecasters or practices that might ensure our mindset for change as we begin to plan together?

Importance of how stakeholders feel, societal and global happenings, future impacts on our work.

Preparing Today to Shape Tomorrow



- Educational Best Practice Research
- Educational Future Needs and Expectations
- Workplace Needs and Expectations
- Social and Emotional Needs and Expectations
- College, Career and Life Readiness

Strategic Plan Team Schedule

Meeting	Purpose/Essential Questions	Date	Time
Orientation	Who are we and what are we charged to do?	Sept 11 6:00-8:00	2 hours Virtual
Data Retreat	Where are we? What is working well and what is not working well?	Sept 13 9:00-3:00	6 hours Face-to Face
Vision Retreat	Where do we want to be? How do we want to be different?	Oct 25 9:00-3:00	6 hours Face-to Face
Setting Direction Retreat	How will we get from where we are to where we want to be?	Jan 6 9:00-3:00	6 hours Face-to Face
Recommendation	What will we recommend to the Board of Education to set future direction?	Feb 14 9:00-	2 hours Virtual



Strategic Plan Team

- Attend all meetings of the planning team.
- Prepare for each meeting by reading materials aligned to each agenda.
- Explore educational, demographic, political, economic, social, and technological impacts on the future of the athletic program.
- Value the feedback and opinions/perspectives of those not on the team.
- Explore research-based, effective practices of high performing athletic
 - departments/programs
- Review and revise the department's shared mission, vision, core values/commitments and goals.
- Set long-range goals and identify high leverage strategies that define what priorities need attention to move the athletic department to a higher level of performance
- **Recommend the athletic department** strategic plan to the superintendent.

ACTIVITY TWO: Learn about resources that will help us do our work.

- Athletic Department Handbook
- Illinois High School Association
- Current District 165 Strategic Plan
- 2024 Best High School Athletic Programs in Illinois
- Other Athletic Department Strategic Plans
- Department Strengths, Weaknesses, Opportunities, and Threats
- Department Key Performance Indicators, Measures and Targets

ATHLETE & STUDENT ACTIVITIES HANDBOOK Carbondale Community High School 2023-2024



It is amazing how much can be accomplished if no one cares who gets the credit...

Athlete & Student Activities Handbook

This handbook was written for the student-athletes at Carbondale Community High School so that athletes and their parents may be better informed of the athletic rules and policies. Regardless of how complete a handbook may be; it cannot anticipate all of the different situations that may occur. It is meant rather as a guide to point out the direction of the Athletic Department. The penalties noted herein shall be considered minimal and no way implies that more severe action cannot be taken.

Participating as a student-athlete at Carbondale Community High School distinguishes you as an individual with exceptional opportunities. Athletics will offer to you many worthwhile experiences and associations which nonparticipants will not have. We offer this program as a privilege and strongly encourage your 100% cooperation in any sport in which you wish to participate. Carbondale Community High School presently has an enrollment of approximately 990 students. The school colors are Black and White, and the teams are nicknamed TERRIERS.

The TERRIERS are a member of the South Seven Conference which also includes Cahokia, Centralia, Marion and Mt. Vernon.

Resources

Coaches' Education

Download Center

Equity Center Title IX

Sports Medicine

Awards & Recognition

Sportsmanship

IHSA Calendar

Video

Merchandise

Digital Tickets from GoFan

State Programs

Diversity, Equity, and Inclusion (DEI)

IHSA All Access Newsletter





Best Practices for Interscholastic Contests

The IHSA Do What's Right! sportsmanship program encourages and promotes positive behaviors for interscholastic sports and activities. This checklist includes best practices and general expectations for schools before, during, and after an interscholastic contest. Please review this information and communicate expectations to coaches, students, parents, and community members to promote good sportsmanship and positive behaviors at your events.

Do What's Right! Expectations for players, coaches, and all spectators:

- Represent their school and community favorably through positive interaction with opposing fans and players before, during, and after the competition.
- Use positive yells, chants, songs, or gestures.
- Display modesty in victory and graciousness in defeat.
- Respect and acknowledge the integrity and judgment of officials.
- Exhibit positive behavior in both personal interaction and social media comments.

Strategic Plan



Honoring History and Tradition ~ Focusing on Student Success

August 2022

CCHS165.org



February 2024 Board Update (PowerPoint, PDF)

2022-23 Annual Strategic Plan Update

January 19, 2023, Goal 2 Action Plan and Update/Board Presentation (PowerPoint, PDF)



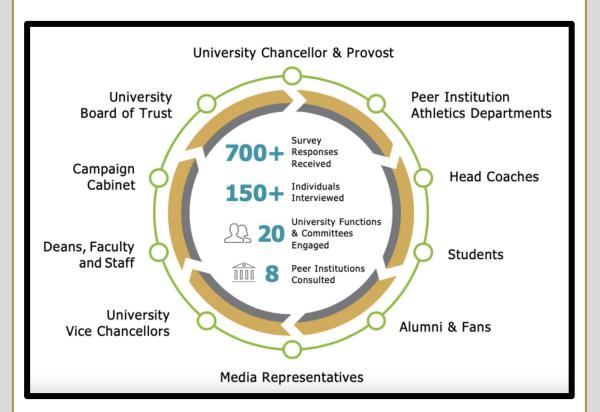


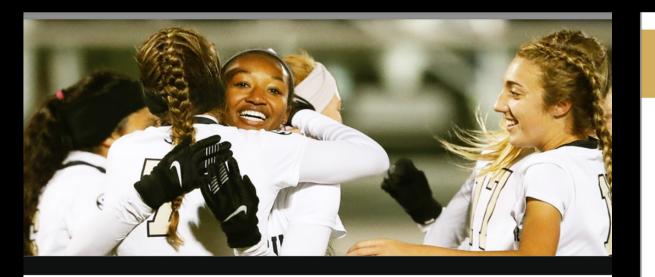
9 BEST HIGH SCHOOLS FOR ATHLETES IN ILLINOIS



VANDERBILT UNIVERSITY STRATEGIC PLAN FOR ATHLETICS







VANDERBILT'S PROMISE OF EXCELLENCE

As a university, Vanderbilt delivers on a promise of excellence. As an athletics department, we have identified significant existing strengths that will serve as platforms from which we will continue to deliver, build and improve:



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Proven track record of academic excellence and an integrated experience

Measure of competitive success with five national championships and multiple conference titles

Emphasis on sustained integrity and exceptional leadership — on and off the field

Rich and pioneering history and commitment to diversity and inclusion

Focus on personal development and service opportunities

VANDERBILT UNIVERSITY'S STRATEGIC PLAN FOR ATHLETICS

GUIDING FRAMEWORK





FOUR GOALPOSTS

SERVICE



Together, we will serve our stakeholders and hold ourselves accountable to Vanderbilt University Athletics Department's mission — to become the preeminent model for the holistic student-athlete experience.

GROWTH



Together, we will invest in the required resources for our student-athletes to **develop and grow** – in the classroom, on the field, and in the professional field of their choice.

PROSPERITY

Together, we will reap the benefits of our efforts while standing for integrity and exceptional leadership. We will seek to prosper and win both on and off the field.



SUSTAINABILITY

Together, we will create an environment for sustained excellence, building a fundamental philosophy and core ethos designed to last.

THE VANDERBILT WAY

FIVE STRATEGIC FOCUS AREAS

To achieve our vision and deliver on our values, five strategic focus areas have been identified. Each focus area has several strategic initiatives designed to drive execution.

ACADEMIC & PERSONAL DEVELOPMENT

Use our Athletics platform as a model for the commitment to academic and personal development espoused by Vanderbilt University.

2

ATHLETIC EXCELLENCE

Optimize the ability of our student-athletes to win and consistently compete for championships across our entire sports portfolio.

3

4

5

STAKEHOLDER ENGAGEMENT

Actively work with our partners across the university, alumni and the Nashville community through regular communication, outreach and engagement.

FAN EXPERIENCE

Raise the prominence of the Vanderbilt Athletics brand and deepen our community impact by delivering an engaging fan experience.

FINANCIAL PERFORMANCE

Increase self-generated funding by creating new revenue streams and improving existing ones.



ACADEMIC & PERSONAL DEVELOPMENT

Fulfill our mission to be the preeminent student-athlete model in college athletics through continued academic excellence, while promoting additional personal and professional development opportunities.

🖈 HOLISTIC PROGRAMMING

Maintain our focus on the academic excellence and integrity of our studentathletes and expand academic, career, personal leadership, development, and mental health services and programming to ensure sustained success.

🖈 CAREER DEVELOPMENT

Amplify our professional development services by enhancing our internship program and building connections with top-ranked national and international employers. Further, we will leverage our industry connections to create athlete-specific career pathways.

📩 ALUMNI ENGAGEMENT

Extend the relationship between student-athletes and Vanderbilt postgraduation by creating formal mentorship communities for all sports. Establish an alumni association to enrich engagement and connection with former student-athletes.

X INNOVATION

Encourage student-athletes to pursue innovation through a potential partnership with the Wond'ry and other campus/community partners.

X NCAA POLICY PREPAREDNESS

2 ATHLETIC EXCELLENCE

Optimize the ability for our student-athletes to consistently compete and win at the highest levels across our entire sports portfolio.

🛨 TRAINING FACILITIES

Provide the requisite training, development and sports performance facilities (as determined by the Master Facility Plan).

★ COMPETITION FACILITIES

Build or renovate competition venues (as determined by the Master Facility Plan) to achieve the standard needed for impact.

***** SPORTS PERFORMANCE PROGRAMMING

Design and deliver a cohesive and integrated Sports Performance Program that offers top-quality mental health, sports psychology, strength and conditioning, rehabilitation, sports medicine and nutrition resources. Focus on utilization of technology, innovation and partnerships with the campus and community.

🛧 COACHING STAFF

Continue to attract, retain and develop championship-caliber coaches to ensure the maximum development of our student-athletes.

X VALUE PROPOSITION

Attract the very best by designing and activating our value proposition consistent with Vanderbilt's mission statement and the Nashville experience: The Degree. The City. The SEC.

3 STAKEHOLDER ENGAGEMENT

Actively work with our partners across the university, alumni and the Nashvill community through regular communication, outreach and engagement.

***** FACULTY AND STUDENT ENGAGEMENT

Focus on better methods to serve our students, faculty and administra building strong connections and fostering richer engagement with our community.

COMMUNITY CONNECTION

Expand athletics-specific programming for the greater Nashville comm through an expanded slate of club sport options, recreation leagues, a curriculum for camps and events throughout the year.

MULTI-USE INFRASTRUCTURE

Design and leverage our athletics infrastructure as multi-use and mult functional spaces.

THE

Strategies – with Action Plans, Key Performance Indicators, & Targets

FAN EXPERIENCE

Raise the prominence of the Vanderbilt Athletics brand and deepen community impact by delivering a highly engaging fan experience.

🛧 GAME DAY EXPERIENCE

Optimize the game day experience through refreshed pre-game and ingame programming, additional fan engagement opportunities, improved food and beverage options, and alternate viewing and entertainment options.

RELATIONSHIP BUILDING

Deepen and retain existing relationships with our fans by designing yearlong engagement models and enhancing feedback mechanisms to track and incorporate input. Enhance engagement events in areas with key alumni support.

The NEW FAN ACQUISITION

Attract new fans to Vanderbilt Athletics by designing targeted outreach and improving the quality of information to key groups.

5 FINANCIAL PERFORMANCE

Increase self-generated funding by creating new revenue streams and improving existing ones.

🖈 FUNDRAISING

Focus on increasing philanthropic contributions to annual giving and capital campaigns through increased donor stewardship and outreach.

🖈 OTHER REVENUE STREAMS

Continue our emphasis on financial sustainability while expanding our major streams of revenue through a renewed dedication to licensing and sponsorship efforts. Explore additional self-generated revenue streams.

Seek to endow scholarships and major administrative positions and head coaching roles.

THE VANDERBILT WAY

Strategies – with Action Plans, Key Performance Indicators, & Targets

THE VANDERBILT WAY

Athletic Department Fall 2024 Athlete Survey

91 students responded out of

Survey Questions:	NO. Responding Meeting or <u>Exceeding</u>	Rating Green: Meeting or Exceeding Yellow: Needs improvement Red: Needs Attention
Overall, I enjoyed playing on my team.	85	
My head coach made the sport enjoyable.	80	
Our team got along and had good team morale.	80	
I learned a lot from playing a sport this season.	82	
I received a fair amount of playing time.	70	
I improved as a player this season	85	
The head coach had adequate knowledge of the rules,	87	
skills, and strategies our team needed to compete.		
The head coach helped players improve to reach their	81	
fullest potential		
The opportunity was available for each team member	88	
to communicate with the head coach.		
My head coach listened to me.	80	
My head coach let me and my teammates make	62	
decisions about the team.		
Players on the team respected the head coach.	83	
I trusted my head coach.	86	
Instructions and advice given from the head coach to	84	
the players were clear and easily understood.		
The head coach understood I was a high school student	80	
and had other commitments besides athletics.		
My head coach focused on my grades and academics.	85	

Athletic Department Fall 2024 Athlete FAMILY Survey			
45 Families responded out of			
Survey Questions:	NO. Responding Meeting or <u>Exceeding</u>	Rating Green: Meeting or Exceeding Yellow: Needs improvement Red: Needs Attention	
Overall, my athlete enjoyed playing on his/her team.	35		
The head coach made the sport enjoyable.	35		
The team got along and had good team morale.	31		
My athlete learned a lot from playing a sport this season.	34		
My athlete received a fair amount of playing time.	33		
My athlete improved as a player this season	35		
The head coach had adequate knowledge of the rules, skills, and strategies our team needed to compete.	37		
The head coach helped players improve to reach their fullest potential	34		
The opportunity was available for each team member to communicate with the head coach.	35		
My head coach listened to my athlete.	32		
My head coach let players make decisions about the team.	27		
Players on the team respected the head coach.	35		
I trusted my head coach.	38		
Instructions and advice given from the head coach to the players were clear and easily understood.	32		

Athletic Department Fall 2024

Coaches Survey

19 Coaches responded out of

Survey Questions:	NO. Responding Meeting or <u>Exceeding</u>	Rating Green: Meeting or Exceeding Yellow: Needs improvement Red: Needs Attention
Overall, I enjoyed coaching my team.	19	
Our department made the sport enjoyable.	18	
Our department gets along well.	16	
I improved as a coach this past season.	19	
My work gives me a sense of accomplishment.	19	
The morale in our department is positive and contributes to my job satisfaction.	17	
I get recognized for my accomplishments and contributions to the athletic department.	15	
I feel respected in my workplace.	18	
I feel I am compensated fairly for my work.	13	
I am proud to coach in this district.	19	
I would recommend this department to others.	17	
I had adequate knowledge of the rules, skills and strategies needed to compete.	19	
I had what I needed to help athletes improve to reach their fullest potential.	15	
The opportunity was available for each athlete to communicate with me.	19	
My supervisor listened to me.	18	
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ATHLETIC DEPARTMENT SWOT

STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
Strong effort to meet the needs of our student athletes- academically, social emotionally, being a trustworthy, accountable adult prepared for the future.	Expectations of strength/speed/weight requirements and programs	Explore incentives for being a three-sport athlete.	Student motivation and effort for academic success.
High level of care and concern for student athletes.	Need for feeder elementary school district alignment.	Explore new ways to communicate and coordinate with feeder elementary districts, colleges, and junior sports programs to maximize opportunities for athletes and their families.	Struggling families (Poverty - Mental Illness)
A sense of community, team, collaboration, sportsmanship, and a good athlete-to-coach relationship.	Additional space for teams to work/condition.	Explore possibilities for a long-range facilities and equipment plan to better target allocation and funding opportunities.	Economics
Offering a wide range and increasing number of sports making the district a leader in southern Illinois athletics.	Meeting the economic struggles and needs of families.	Explore new ways for offering conditioning, strength, and agility skill building during and after the school day as well as beyond the school day and year.	Specialization and outside competing club sports.
Providing top quality facilities that are well maintained and updated.	Consistency in code of conduct/disciplinary standards and consequences for athletes.	Explore ways to target student athletes who need assistance in balancing athletics and academics.	Health and safety

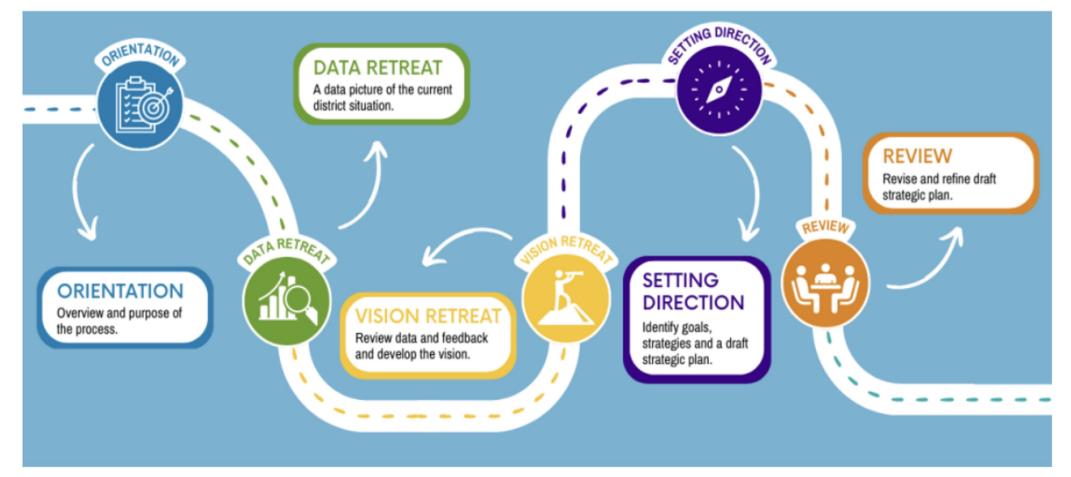
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Student Learning	Culture	Resources
 Annually achieve a graduation rate that is higher than the rate of the whole student body. Achieve a student-athlete GPA that is higher than the student 	 No of athletes, by sport Be in full compliance with Title IX. (participation, scholarships, Treatment). Meet or exceed expectations on annual student-athletes and 	 Increase the number of season tickets sold in each sport Increase the average ticketed attendance in each sport Increase the overall ticket revenue Annually operate within the
 body each semester. Achieve a student-athlete GPA that is higher than 2.8 on a 4.0 scale. Annually achieve an SAT score that is higher than the student body each semester. Annually achieve an SAT mathematics score that is higher than the state average Annually achieve an SAT reading score that is higher than the state average Annually be the best public high school is Jackson County. Win the conference in at least two sports. All teams finish in the top three within the conference. 	 department survey results reporting feedback on existing culture, climate, and success of the Athletic Department. Eligibility checks for each sport throughout the school year. Attract and retain diverse student-athletes and coaches and staff who are integrated into the campus community. Professional development opportunities for coaches. No. of students with a PE waiver. Report the number of high school student-athletes who complete a minimum of 200 volunteer hours each academic year. 	 parameters of the Athletic Department Budget Explore and secure new sources of revenue for the department's ongoing budget Increase scholarships. Ensure athletic facilities are safe, and secure. Ensure athletic facilities meets or exceeds programmatic needs. Ensure athletic equipment is safe and secure. Ensure athletic equipment meets or exceeds programmatic needs. Ensure athletic equipment meets or exceeds programmatic needs. Ensure replacement equipment and supplies meets or exceeds programmatic needs. Increase the booster club membership. Report the donations and contributions to the program from alumni and booster organizations.

ACTIVITY THREE: Review the strategic planning process.

- Orientation
- Data Retreat
- Vision Retreat
- Setting Direction Retreat
- Recommendation

Steps in the Process



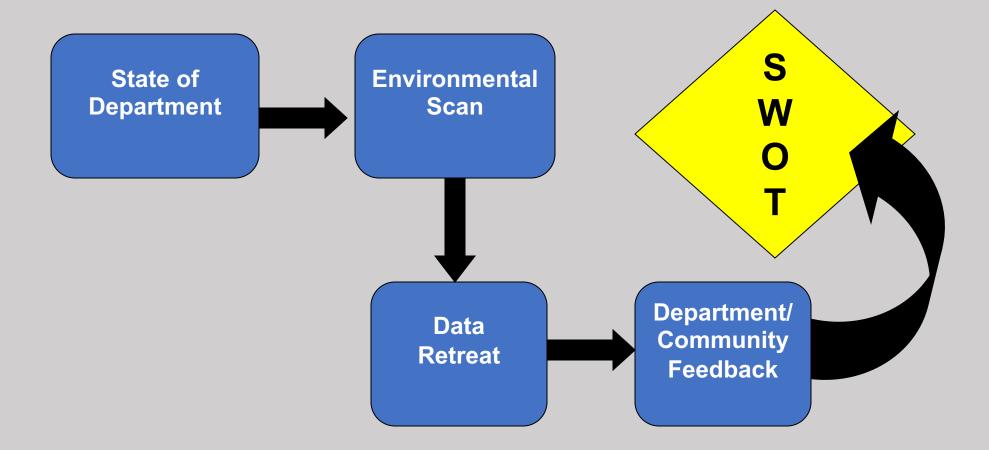






Data Retreat: Where are we now? To paint a data picture that allows us to identify our current strengths, weaknesses, opportunities, and threats. In person 6-hour session

PART ONE: Determine the current state of the district – Where are we now?



SWOT ANALYSIS

- Strengths
- Weaknesses
- Opportunities
- Threats



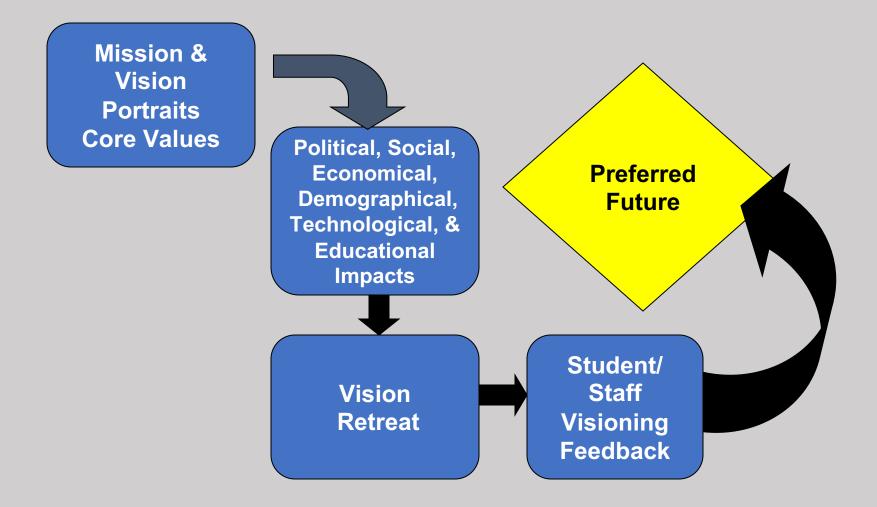


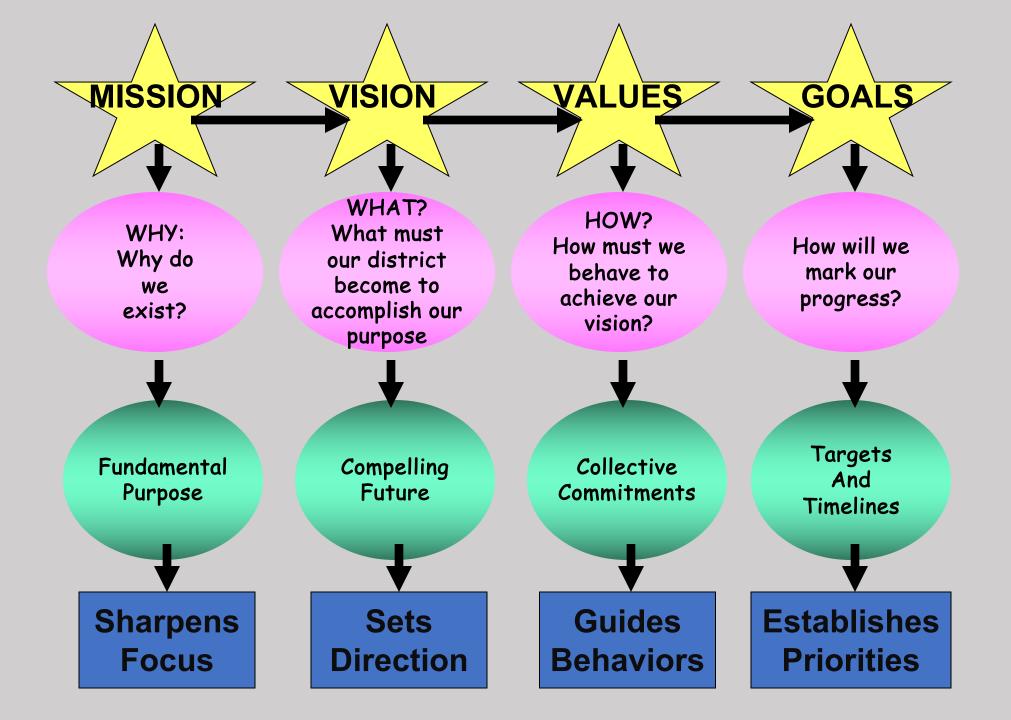
Vision Retreat: Where do we want to be? To envision a future that moves individuals, the school, and the district to a higher level of satisfaction and performance. In person 6-hour session





PART TWO: Determine the "PREFERRED FUTURE"- Where do we want to be?





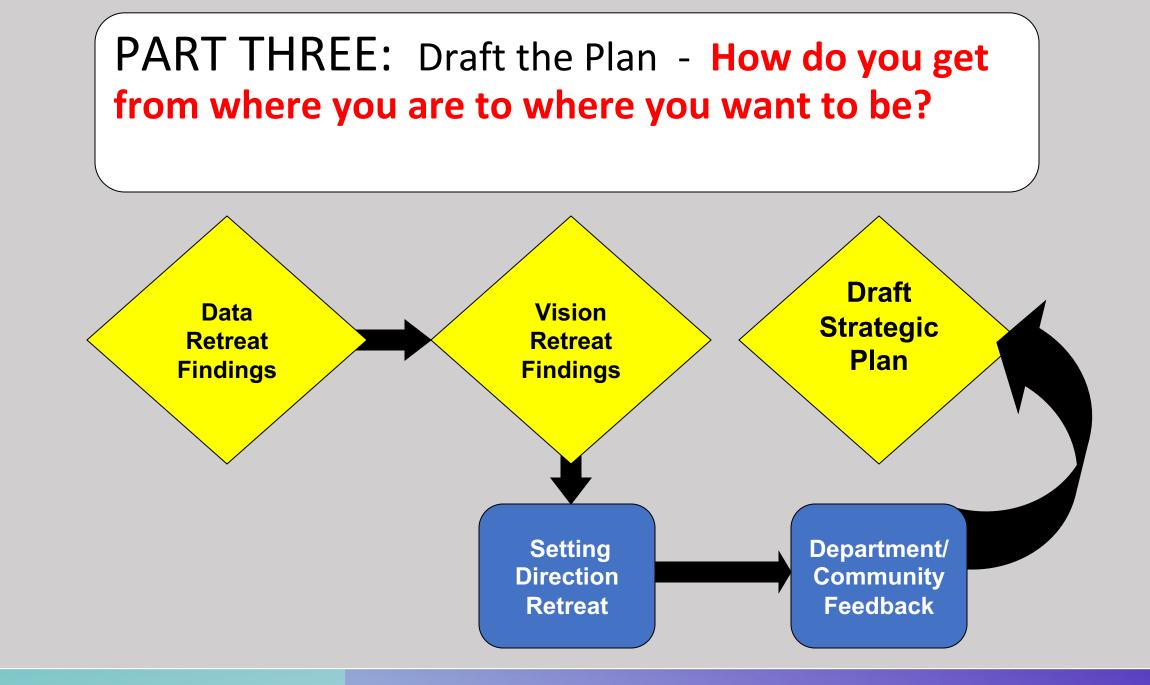


How do we want to be different 5-10 years from now than we are today?





Setting Direction Retreat: How do we get from where we are now to where we want to be? To determine high priority strategies to accomplish long-range goals In person 6-hour session



"One is hard pressed to think of any organization that has sustained some measure of greatness in the absence of goals, values and missions that become deeply shared throughout the organization."

> ~ Peter Senge <u>The Fifth Discipline</u>



SMART goals require aligned strategies and well-designed action steps in order to provide stakeholders with a map of what's important and a plan for how to get there.





What do we need to do to close the gaps and get closer to realizing our mission, vision, values and goals?



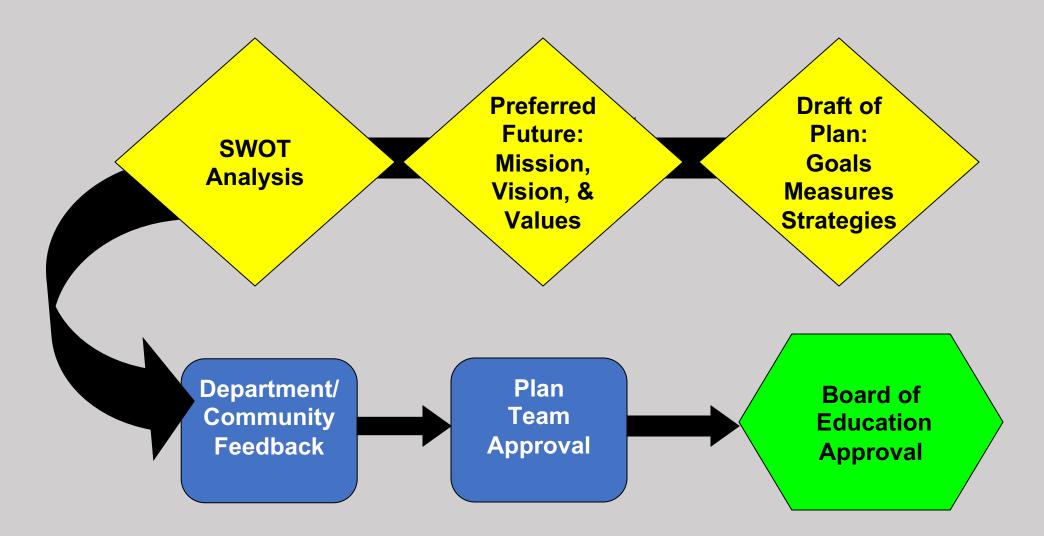


Final Meeting of Plan Team. Virtual

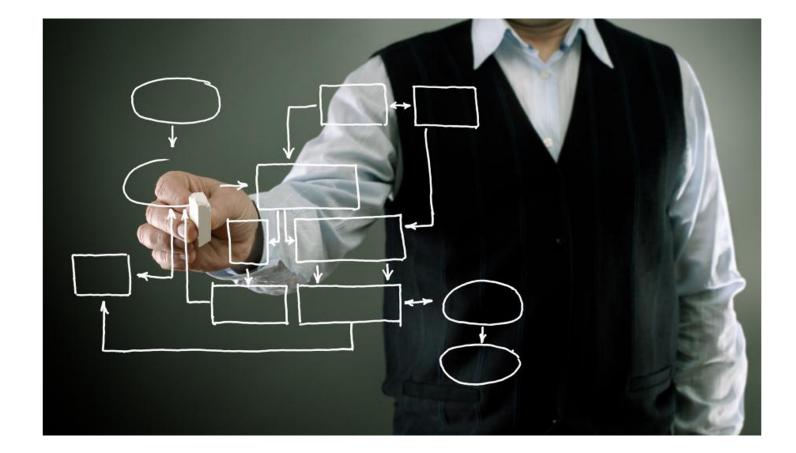
"What we will recommend."

Review Edit Team Draft Review Stakeholder Feedback Finalize Recommendation

PART FOUR: Finalizing the Plan



PLAN DRAFT



Deliverables

- One Page Strategic Plan-Vision, Mission, Values/Beliefs, Goals, Strategies
- Support Document containing details related to the One-Page Plan



FEEDBACK AND REFINEMENT



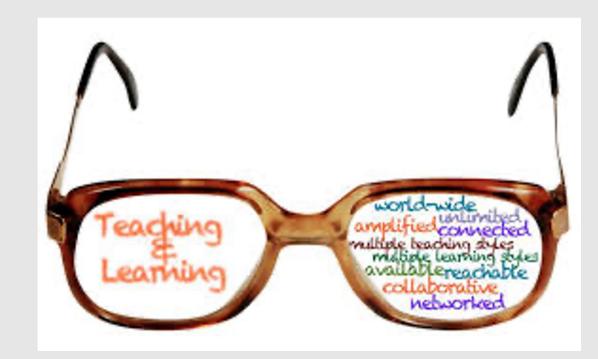
REVIEW THE STATUS OF THE CURRENT STRATEGIC PLAN

- Mission and Vision
- Characteristics
- Core Values
- Goals, Measures, Strategies

Review of Current Plan

Activity Four

- Hear about the Current Plan
- It is a living plan?
- Are there parts of it on which we can build a new plan?



Mission of the Athletic Department:

The primary purpose of our Athletic Program is to develop individuals who would be considered "winners". The individuals who are "winners" will be useful and loyal members of society, will desire to achieve excellence, and will strive to live a healthful and purposeful life, have a deep respect for their fellow persons and willing to make personal sacrifices for the benefit of the majority. Probably the most important factor is that a "winner" is willing to live by high moral codes. Athletes are challenged in athletics to become "winners.

Vision of the Athletic Department:

Athletics are an integral part of our American culture. Each student-athlete at Carbon High School will develop positive attitudes and traits to prepare them to be positive cifuture.

- They must offer students the ability to appreciate the value of discipline and dedic
- They must provide a means of teaching desired values and goals that can aid in a individuals into positive citizens in society.
- They must provide a positive arena to help out athletes learn the meaning of tean develop a great work ethic, which will be a positive asset to their future.
- They must ensure the opportunity for participation in a wide variety of student-sel a vital part of the student's educational experiences.

Core Values of the Athletic Department:

- Adhere to good conduct and character
- Engage the mind and body
- Elevate the spirit and the integrity
- Stimulate the best effort
- Commit to excellence
- Put team above self
- Remodest in victory accepting of defeat

TO LEARN SPORTSMANSHIP-Accepting defeat is easier, knowing that athletes have done their best. Being a gracious winner in victory as a student-athlete in defeat is a quality which each athlete should be proud to possess.

TO WIN-Our society is very competitive. Athletes will not always win, <u>but</u>, they will succeed if they continually strive to do so. They can learn to be good losers if assured that they have earnestly dedicated themselves in attempting to succeed.

TO ENJOY ATHLETICS-It is important that athletes have satisfaction in their accomplishments and positive attitudes in their participation. They should willingly give of themselves to develop personally and to improve the total program.

TO ACCEPT ATHLETICS AS PART OF THE SCHOOL-Athletics are important parts of the total school program and are sponsored by the school for the educational value. The academic achievement and the personal welfare of the athlete are essential purposes of the program. Being part of Terrier Athletics is a privilege, not a right. Student-Athletes will conduct themselves appropriately.

TO CONDUCT THE ATHLETIC DEPARTMENT IN ACCORDANCE WITH EXISTING BOARD OF EDUCATION POLICIES, RULES, AND REGULATIONS-At all times the athletic program must be conducted in a way that justifies it as an education activity.

Long-Range	Key Performance	Aligned
Goals	Indicators	Strategies
Goal One: Academic Excellence: Ensure that athletics is a model department achieving a high level of academic success	 Annually achieve a graduation rate that is higher than the rate of the whole student body. Achieve a student-athlete GPA that is higher than the student body each semester. Achieve a student-athlete GPA that is higher than 2.8 on a 4.0 scale. Annually achieve an SAT score that is higher than the student body each semester. Annually achieve an SAT score that is higher than the student body each semester. Annually achieve an SAT score that is higher than the student body each semester. Annually achieve an SAT score that is higher than the student body each semester. Annually achieve an SAT Annually achieve an SAT Annually achieve an SAT reading score that is higher than the state average 	 This past year we worked to help athletes Strive to pass 5 classes to remain eligible Get a higher GPA In the future we need to ensure a personalized academic plan for each student to monitor and track their performance. We need to set academic goals/targets. We need to target athletes most in need of academic support. We need to consider: Regaining credits Academic advising

Goal Two: Equity,	 Be in full compliance with Title IX.	There did not appear to be any
Diversity and	(participation, scholarships,	organized efforts to address this
Inclusion: Foster a	Treatment). Meet or exceed expectations on	goal last year directly aligned with
culture that values	annual student-athletes and	the Athletic Department.
equity, diversity, and promotes inclusion.	 department survey results reporting feedback on existing culture, climate, and success of the Athletic Department. Eligibility checks for each sport throughout the school year. Attract and retain diverse student- athletes and coaches and staff who are integrated into the campus community. Report the donations and contributions to the program from alumni and booster organizations. Professional development opportunities for coaches. 	In the future we need to examine data and information aligned to this goal and determine next steps both for the athletes and their families as well as the Booster Club.

Goal Three:	• Win the conferer
Competitive	 sports. All teams finish i
Excellence: To be the	the conference.
best athletics	 Have at least 3 c
program in the	post-secondary
conference and	
among public high	
schools.	

onference in at least twoThere did not appear to be any
organized efforts to address thi
goal last year directly aligned v
the Athletic Department other t

Have at least 3 athletes <u>participate</u> in post-secondary athletics annually.

In the future we need to identify stages/levels or success and th have each sport select their lev and develop actions to move to the next level.

winning the conference

- <u>Certainly</u> long range gc is to win the conference but not the right goal fc sports. Not achievable the moment
- What about Best Athlet program in Jackson County?

Goal Four: Dedication to Strength and Conditioning.	• No. of students with a PE waiver.	Made progress in this goal area but there is still work to do. We are missing KPIs.
		 How do we set goals, targets, track progress, display results?: Strength Agility Endurance Injuries Hire a Strength Coach Explore a class during the day as an elective Design a new schedule to encourage more participation Focus also on non-athletes

athletes anexceeds programmatic needs.Is there a long-range facilities plan for the Athletic Department?opportunity to practice and compete in first class facilities• Ensure athletic equipment is safe and secure.• Ensure athletic equipment meets or exceeds programmatic needs.• How do we communicate each year what we have accomplished in this area?with first class equipment and other essential program• Ensure replacement equipment and programmatic needs.• What connections can we make to increase available dollars for facility needs?	Goal Five: Facilities: Provide student-	 Ensure athletic facilities are safe, and secure. Ensure athletic facilities meets or 	Made progress in this goal area but there is still work to do.
materials.	opportunity to practice and compete in first class facilities with first class equipment and other essential program	 Ensure athletic equipment is safe and secure. Ensure athletic equipment meets or exceeds programmatic needs. Ensure replacement equipment and supplies meets or exceeds programmatic needs. 	 <u>facilities</u> plan for the Athletic Department? How do we communicate each year what we have accomplished in this area? What connections can we make to increase available

Goal Six: Community/	 Report the number of high school 	Made progress in this goal area
Elementary District	student-athletes who complete a	but there is still work to do.
-	minimum of 200 volunteer hours	 Intensify efforts to bring
Engagement:	each academic year.	about consistencies
Enhance engagement	 Increase the booster club 	among all elementary
with community	membership.	districts sending students
-	0	to CCHS.
organizations,		 Once a Terrier Always a
alumni, and families		Terrier- grow and develop
throughout the		 Increase community
•		engagement
Carbondale area.		 Seek greater collaboration
		with sports clubs and
		special athletic programs
		 Seek greater collaboration
		with SIU Athletic
		department

EXAMINE AN ATHLETIC DEPARTMENT STRATEGIC PLAN



CULTURE

ACTIVITIES STRATEGIC PLAN 20/20 VISION FOR ANKENY CENTENNIAL 2020-2025

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ACHIEVE COMPETITIVE EXCELLENCE

CULTIVATE A CULTURE COMMITTED TO GROWTH, GRIT, & COMMITMENT! WINNING CONFERENCE CHAMPIONSHIPS & ACHIEVING POSTSEASON SUCCESS

STRENGTHEN ACADEMIC SUCCESS

BUILD UPON EXISTING ENVIRONMENT & PROGRAMMING FOCUSED ON LEADERSHIP AND INTELLECTUAL DEVELOPMENT

PROMOTE & SUPPORT DIVERSITY, EQUITY & INCLUSION

INVEST IN AN ENVIRONMENT THAT PROMOTES DIVERSITY, EQUITY & INCLUSION TO SUPPORT STUDENT'S TO BE THE BEST VERSIONS OF THEMSELVES





BUILD COMMUNITY SPIRIT FOR JAGUAR ACTIVITIES

EXPAND AND ENHANCE PARTNERSHIPS WITHIN THE ANKENY COMMUNITY, WHILE ALSO FOCUSING STRATEGICALLY ON AREAS OF BRAND GROWTH AND FAN EXPERIENCES

LIVE THE JAGUAR CREED IN EVERYTHING WE DO

MAINTAIN THE HIGHEST LEVEL OF INTEGRITY AND COMMITMENT TO COMPLIANCE & FISCAL RESPONSIBILITY, EXCELLENCE IN ACCESS AND EQUITY.

SECURE THE FUNDING NECESSARY FOR SUCCESS

LEVERAGE ALL REVENUE STREAMS TO SECURE THE RESOURCES NEEDED TO SUPPORT THE STRATEGIC GOALS & OBJECTIVES









ENCOURAGE & SUPPORT CREATIVE MULTI-ACTIVITY JAGUARS

DEVELOP AN POSITIVE ENVIRONMENT THAT PROMOTES CREATIVITY, GOOD SPORTSMANSHIP, MULTI-SPORT & ACTIVITY PARTICIPATION FOR STUDENTS BY PROMOTING FULLY IMMERSED STUDENT EXPERIENCES.

ENCOURAGE & SUPPORT LIFE LONG LEARNING THROUGH ACTIVITIES

INVENT IN AN ENVIRONMENT THAT PROMOTES PERSONAL DEVELOPMENT & LEARNING THROUGH ATHLETICS & ACTIVITIES.

PROVIDE THE MOST POSITIVE STUDENT EXPERIENCE

INVEST IN AN ENVIRONMENT THAT PROMOTES COMPREHENSIVE WELLNESS, PERSONAL DEVELOPMENT & SUPPORT FOR STUDENT'S & CHALLENGES THEM TO BE THE BEST VERSIONS OF THEMSELVES

ACHIEVE COMPETITIVE EXCELLENCE

CULTIVATE A CULTURE COMMITTED TO WINNING CONFERENCE CHAMPIONSHIPS AND ACHIEVING POSTSEASON SUCCESS

STRENGTHEN ACADEMIC EXCELLENCE

BUILD UPON EXISTING ENVIRONMENT & PROGRAMMING FOCUSED ON LEADERSHIP & INTELLECTUAL DEVELOPMENT

PROMOTE & SUPPORT DIVERSITY EQUITY, & INCLUSION

CREATE & PROMOTE A SAFE & SUPPORTIVE ENVIRONMENT FOR OUR STUDENTS BY EDUCATING OUR COMMUNITY ON DIVERSITY, EQUITY, & INCLUSION.

ENHANCE MARKETING & **COMMUNICATION TO PROMOTE** JAGUAR ACTIVITIES **EXPAND & ENHANCE PARTNERSHIPS WITHIN THE** COMMUNITY & FOCUS ON AREAS OF BRAND GROWTH & FAN ENGAGEMENT

ENSURE INTEGRITY IN EVERYTHING WE DO

MAINTAIN INTEGRITY & COMMITMENT IN COMPLIANCE, ETHICS, & RESPONSIBILITY, WHILE ALSO ACHIEVING EXCELLENCE IN ACCESS & EQUITY.

SECURE FUNDING FOR SUCCESS

SECURE FUNDING & RESOURCES NEED TO ACHIEVE & SUPPORT OUR GOALS & OBJECTIVES.

PREVIEW THE DISTRICT'S STRATEGIC PLANNING WEBSITE

Strategic Plan Website

- Demonstrate how our work will be documented and accessible throughout the process for team members and constituents.
- URL



PREVIEW THE DATA RETREAT

Preview Data Retreat

Answers the question: Where are we now?

Paint a data picture to identify what is trending in a positive direction and what is trending in a negative direction

- Know our strengths and celebrations
- Know our weaknesses and opportunities
- Prepare a SWOT analysis





Thanks to the Strategic Plan Team

