



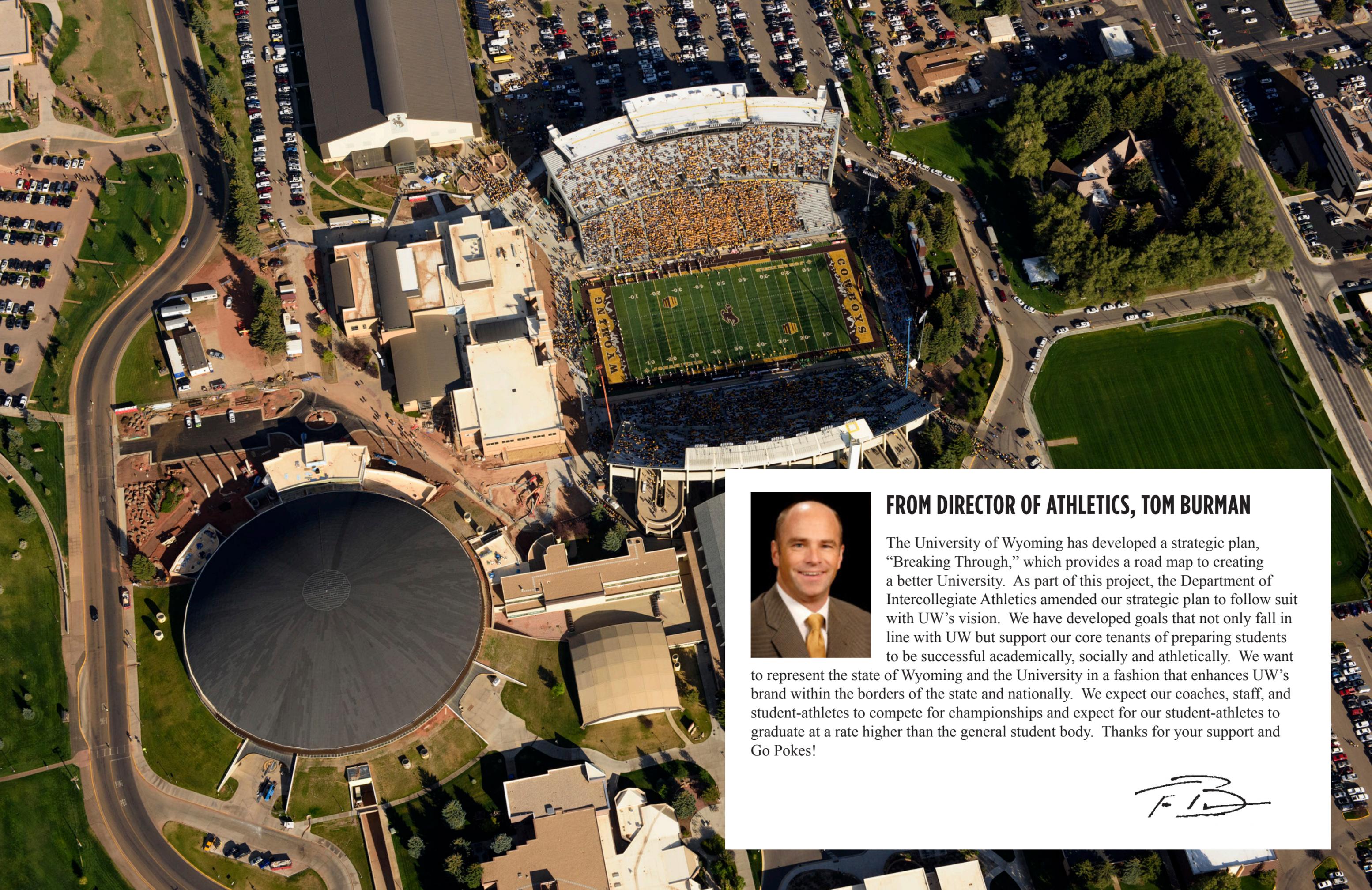
UNIVERSITY OF WYOMING

ATHLETICS STRATEGIC PLAN

2017-2022



Arena-Auditorium: Phase II renovation



FROM DIRECTOR OF ATHLETICS, TOM BURMAN

The University of Wyoming has developed a strategic plan, “Breaking Through,” which provides a road map to creating a better University. As part of this project, the Department of Intercollegiate Athletics amended our strategic plan to follow suit with UW’s vision. We have developed goals that not only fall in line with UW but support our core tenants of preparing students to be successful academically, socially and athletically. We want to represent the state of Wyoming and the University in a fashion that enhances UW’s brand within the borders of the state and nationally. We expect our coaches, staff, and student-athletes to compete for championships and expect for our student-athletes to graduate at a rate higher than the general student body. Thanks for your support and Go Pokes!



PREAMBLE

“Breaking Through” is a theme that has been embodied by University of Wyoming Athletics for generations. From great team performances to outstanding individual accomplishments, Cowboy and Cowgirl student-athletes have succeeded at the highest levels of college athletic competition, have excelled in the classroom and have gone on to accomplish great things in their chosen careers. The dedication and innovation of past generations of UW student-athletes, coaches, administrators and supporters have contributed to building a great tradition from which current Cowboy and Cowgirl team members are now benefitting as they break through to write their own success stories. With its most recent strategic plan, UW Athletics is setting a course to create new opportunities for the next generation of University of Wyoming students and student-athletes to succeed.

THERE HAVE BEEN A WIDE RANGE OF RECENT BREAK-THROUGH PERFORMANCES BY UW TEAMS AND INDIVIDUALS.

- Wyoming Football is coming off back-to-back eight-win seasons and back-to-back bowl appearances in 2016 and '17, winning the 2017 Famous Idaho Potato Bowl and appearing in the 2016 Poinsettia Bowl. The Cowboys hosted the 2016 Mountain West Conference Championship Game as champions of the Mountain Division, and head coach Craig Bohl was named the 2016 Mountain West Coach of the Year.
- Four members of the 2016 Cowboy Football team made NFL rosters in 2017, and recent UW graduate and former quarterback Josh Allen is expected to be one of the top, if not the No. 1, draft choices in the 2018 NFL Draft.
- Cowgirl Volleyball earned a bid to the 2017 National Invitational Volleyball Championship after posting a second-place finish in the Mountain West Conference. Head coach Chad Callihan has averaged 20 wins per season in his first five years at Wyoming.
- Cowboy Basketball captured the 2017 College Basketball Invitational (CBI) Championship and posted an overall record of 24-15 in the first year under head coach Allen Edwards.
- Cowgirl Basketball earned a bid to the 2018 Women’s National Invitational Tournament (WNIT), their second straight postseason bid. Wyoming finished third in the Mountain West Conference for the 2017-18 season and earned its eighth postseason appearance in 15 seasons under head coach Joe Legerski. Legerski was named the 2017 and 2018 Mountain West Coach of the Year.
- As a member of the Big 12 Conference since 2016, the Cowboy Wrestling Team has broken new ground under the direction of head coach Mark Branch. The Cowboys finished 18th, 21st and 17th, respectively, at the 2016, 2017 and 2018 NCAA Championships. Coach Branch was named the 2018 Big 12 Coach of the Year.
- Cowboy wrestler Bryce Meredith finished second at the 2016 and 2018 NCAA Championships at 141 pounds and finished fourth at 141 pounds at the 2017 NCAA Championships, earning three-time All-America honors. Meredith and Archie Colgan were crowned 2018 Big 12 champions, and Meredith was named Outstanding Wrestler of the 2018 Big 12 Tournament.
- Another highlight from the 2017 winter season was the debut of two UW freshman divers who both placed at the 2017 NCAA Championships. Cowboy Scotia Mullin placed 14th on the platform and Cowgirl Karla Contreras placed 19th in the 1-meter competition, 22nd in the 3-meter and 37th in the platform event. Wyoming diving coach Kyle Bogner was named the 2017 Western Athletic Conference (WAC) Men’s Diving Coach of the Year and Scotia Mullin was named Diver of the Year.
- In the winter of 2018, the Cowboy swimming and diving team captured the WAC Championship. Along with Bogner’s earlier mentioned accolade, Head Coach Dave Denniston was named WAC Coach of the Year; Scotia Mullin and Karla Contreras both earned NCAA bids in 2018. Contreras claimed the top spot at the NCAA Swimming & Diving Championships platform consolation final to earn only the 2nd All-America honors in Cowgirl diving history.
- Wyoming track and field had both a Cowboy and a Cowgirl earn All-America honors at the 2017 NCAA Outdoor Track and Field Championships. Scott Carter finished third in the men’s triple jump to earn First Team All-America honors. Audra DeStefano earned Honorable Mention All-America honors by finishing 21st in the women’s 3,000-meter steeplechase.



NOT ONLY HAVE THERE BEEN GREAT SUCCESSES ATHLETICALLY, BUT THERE HAVE BEEN EXCEPTIONAL ACCOMPLISHMENTS ACADEMICALLY.

- The combined student-athlete cumulative grade-point average (GPA) for all University of Wyoming sports reached an all-time high for the 2016-17 academic year. That cumulative GPA was 3.13 and is the highest since the cumulative GPA has been tracked, starting in 2002.
- Seven Cowboy and Cowgirl teams earned all-time high Academic Progress Rate (APR) scores in the most recent data released by the NCAA in May 2017. All of the University of Wyoming's athletics teams once again far exceeded the 930 minimum four-year average benchmark set by the NCAA to qualify for postseason competition.
- The NCAA recognized the Wyoming men's golf and women's tennis teams for their ranking in the Top 10 percent of their respective sports' APR scores. Both Cowboy Golf and Cowgirl Tennis posted perfect four-year scores of 1,000. It was the fifth consecutive year that men's golf posted a perfect score and the third straight year that women's tennis achieved a perfect mark.
- A total of 60 Cowboy and Cowgirl student-athletes graduated during UW's 2017 spring graduation ceremonies. The spring student-athlete graduates earned their degrees in 27 different majors. They joined a group of 20 UW student-athletes who graduated in December of 2016 for a total of 80 graduates during the 2016-17 academic year.





MISSION STATEMENT

The University of Wyoming Department of Intercollegiate Athletics is committed to the development of tomorrow's leaders by creating an environment that promotes personal growth, academic and athletic excellence in a progressive, inclusive and transparent manner. The Department of Intercollegiate Athletics will support the overall University of Wyoming mission, provide an outstanding fan experience, encourage community engagement and serve as a source of pride for alumni, supporters and the state of Wyoming.

GUIDING PRINCIPLES

DEDICATION TO STUDENT-ATHLETES:

We will promote the well-being of student-athletes and provide opportunities for academic, athletic, and personal success. We will foster academic excellence, graduate student-athletes, support their development as citizens, and prepare them to be leaders.

INTEGRITY:

We will demonstrate integrity in all areas. We are dedicated to financial stability, rules compliance, diversity, and personal accountability.

RESPECT:

We will celebrate a climate of mutual respect, inclusiveness, loyalty, and sportsmanship by recognizing contributions to our teams, our department, and the university.

COMPETITIVE SUCCESS:

We will endeavor to be the very best when representing the University of Wyoming and our state. We are committed to providing the resources and personnel for our teams to achieve success.

TRADITION:

The legacy of the University of Wyoming athletics is proud and strong. We will honor our outstanding tradition.

EXCELLENCE:

We believe in a spirit of comprehensive excellence. We will strive for excellence in all we do.



GOALS AND OBJECTIVES

GOAL 1 - DRIVING EXCELLENCE:

Join together as an intellectual community already renowned for its regional, national and global relevance and impact by fostering and rewarding excellence in teaching, scholarship, innovation and creative endeavor.

GOAL 2 - INSPIRING STUDENTS:

Inspire students to pursue a productive, engaged and fulfilling life and prepare them to succeed in a sustainable global economy.

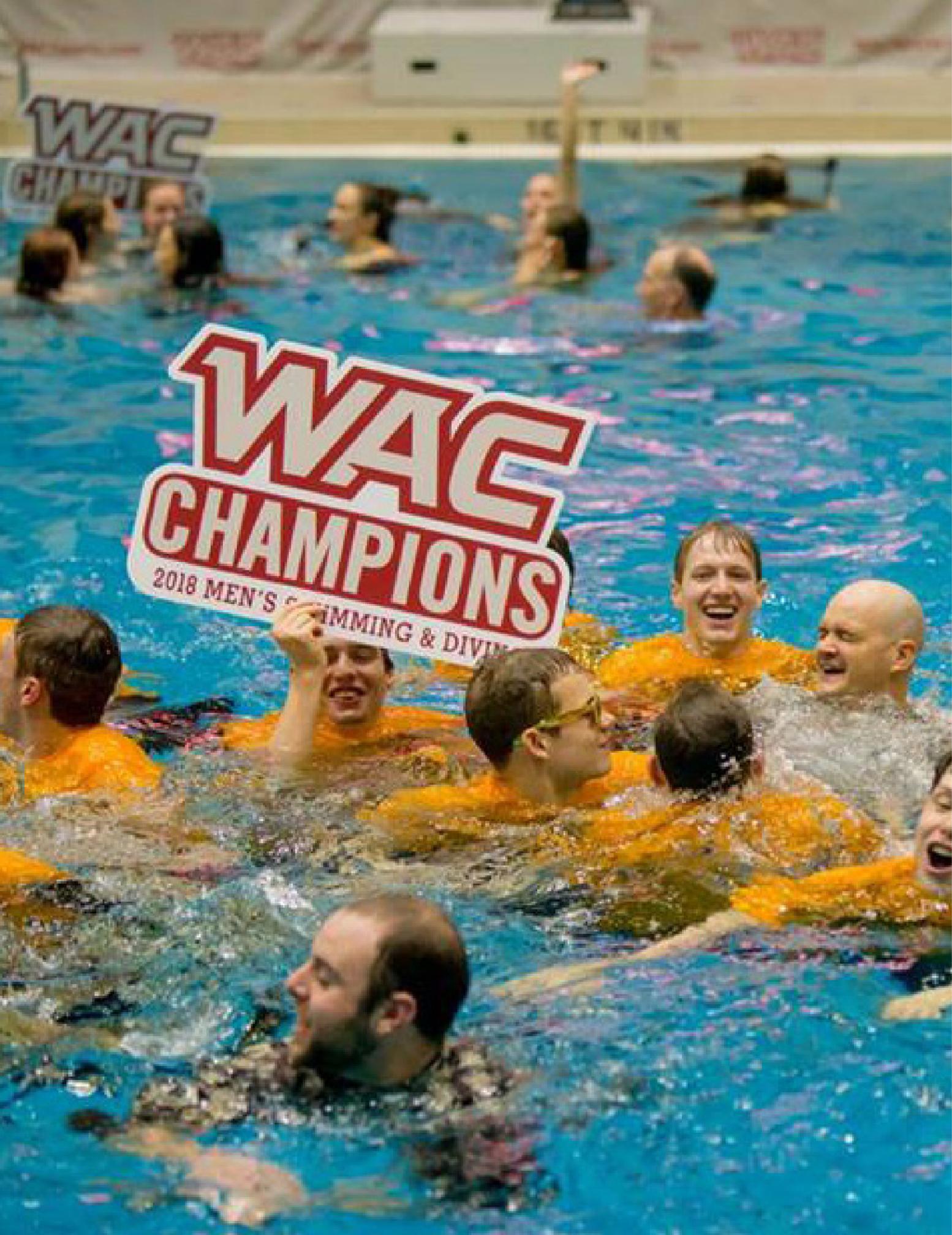
GOAL 3 - IMPACTING COMMUNITIES:

Improve and enhance the health and well-being of our communities and environments through outreach programs and in collaboration with our constituents and partners.

GOAL 4 - A HIGH PERFORMANCE UNIVERSITY:

Assure the long-term strength and stability of the university by preserving, caring and developing human, intellectual, financial, structural and marketing resources.



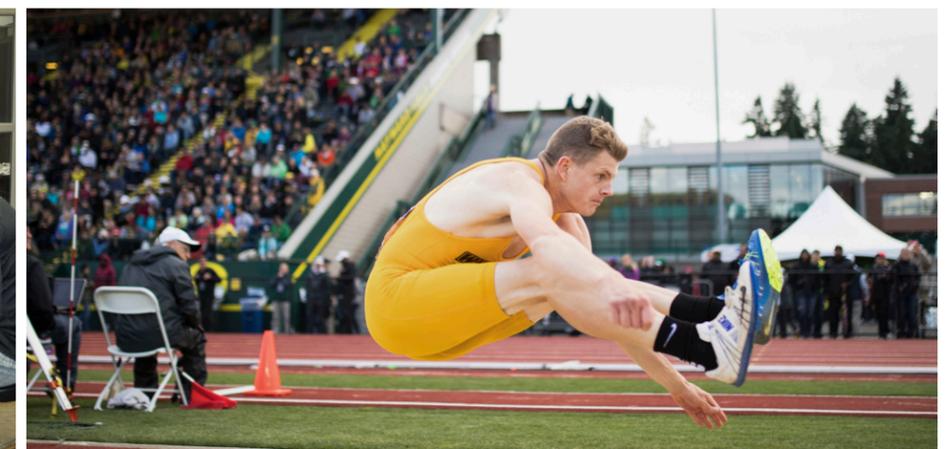


GOAL ONE DRIVING EXCELLENCE

Join together as an intellectual community already renowned for its regional, national and global relevance and impact by fostering and rewarding excellence in teaching, scholarship, innovation and creative endeavor.

Foster entrepreneurship and collaboration in research and teaching that bridge disciplines and engage public concerns.

- Promote academic programs that address workforce needs of the state and region.
- Collaborate with the Division of Kinesiology and Health to implement an Athletic Training Entry-Level Master's degree program.
- Collaborate with the College of Business to implement an undergraduate degree in sports marketing and/or sports management.
- Partner with campus constituents to develop internship and research opportunities for students (and student-athletes) both on campus and within the Athletic Department.



GOAL TWO INSPIRING STUDENTS

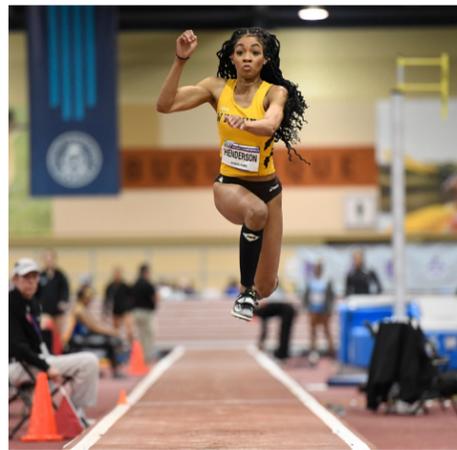
Inspire students to pursue a productive, engaged and fulfilling life and prepare them to succeed in a sustainable global economy.

Welcome, support and graduate student-athletes of differing backgrounds, abilities and needs and from different cultures, communities and nations.

- Improve GPA for all student-athletes.
- Achieve NCAA financial distribution academic benchmarks (comprised of APR, GSR and 6-Year FGR).
- Increase the number of student-athletes earning conference academic accolades/honors.
- Increase the number of underrepresented student-athletes.

Engage and graduate well-rounded and creative thinkers, capable of meeting unpredictable and complex challenges.

- Provide select sports (student-athletes) enhanced academic, athletic and cultural opportunities.





GOAL THREE IMPACTING COMMUNITIES

Improve and enhance the health and well-being of our communities and environments through outreach programs and in collaboration with our constituents and partners.

Engage strong and celebratory alumni who connect UW to regional, national and international communities, welcome graduates into a lifetime association with the university, and boost all our endeavors through a culture of giving.

- Develop and promote competitive athletic teams that conjure enthusiasm and pride for UW.
- Engage in outreach events throughout the state and region both via athletic teams (e.g., camps/clinics, practices, competitions, etc.) and the Cowboy Joe Club.



GOAL FOUR

A HIGH PERFORMANCE UNIVERSITY

Assure the long-term strength and stability of the university by preserving, caring and developing human, intellectual, financial, structural and marketing resources.

Build human capital

- Enhance budgets/compensation to recruit, retain and reward Athletic Department coaches/staff.

Strengthen marketing effectiveness

- Effectively communicate UW's opportunities to state and regional partners.

Enhance financial resources

- Enhance revenue streams.

Build pathways to academic, cultural, professional and entrepreneurial opportunity and leadership at undergraduate and graduate levels.

- Renovations/enhancements of select athletic facilities.



MEASURING SUCCESS

GOAL 1 - DRIVING EXCELLENCE:

Join together as an intellectual community already renowned for its regional, national and global relevance and impact by fostering and rewarding excellence in teaching, scholarship, innovation and creative endeavor.

PERFORMANCE INDICATORS	BASELINE	2022 TARGET
Collaborate with the Department of Kinesiology to implement accredited Athletic Training entry level Master's Program	Coordinate feasibility study	Create implementation plan (contingent upon feasibility)
Collaborate with the College of Business to implement an undergraduate degree in sports marketing and/or sports management	Coordinate feasibility study	Create implementation plan (contingent upon feasibility)
Partner with campus constituents to develop internship and research opportunities for students (and student-athletes) both on campus and within the Athletic Department		A minimum of 20% of student-athletes will engage in internship and/or research opportunities during their collegiate career (at UW). The Athletic Department will offer annual internship/research opportunities in various areas including, but not limited to, Compliance, Marketing & Branding, Media & Public Relations, Sports Medicine and Sports Performance

GOAL 2 - INSPIRING STUDENTS:

Inspire students to pursue a productive, engaged and fulfilling life and prepare them to succeed in a sustainable global economy.

PERFORMANCE INDICATORS	BASELINE	2022 TARGET
Student-athlete 6-year graduation rates	12% above undergraduate general UW student body graduation rate	12% above undergraduate general UW student body graduation rate
Single year Academic Progress Rate (APR)	977.5	985
Single year Graduation Success Rate (GSR)	82%	90%
Student-athlete GPA		Above undergraduate general UW student body GPA
Student-athlete academic awards	40-45%	Above undergraduate general UW student body GPA
Student-athlete (team) foreign tours	26%	30%
E7220 Student-Athlete/Staff Development Programming	Institute annual programming (underway)	100% student-athlete and staff participation



MEASURING SUCCESS

GOAL 3 - IMPACTING COMMUNITIES:

Improve and enhance the health and well-being of our communities and environments through outreach programs and in collaboration with our constituents and partners.

PERFORMANCE INDICATORS	BASELINE	2022 TARGET
Overall attendance (annual) at intercollegiate athletic events	275,372	310,000
Student attendance (annual) at intercollegiate athletic events	40,000	43,000
Athletic outreach events (annual)	100 events	Increase by 5%
Student-athlete (individual and team) post-season competition opportunities (annual)		Over 75% of our 17 teams will participate either on an individual/team basis in a post-season competition
Cowboy Joe Club	4,449 members and \$3,360,973 in cash	5,000 members and \$4 million in cash



GOAL 4 - A HIGH PERFORMANCE UNIVERSITY:

Assure the long-term strength and stability of the university by preserving, caring and developing human, intellectual, financial, structural and marketing resources.

PERFORMANCE INDICATORS	BASELINE	2022 TARGET
UW intercollegiate athletics ticket and game day revenue	3,100,257	Increase by 10%
Advertising and marketing investment (cash, trade, match) in the state of Wyoming and region	Approximately \$636,000	Increase by 10%
Hire a full-time Sports Dietitian and collaborate with UW Dietetics program for student internships		Completed prior to 2022
Coaches/sport-specific staff total compensation		Upper 1/2 of conference in all sports
Overall team (sport) budgets	Less than 50% of teams are in upper 1/2 of conference	Upper 1/2 of conference in all sports
Team (sport) travel budgets	Less than 50% of teams are in upper 1/2 of conference	Upper 1/2 of conference in all sports
Team (sport) recruiting budgets	Less than 50% of teams are in upper 1/2 of conference	Upper 1/2 of conference in all sports
Hire an additional Facility Supervisor to manage High Altitude Performance Center		Completed prior to 2022
Hire a full-time transition counselor or psychologist or partner with campus to create shared position		Completed prior to 2022
Renovation of War Memorial pressbox	Seek design and funding approval	Start construction
Renovation of lower west stands (e.g., concessions, bathrooms, etc.) including construction of new premium seating options	Seek design and funding approval	Start construction
Renovation of men's and women's track & field locker rooms		Completed prior to 2022
Construct a new outdoor track with a full-size (maximum size per NCAA regulations) soccer field in the center or a separate (stand alone) complex/facility for both (1) soccer and (2) outdoor track	Coordinate feasibility study	Start construction depending upon outcome of feasibility study and available funding
Installation of new turf in Indoor Practice Facility (IPF)		Completed prior to 2022
Gain access to the current garage building/adjacent land located at the Armory (30th Street) or construct new new Athletics Facilities Storage Building	Coordinate feasibility study	Move into garage or begin construction depending upon available funding
Maintain (Major Maintenance)/Renovate Corbett Pool or build a new natatorium	Coordinate feasibility study	Start construction depending upon outcome of feasibility study and available funding
Athletic facility connectivity issues		Completed prior to fall 2018





Mick and Susie McMurry High Altitude Performance Center