



# CREATING A JAGUAR CHAMPIONSHIP

## CULTURE

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



# JAGUARS WILL...

1

## ACHIEVE COMPETITIVE EXCELLENCE

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

2

## STRENGTHEN ACADEMIC SUCCESS

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

3

## 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



# JAGUARS WILL...

4

## 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

5

## 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.

6

## SECURE THE FUNDING NECESSARY FOR SUCCESS

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



# JAGUARS WILL...

7

## 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.

8

## ENCOURAGE & SUPPORT LIFE LONG LEARNING THROUGH ACTIVITIES

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

9

## 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





# **ROLE OF ACTIVITIES @ ANKENY CENTENNIAL**

- INTEGRATES WITH THE EDUCATIONAL EXPERIENCE BY PROVIDING STUDENTS THE OPPORTUNITY TO SUCCEED AT THE HIGHEST LEVEL IN ACADEMICS AND INTERSCHOLASTIC COMPETITION.
- CULTIVATES COMMITTED COLLABORATORS AND LEADERS OF CONSEQUENCE WHO DISTINGUISH THEMSELVES DURING THEIR HIGH SCHOOL EXPERIENCE AND FLOURISH IN THE WORLD FOLLOWING GRADUATION.
- DEVELOPS A MORE ENGAGING HIGH SCHOOL EXPERIENCE FOR THE ENTIRE COMMUNITY, INSPIRING A SHARED ALLEGIANCE AND A LIFELONG COMMITMENT TO THE ANKENY CENTENNIAL COMMUNITY.
- CONNECTS THE HIGH SCHOOL'S GENERATIONS AND EXTENDED COMMUNITY BY BUILDING JAGUAR SPIRIT, ENTHUSIASM, AND PRIDE IN ACADEMIC & EXTRA-CURRICULAR SUCCESS.
- BRINGS POSITIVE VISIBILITY TO THE HIGH SCHOOL BY HIGHLIGHTING THE JAGUAR SPIRIT & VALUES OF THE ANKENY COMMUNITY SCHOOL DISTRICT, CIML, IHSAA, & IGHS AU.

**GO  
JAGUARS!**



# **DEFINITION OF SUCCESS FOR ANKENY CENTENNIAL JAGUARS**

ANKENY CENTENNIAL, THROUGH TEAMWORK ACROSS ALL DEPARTMENTS, AND SUPPORT SERVICES, IS COMMITTED TO ACHIEVING EXCELLENCE IN ITS INTERSCHOLASTIC ACTIVITIES PROGRAM. SUCCESS IS MEASURED BY THE ABILITY TO CREATE AND MAINTAIN A WINNING CULTURE THAT AFFORDS ITS CLUBS, GROUPS, & TEAMS WITH THE OPPORTUNITY TO REGULARLY COMPETE FOR CHAMPIONSHIPS. SUCCESS ALSO IS ACHIEVED THROUGH EXCELLENCE IN ACADEMIC PERFORMANCE, LEADERSHIP DEVELOPMENT, AND COMMUNITY ENGAGEMENT.



# FROM JAGUAR AD



Dear Ankeny Centennial Family, friends, & alumni

In my first two years, I have been honored to be apart of the Jaguar family. Ankeny Centennial is truly a special place. As I spend time with our coaches, directors, sponsors, teachers, staff & community that make up the Jaguar Family, I am in awe of the time & energy they have invested in making Ankeny Centennial successful.

I have been impressed by the dedication & passion of everyone involved with Ankeny Centennial Activities, who through their time, talent, & hard work ensure that we best position our students for success in the classroom, on the stage, on the court, or field.

The most important role of our department is driving our mission of the JAGUAR CREED! It is clear that to achieve our goals in driving our mission we need a plan to articulate our goals over the next 5 years & how we intend to achieve those goals.

To that end I am excited to share with you CREATING A CHAMPIONSHIP CULTURE A 20/20 vision for the future. The key to the process will be developing a Champion's mindset among all involved with our organizations, & teams. As we define it, a champion's mindset is an everyday approach of hard work, a positive attitude, & an intrinsic motivation that leads to continual improvement.

**#GOJAGUARS!**

**Scott M. Garvis** C.M.A.A.





7

**ACHIEVE  
COMPETITIVE EXCELLENCE**

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



# OBJECTIVE #1: DELIVER PROFESSIONAL DEVELOPMENT & ESTABLISH EXPECTATIONS & ACCOUNTABILITY FOR COACHES & STAFF



## STRATEGY 1

PROVIDE PROFESSIONAL DEVELOPMENT TO COACHES AND STAFF ON CULTURE, VALUES, LEADERSHIP, AND CONTINUOUS IMPROVEMENT FEEDBACK TO DIRECT REPORTS.



## STRATEGY 2

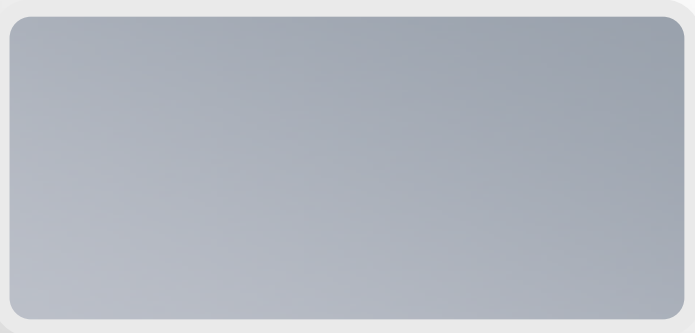
PROVIDE COACHES AND STAFF WITH ACCESS TO PROFESSIONAL ASSOCIATIONS AND ENCOURAGE MENTORSHIP.



## STRATEGY 3

REFINE OUR PERFORMANCE EVALUATION TOOL TO CHALLENGE ALL STAFF TO EXCEED EXPECTATIONS IN CONTRIBUTING TO A CHAMPIONSHIP MINDSET.

# OBJECTIVE #3 RETAIN & ACHIEVE A POSITION OF COMPETITIVE LEADERSHIP IN THE CENTRAL IOWA METRO CONFERENCE



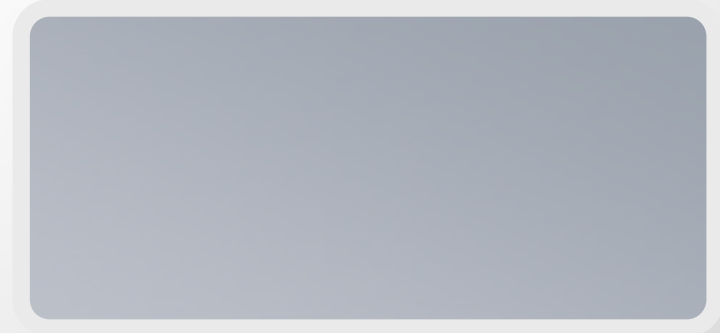
## STRATEGY 1

FINISH IN THE TOP 5 IN COMBINED RANKING FOR ALL ACADEMICS, FINE ARTS & ATHLETICS.



## STRATEGY 2

DEVELOP AN ATMOSPHERE THAT CULTIVATES POSITIVE RELATIONSHIPS, BUILDS MUTUAL RESPECT, PROMOTES ADAPTABILITY, INSTILLS A GROWTH MINDSET & STRIVES TO SUCCESS THROUGH ESTABLISHING GOALS



## STRATEGY 3

ACHIEVE WINNING RECORDS OR UPPER DIVISION FINISHES IN ALL COMPETITIVE ACTIVITIES.





**STRENGTHEN ACADEMIC EXCELLENCE**

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

# OBJECTIVE #2: IMPROVE COACH & STAFF RECRUITMENT AND RETENTION.



## STRATEGY 1

RESEARCH DUTIES, ADMINISTRATIVE, & SUPPORT STAFF TO MANAGE THE OPERATIONAL TASKS REQUIRED TO HAVE A WINNING INTERSCHOLASTIC ACTIVITY PROGRAM.



## STRATEGY 2

RESEARCH COACHES AND SPORT-SPECIFIC PERSONNEL TO CIML AND IGHSAA & IHSAA STANDARDS IN QUANTITY & COMPENSATION.



## STRATEGY 3

INCREASE OPERATING BUDGET SUPPORT TO A COMPETITIVE LEVEL WITHIN THE CIML, INCLUDING BUT NOT LIMITED TO TEAM TRAVEL, EQUIPMENT, GAME OPERATIONS, FACILITY MAINTENANCE, & PROFESSIONAL DEVELOPMENT.



# OBJECTIVE #1: FOSTER AN ENVIRONMENT & CULTURE FOCUSED ON DEVELOPMENT, ACADEMIC EXCELLENCE, & LIFE SKILLS.



## STRATEGY 1

PARTNER WITH FACULTY TO IDENTIFY ADDITIONAL  
INTERDISCIPLINARY OPPORTUNITIES FOR  
STUDENTS TO ENGAGE WITH ACTIVITIES.



## STRATEGY 2

CELEBRATE ACADEMIC EXCELLENCE AND  
ACHIEVEMENT OF STUDENT-ATHLETES.



## STRATEGY 3

MAXIMIZE RELATIONSHIPS WITH COMMUNITY  
TO LEVERAGE ALL OPPORTUNITIES FOR  
STUDENTS.

# OBJECTIVE #2: DEVELOP & IMPLEMENT LEADERSHIP PROGRAM THAT PREPARES STUDENTS FOR LEADERSHIP AT CENTENNIAL & IN LIFE.



## STRATEGY 1

EXPAND STUDENT LEADERSHIP PROGRAMMING TO FIRST-YEAR STUDENTS & CONSIDER ADDING EXPERIENTIAL LEARNING OPPORTUNITIES.



## STRATEGY 2

ENHANCE PARTNERSHIP WITH SCHOOL LEADERSHIP PROGRAMS TO UTILIZE ACHS EXPERTISE IN LEADERSHIP & PERSONAL DEVELOPMENT.



## STRATEGY 3

UTILIZE NATIONAL, REGIONAL, & LOCAL EXPERTS & ALUMNI IN LEADERSHIP ROLES TO DELIVER MESSAGES & PROGRAMMING FOR STUDENTS.



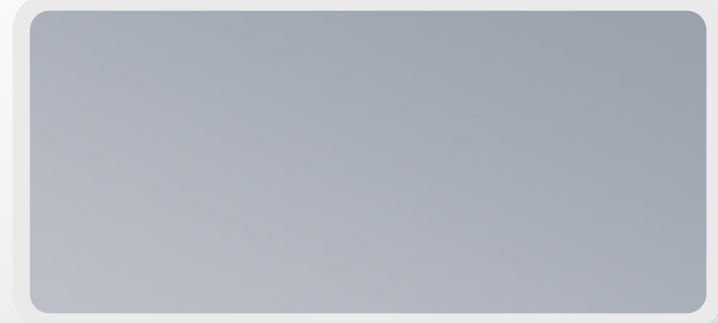
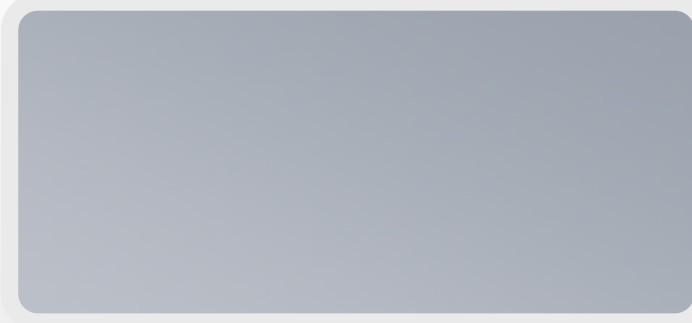
A photograph of a football game in progress. A player in a white jersey with the number 6 is in the center, holding the ball. To his left, a player in a red jersey with the number 5 is running. To his right, another player in a red jersey is also running. The background shows a blurred crowd and a referee. A large, stylized number 3 is overlaid in the upper center of the image.

3

**PROMOTE & SUPPORT DIVERSITY,  
EQUITY, & INCLUSION**

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

# OBJECTIVE #1: ENGAGE STAFF IN THE CREATION AND INTEGRATION OF A CULTURE OF RESPECT THAT CAN BE REFLECTED IN DAY-TODAY DEPARTMENT OPERATIONS.



## STRATEGY 1

CONDUCT ELECTRONIC SURVEY(S) TO GATHER FEEDBACK FROM STAFF REGARDING THE DEFINITION OF RESPECT

## STRATEGY 2

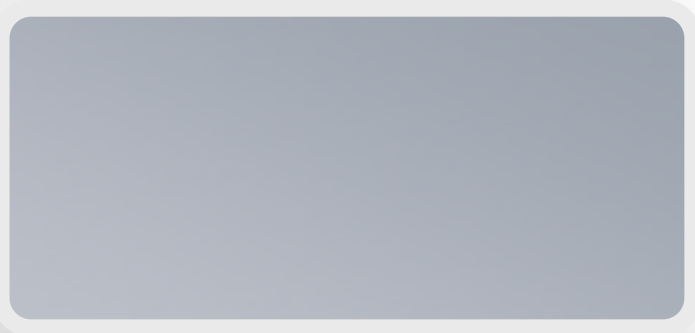
ASK COACHES & SPONSORS TO ENGAGE THEIR GROUPS/TEAMS IN DISCUSSION ABOUT RESPECT OR OTHER RELATED TOPICS REGARDING DIVERSITY, EQUITY, & INCLUSION.

## STRATEGY 3

IMPLEMENT & EMPHASIZE THE JAGUAR CREED IN CREATING A CULTURE OF RESPECT FOR ALL INTO OUR COMMUNICATIONS & CREATE POSTERS & VISUAL MARKETING TO REINFORCE MESSAGING & ENCOURAGE POSITIVE CULTURE

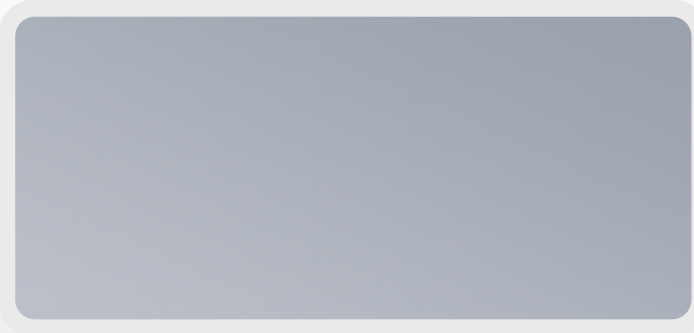


**OBJECTIVE #2: INCREASE AWARENESS OF STRATEGIC PLAN, INITIATIVES, & EVENTS TO EDUCATE ACTIVITIES MEMBERS ABOUT DE & I & BETTER SUPPORT OUR DIVERSE COMMUNITY.**



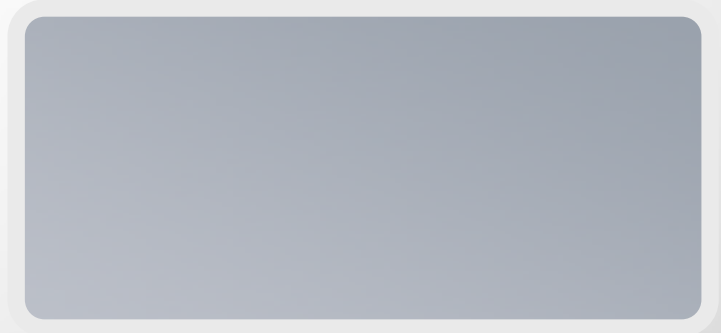
**STRATEGY 1**

UTILIZE AVAILABLE CHANNELS & PLATFORMS TO SHARE & PROVIDE EVENTS & PROVIDE UPDATES TO STAFF & STUDENTS.



**STRATEGY 2**

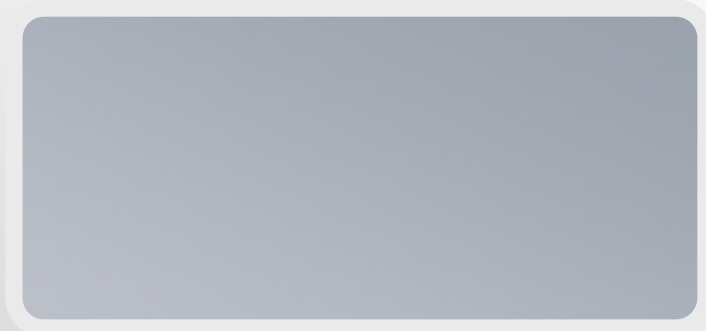
ASK COACHES & SPONSORS TO SHARE INFORMATION TO GROUPS/TEAMS IN MEETINGS OR VIA EMAIL WHEN APPROPRIATE.



**STRATEGY 3**

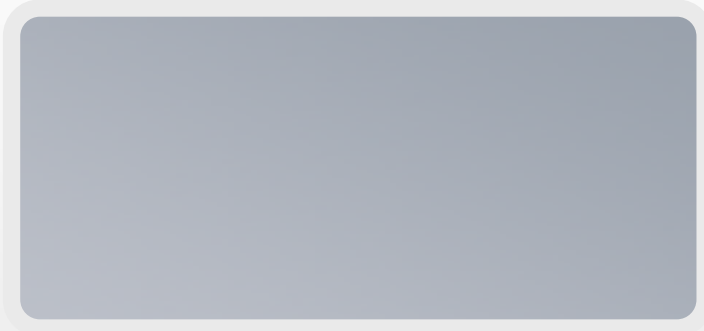
WORK WITH HR & DIVERSITY DIRECTOR OFFER DE & I PRESENTATION & INCLUSIVE TRAINING FOR ALL STAFF.

# OBJECTIVE #3: INCREASE FEELINGS OF BELONGINGNESS & VALUE WITHIN ACTIVITIES COMMUNITY BY BUILDING STRONGER SENSE OF COMMUNITY.



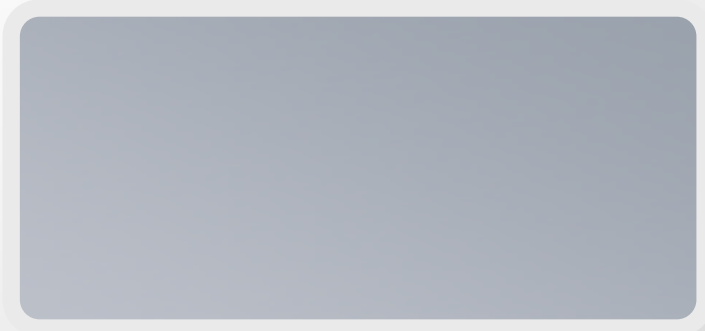
## STRATEGY 1

CONTINUE TO OFFER STAFF NETWORKING OPPORTUNITIES & CREATE OPPORTUNITIES FOR STAFF TO ENGAGE IN NON-WORK SETTINGS.



## STRATEGY 2

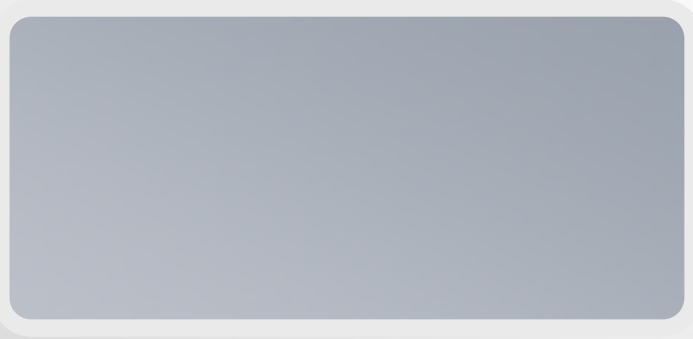
SURVEY STAFF & STUDENTS TO DETERMINE INTERESTS & IDENTIFY OPPORTUNITIES FOR ENGAGEMENT BY PROVIDING SUPPORT & RESOURCES TO STAFF



## STRATEGY 3

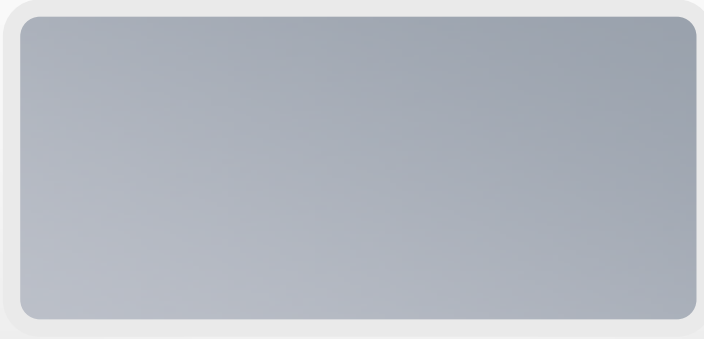
ENSURE STUDENTS HAVE A VOICE & ACTIVE ROLE IN DE & I EFFORTS BY PROVIDING SUPPORT & SHARING INFORMATION WITH SAAC & VARIOUS GROUPS

# OBJECTIVE #4: ENGAGE STAFF & STUDENTS IN CELEBRATING DIVERSITY & INCLUSION



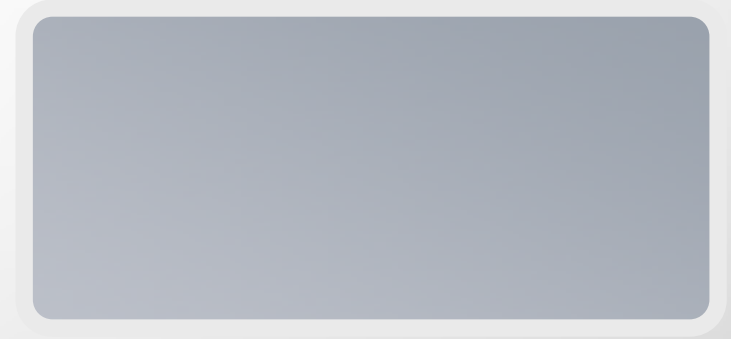
## STRATEGY 1

COLLABORATE WITH STUDENT GROUPS & DISTRICT DIVERSITY & EQUITY DIRECTOR TO BRAINSTORM & IMPLEMENT DE & I INITIATIVES OR CAUSES AT EVENTS.



## STRATEGY 2

ESTABLISH A STAFF & STUDENT PLANNING GROUP FOR ANNUAL MLK SYMPOSIUM.

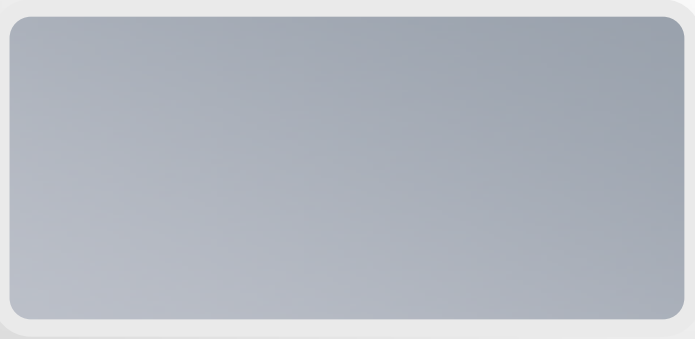


## STRATEGY 3

ADD DE & I RELATED TOPICS & EXPAND THE USE OF OUR JAGUAR CREED ACKNOWLEDGMENT CARDS TO RECOGNIZE STUDENTS & STAFF EFFORTS TO PROMOTE INCLUSIVITY.

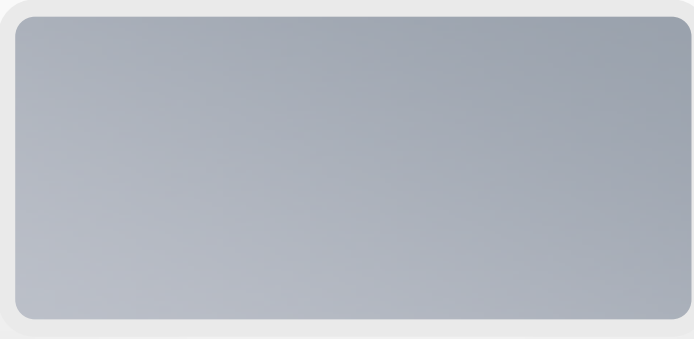


# OBJECTIVE #5: CONTINUE TO IDENTIFY AREAS WITHIN OUR FACILITIES THAT ARE NOT ADA COMPLIANT & WORK TO CREATE MORE INCLUSIVE SPACES.



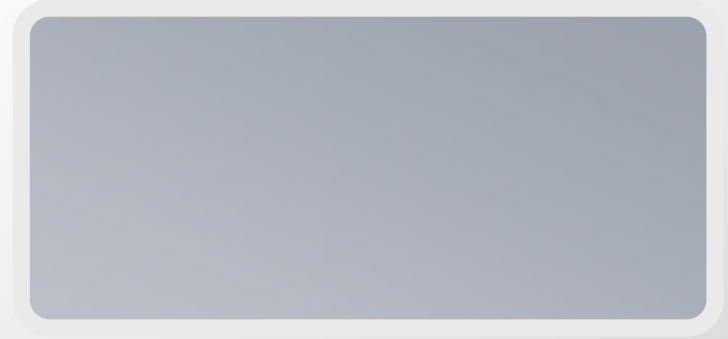
## STRATEGY 1

CONDUCT ANNUAL REVIEW WITH COO & PROJECT MANAGER REGARDING ADA COMPLIANCE, SIGNAGE, & INCLUSIVE SPACES IN EXISTING FACILITIES.



## STRATEGY 2

CREATE & IMPLEMENT CAPITAL PLAN



## STRATEGY 3

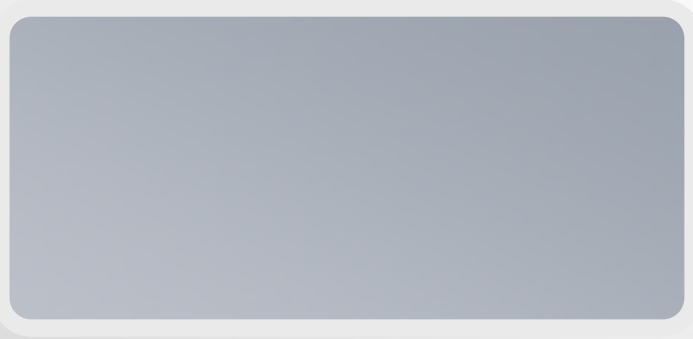


4

**ENHANCE MARKETING &  
COMMUNICATION TO PROMOTE  
JAGUAR ACTIVITIES**

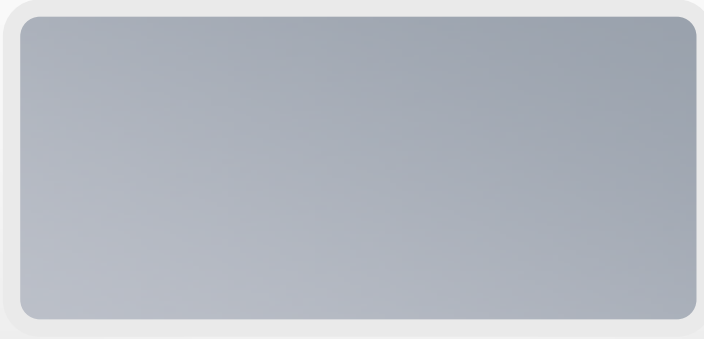
**EXPAND & ENHANCE PARTNERSHIPS WITHIN THE  
COMMUNITY & FOCUS ON AREAS OF BRAND GROWTH &  
FAN ENGAGEMENT**

**OBJECTIVE #1: INCREASE COMMUNITY ENGAGEMENT TO SOLIDIFY SUPPORT FOR THE ROLE OF ACTIVITIES AT ANKENY CENTENNIAL.**



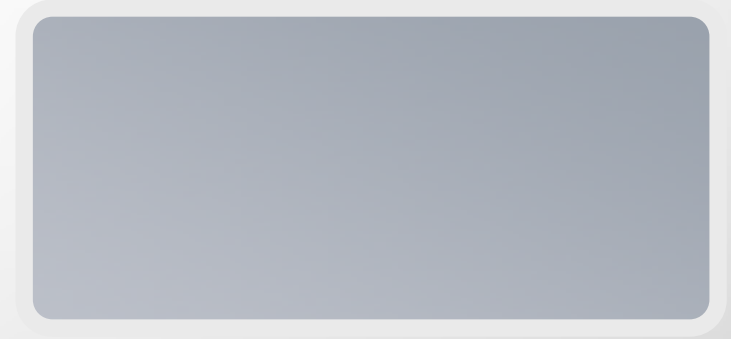
**STRATEGY 1**

INCREASE & EXPAND COMMUNITY PARTNERSHIPS & STAFF PARTICIPATION IN SPIRIT OF THE JAGUAR & JAGUAR CREED ACTIVITIES (PROGRAMS, TEACHER INVOLVEMENT, STUDENT PRESENTATIONS & PERFORMANCES, ETC.).



**STRATEGY 2**

STRENGTHEN TEACHER ENGAGEMENT IN CLUB & INTRAMURAL PROGRAMMING.

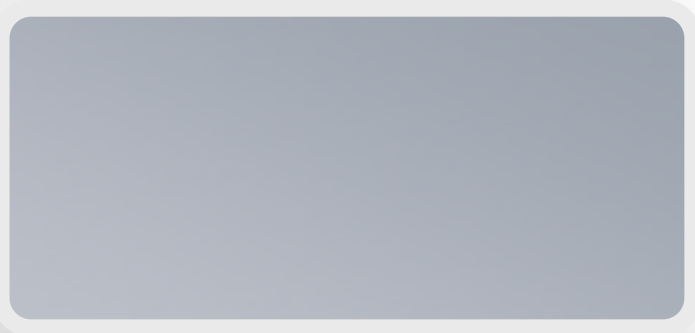


**STRATEGY 3**

IMPLEMENT GUEST COACH PROGRAM WITH FACULTY/CAMPUS STAFF IN ALL SPORTS.

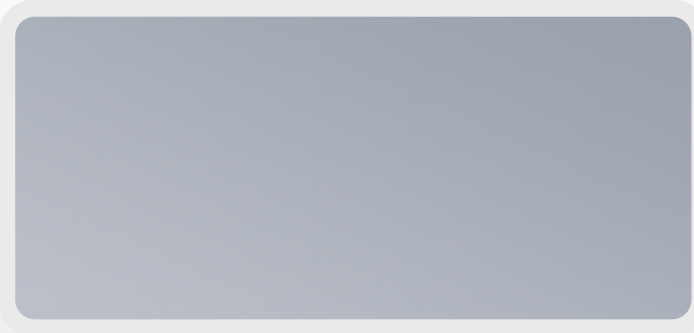


# OBJECTIVE #2: ENHANCE COMMUNITY SERVICE INITIATIVES AND EXPERIENTIAL LEARNING OPPORTUNITIES FOR STUDENT & STAFF.



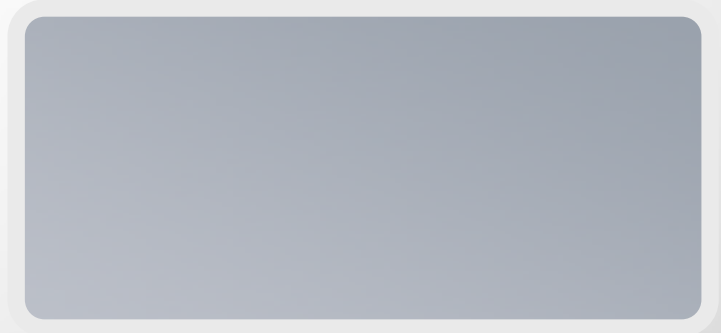
## STRATEGY 1

STRENGTHEN RELATIONSHIP WITH THE ANKENY CHAMBER OF COMMERCE & CIVIC ORGANIZATIONS TO INCREASE COMMUNITY ENGAGEMENT.



## STRATEGY 2

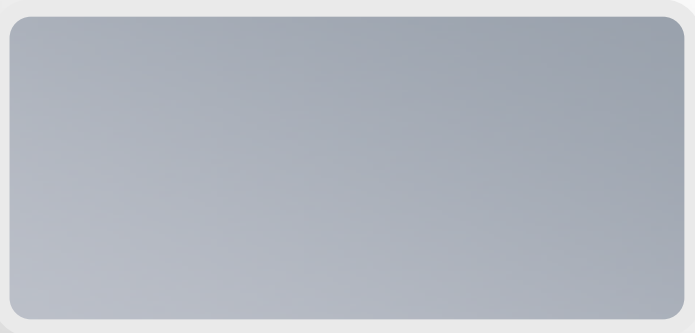
DEVELOP FIELD EXPERIENCES FOR STUDENTS & TEAMS, INCLUDING COMMUNITY SERVICE & LEARNING OPPORTUNITIES.



## STRATEGY 3

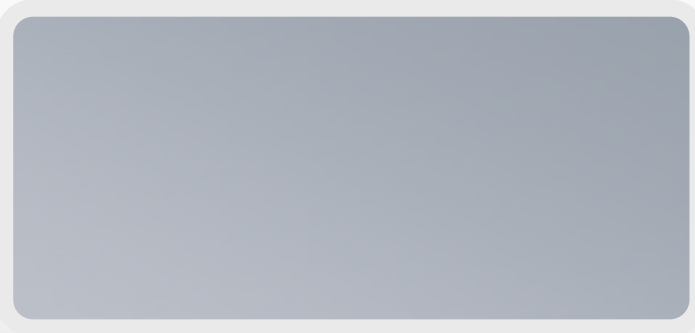
DEVELOP & IMPLEMENT A SPORT INDUSTRY & ENTERTAINMENT CAREER LEARNING EXPERIENCE FOR STUDENTS

# **OBJECTIVE #3: MAXIMIZE THE JAGUAR ACTIVITIES BRAND ACROSS OUR SCHOOL & ANKENY COMMUNITY.**



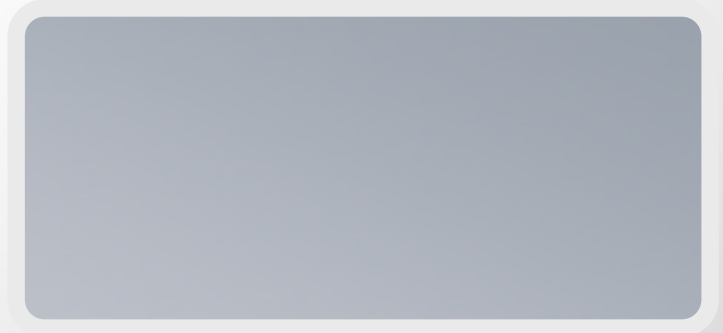
## **STRATEGY 1**

**ENSURE PROPER MESSAGE & BRANDING ARE UTILIZED ACROSS ALL DISTRIBUTION CHANNELS.**



## **STRATEGY 2**

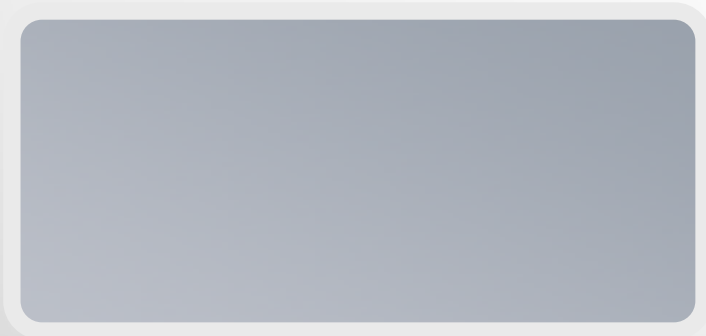
**DEVELOP AND IMPLEMENT STRATEGIC CONTENT AND SOCIAL MEDIA CALENDAR.**



## **STRATEGY 3**

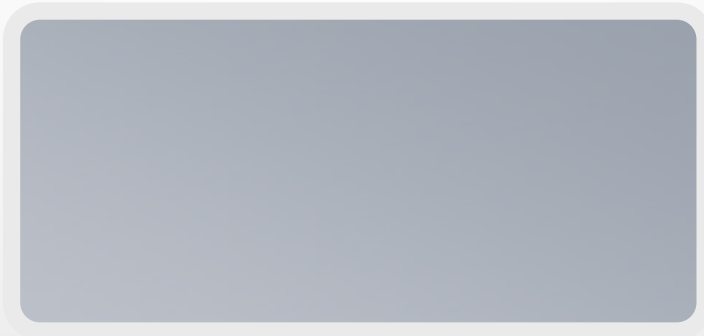
**STRENGTHEN BRAND PRESENCE ON CAMPUS AND IN ATHLETIC VENUES, ACCURATELY UTILIZING THE ATHLETICS VISUAL IDENTITY.**

# OBJECTIVE #4: ENHANCE THE FAN EXPERIENCE AT ATHLETIC & FINE ARTS EVENTS WITH THE GOAL OF INCREASING ATTENDANCE.



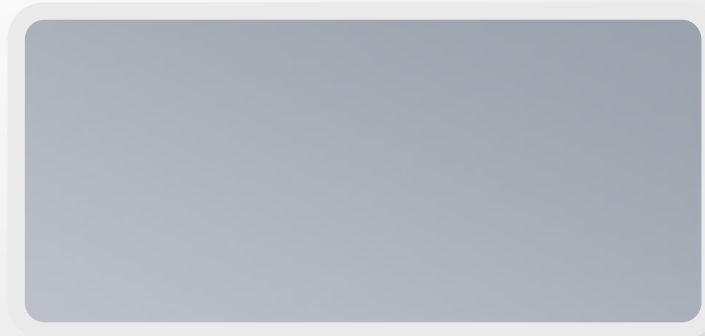
## STRATEGY 1

CREATE A FAN EXPERIENCE TEAM TO MAXIMIZE THE EVENT ENVIRONMENT & FAN SATISFACTION WHILE INCREASING THE VOLUME OF FAN ENGAGEMENT OPPORTUNITIES AND PROMOTIONAL GIVEAWAYS.



## STRATEGY 2

CREATE A SOCIAL MEDIA PLATFORM FOR FANS OF ALL SPORTS & ACTIVITIES TO GIVE FEEDBACK ON THEIR GAME-DAY EXPERIENCE.

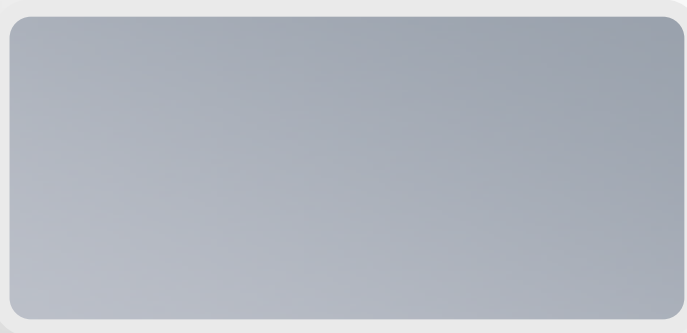


## STRATEGY 3

ESTABLISH A MORE STRUCTURED PLAN TO BRAND & MARKET THE JAGUAR MASCOT, PEP BAND, CHEERLEADERS, & DANCE TEAM.

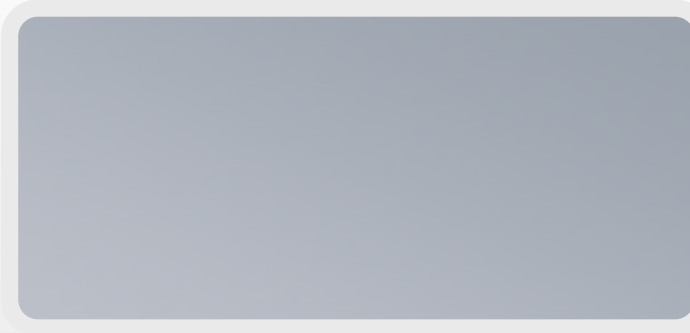


# OBJECTIVE #5 DEVELOP RELATIONSHIPS WITH THE JAGUAR NATION; COACHES & STAFF, FANS & ALUMNI IN THE COMMUNITY, STATE, & ACROSS THE NATION.



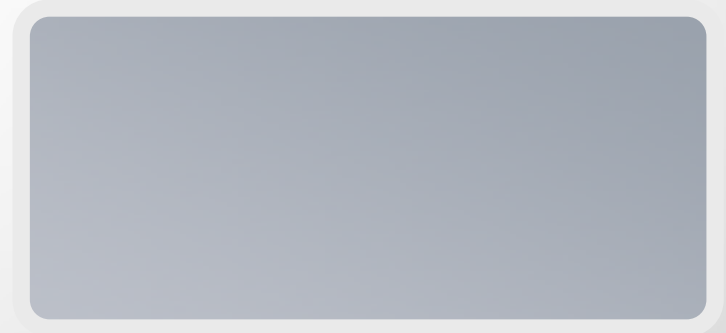
## STRATEGY 1

DEVELOP ALUMNI ASSOCIATION TO FOSTER & ENCOURAGE LONG TERM AFFINITY & AFFILIATION WITH JAGUAR ACTIVITIES.



## STRATEGY 2

ENHANCE AN ACTIVE VOLUNTEER PROGRAM SERVING JAGUAR ACTIVITIES BY ENCOURAGING STUDENT, PARENT, & COMMUNITY INVOLVEMENT



## STRATEGY 3

USE SOCIAL MEDIA & TECHNOLOGY TO MORE EFFECTIVELY REACH & CONNECT WITH JAGUAR NATION & EXPLORE NEW MEDIA OPTIONS.

A swimmer is shown in a pool, viewed from the side. The swimmer is wearing a black swim cap with the name 'FRANZSON' and a green stripe. A large, stylized number '5' is overlaid on the image. The background shows the pool's lane lines and water.

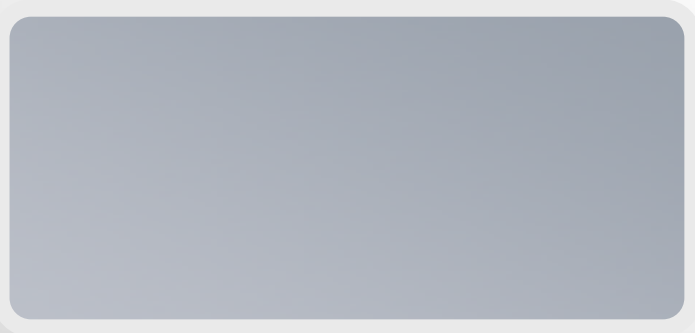
5

# ENSURE INTEGRITY IN EVERYTHING WE DO

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

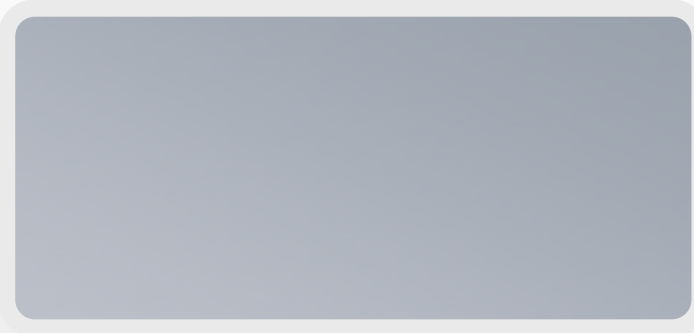
# OBJECTIVE #1: STRENGTHEN EFFORTS RELATED TO DIVERSITY & INCLUSION.

.



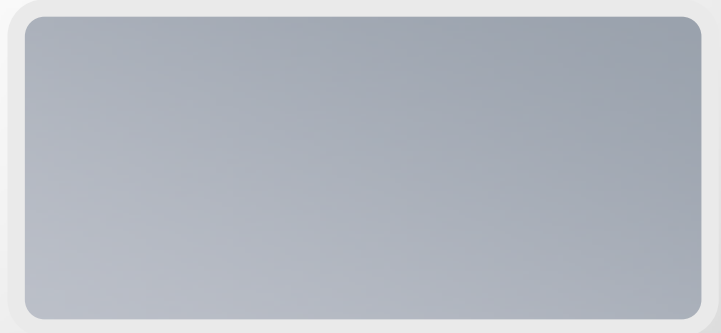
## STRATEGY 1

PROVIDE DIVERSITY TRAINING AND WORKSHOPS TO SUPPORT AN INCLUSIVE ENVIRONMENT.



## STRATEGY 2

REVIEW AND ENHANCE EXISTING POLICIES AND SERVICE AREAS TO ENSURE THAT UNDERREPRESENTED GROUPS ARE SUPPORTED.



## STRATEGY 3

PARTNER WITH CAMPUS INITIATIVES TO CONNECT STUDENT-ATHLETES AND STAFF WITH AVAILABLE RESOURCES.

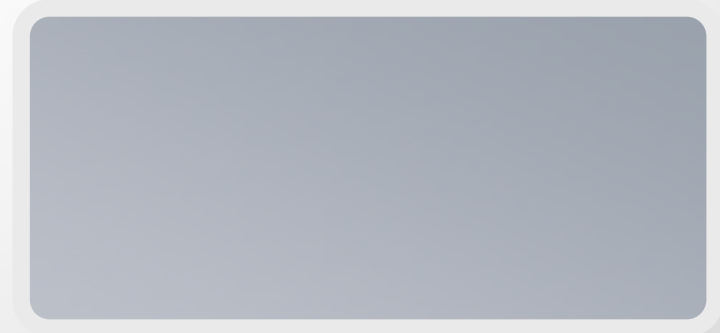
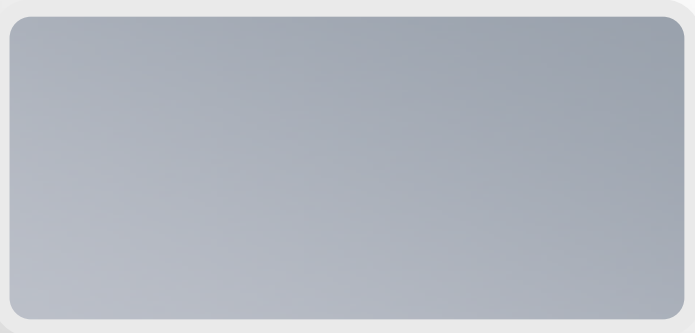




# SECURE FUNDING FOR SUCCESS

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

# OBJECTIVE #1: MAXIMIZE SUPPORT FROM THE SCHOOL DISTRICT'S OPERATING BUDGET.



## STRATEGY 1

FACILITATE DISCUSSIONS WITH KEY DISTRICT STAKEHOLDERS ON ACTIVITY PRIORITIES AND HOW THOSE ALIGN WITH ACSD PLANS.

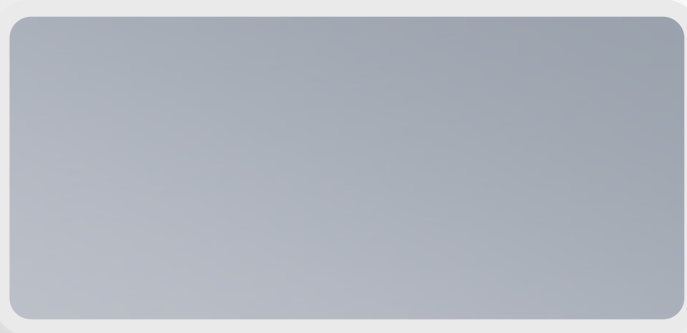
## STRATEGY 2

DEVELOP LONG-TERM BUDGET PLANNING TO ANTICIPATE PRIORITIES OF THE DEPARTMENT AND SPECIFIC PROGRAMS.

## STRATEGY 3

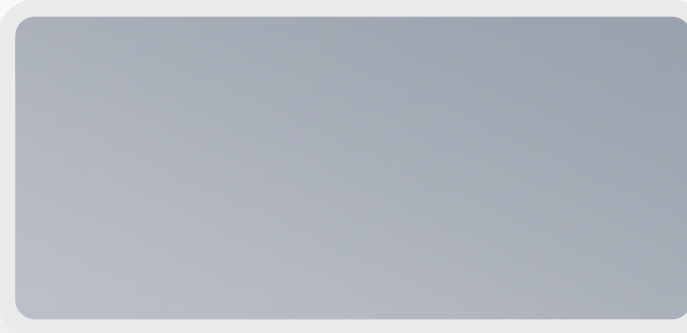
DEMONSTRATE EFFICIENCIES WITH CONTINUOUS REVIEW OF OPERATING BUDGET ALLOCATIONS.

# **OBJECTIVE #2: IDENTIFY AND MAXIMIZE EXTERNAL REVENUE OPPORTUNITIES UTILIZING ATHLETIC ASSETS.**



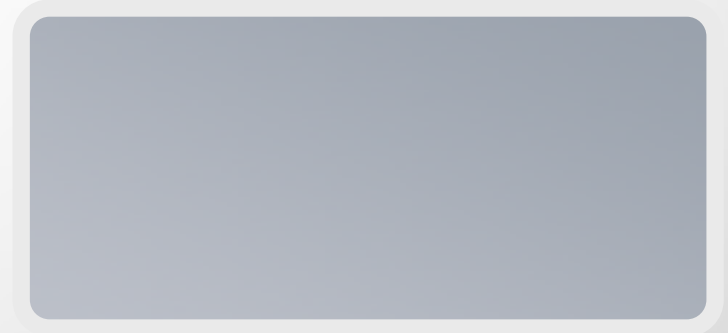
## **STRATEGY 1**

OUTSOURCE ADVERTISING & CORPORATE  
SPONSORSHIP SALES TO AN OUTSIDE  
MULTIMEDIA SALES AGENCY.



## **STRATEGY 2**

UTILIZE A ONLINE TICKET SALES AGENCY  
TO LEVERAGE CENTENNIAL'S POSITION AS  
INTERSCHOLASTIC ATHLETIC EXPERIENCE IN  
THE MARKETPLACE.

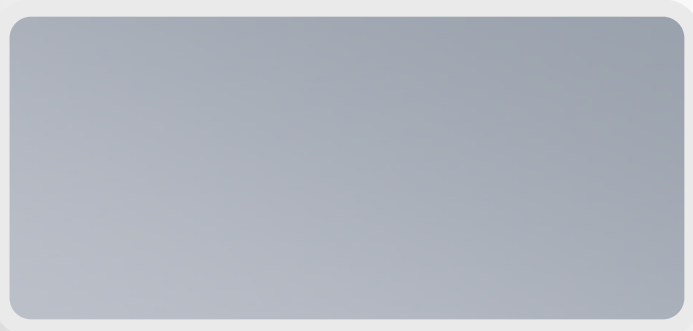


## **STRATEGY 3**

REVIEW CURRENT YOUTH CAMP  
STRUCTURE & EVALUATE OPPORTUNITIES  
TO ENHANCE REVENUE-GENERATING  
ABILITIES.

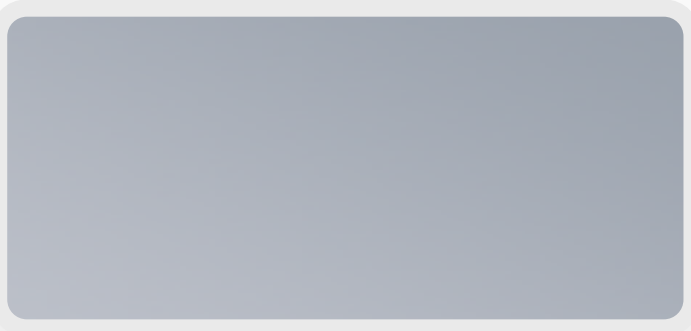


# **OBJECTIVE #3: ESTABLISH A FUNDRAISING PLAN THAT SUPPORTS ACTIVITIES ANNUALLY & SECURES MAJOR GIFTS FOR FUTURE SUSTAINABILITY.**



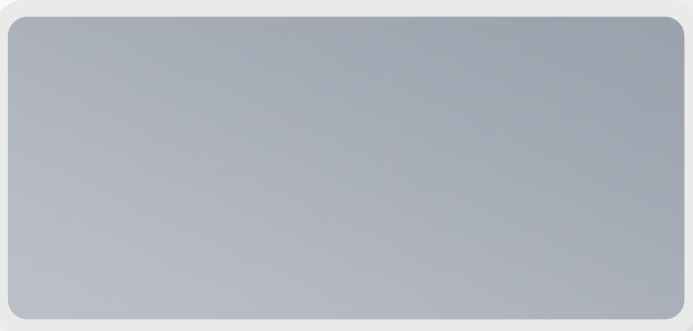
## **STRATEGY 1**

DEVELOP AD'S GROUP TO GENERATE PARTICIPATION AND INPUT FROM COMMITTED AND INFLUENTIAL ATHLETIC SUPPORTERS.



## **STRATEGY 2**

INCREASE ANNUAL FUNDRAISING GOAL TO ACCOUNT FOR OPERATING BUDGET CONSTRAINTS.



## **STRATEGY 3**

DEVELOP JAGUAR ACTIVITIES-FOCUSED FUNDRAISING CAMPAIGN.



7

**ENCOURAGE & SUPPORT  
CREATIVE MULTI-ACTIVITY  
JAGUARS**

TBD





**ENCOURAGE & SUPPORT LIFE  
LONG LEARNING THROUGH  
ACTIVITIES**

TBD





9

**PROVIDE THE MOST POSITIVE  
STUDENT EXPERIENCE POSSIBLE**

INVEST IN AN ENVIRONMENT THAT PROMOTES MENTAL  
HEALTH, PERSONAL DEVELOPMENT, & SUPPORT FOR STUDENTS  
& CHALLENGES OUR STUDENTS TO ACHIEVE AT THE HIGHEST  
LEVEL.

# OBJECTIVE #1: CREATE AN ENVIRONMENT THAT PROMOTES COMPREHENSIVE WELLNESS, PERSONAL DEVELOPMENT, AND HOLISTIC SUPPORT FOR STUDENTS



## STRATEGY 1

REVIEW AND UPDATE POLICIES TO REFLECT ACCOUNTABILITY AND BEHAVIORAL EXPECTATIONS.



## STRATEGY 2

PROVIDE EDUCATIONAL RESOURCES TO STUDENT-ATHLETES AND STAFF TO ASSIST IN THE DEVELOPMENT OF A GROWTH MINDSET IN STUDENT-ATHLETES.



## STRATEGY 3

EMPOWER THE STUDENT-ATHLETE, ATC & PERFORMANCE TEAM TO PROACTIVELY ADDRESS ISSUES RELATED TO THE STUDENT-ATHLETE EXPERIENCE AND IDENTIFY ADDITIONAL RESOURCES NEEDED



# OBJECTIVE #1A FURTHER DEVELOP & IMPLEMENT STUDENT ACTIVITIES ADVISORY COUNCIL



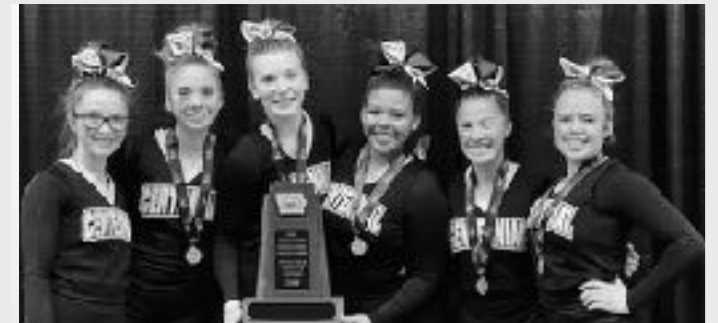
## STRATEGY 1

FURTHER DEVELOP & RESEARCH THE  
EFFECTIVENESS OF THE STUDENT ACTIVITIES  
ADVISORY COUNCIL.



## STRATEGY 2

HOLD HEAD COACHES & SPONSORS ACCOUNTABLE  
FOR SELECTING A DIVERSE GROUP OF SAAC  
REPRESENTATION WHO DISPLAY THE ABILITY & DESIRE  
TO DEVELOP AS LEADERS.



## STRATEGY 3

PROVIDE NECESSARY TRAINING &  
OPPORTUNITY FOR SAAC TO BE VISIBLE  
LEADERS FOR THE STUDENTS.



**OBJECTIVE #2: HIRE & RETAIN HIGH-LEVEL COACHES & SPONSORS WHO DEVELOP A POSITIVE CULTURE & EXPECTATIONS FOR BEHAVIOR THAT CONTRIBUTE TO A POSITIVE STUDENT EXPERIENCE.**



**STRATEGY 1**

STRENGTHEN THE 3D COACHING PROFESSIONAL DEVELOPMENT PROCESS & ACCOUNTABILITY THROUGH ACTIVE COMMUNICATION & EVALUATION OF COACHES-SPONSORS LEADERSHIP OF THEIR PROGRAMS



**STRATEGY 2**

EDUCATE STUDENTS ON THEIR ROLE IN THEIR OWN PERSONAL DEVELOPMENT & IMPACT ON A POSITIVE STUDENT EXPERIENCE.



**STRATEGY 3**

COMMIT TO A HIRING PROCESS THAT REFLECTS OUR 3D COACHING MODEL, THE JAGUAR CREED, COMPETITIVE EXCELLENCE, & THE VALUE OF JAGUAR ACTIVITIES.

**OBJECTIVE #3: OPERATE EXISTING FACILITIES & CREATE PLANS TO EXPAND OR CREATE NEW STRATEGIES TO ENSURE ACCESS TO OPTIMAL TRAINING & SUPPORT FOR STUDENT SUCCESS.**



**STRATEGY 1**

IDENTIFY NEW SPACES &/OR FACILITIES THAT NEED TO BE CREATED.



**STRATEGY 2**

MAXIMIZE EXISTING FACILITIES BY INVESTIGATING POTENTIAL STRATEGIES WITH CAMPUS PARTNERS TO ESTABLISH STUDENT-CENTERED SCHEDULING THAT FOCUSES ON THE DUAL COMMITMENT OF BEING A STUDENT AND AN ATHLETE.



**STRATEGY 3**

DEVELOP MENTAL SKILLS TRAINING THAT WILL FOCUS ON THE DEVELOPMENT OF QUALITY CHARACTER, TEAM FIRST-WE VS. ME ENVIRONMENT, & SUPPORTIVE ATMOSPHERE THAT HOLDS OUR COACHES, SPONSORS, DIRECTORS, & STUDENTS ACCOUNTABLE.