



PATHWAY TO EXCELLENCE

ATHLETICS STRATEGIC PLAN



ANYONE WHO HAS STEPPED FOOT ON THE UNIVERSITY OF EVANSVILLE CAMPUS KNOWS THAT IT IS A SPECIAL PLACE. IT WAS OBVIOUS FROM THE MOMENT I FIRST STEPPED ON CAMPUS IN APRIL OF 2022 THAT THE UNIVERSITY AND ATHLETICS DEPARTMENT HAVE THE POTENTIAL TO DO GREAT THINGS. IN MY FIRST YEAR AS ATHLETICS DIRECTOR, IT WAS IMPORTANT TO ANALYZE EVERY FACET OF OUR DEPARTMENT IN ORDER TO ORCHESTRATE A COMPREHENSIVE STRATEGIC PLAN THAT PUTS US ON THE PATH TO SUCCESS.

FOLLOWING AN EXTENSIVE 6-MONTH PROCESS, IT IS AN HONOR TO PRESENT TO YOU THE "PATHWAY TO EXCELLENCE". THROUGH A PARTNERSHIP WITH MRJ ADVISORS, WE EMBARKED ON AN INCLUSIVE PROCESS THAT ENGAGED NUMEROUS GROUPS WHO PROVIDED FEEDBACK. THIS INCLUDED COACHES, FACULTY, STAFF, STUDENTS, STUDENT-ATHLETES, COMMUNITY MEMBERS, THE AD'S COUNCIL, THE BOARD OF TRUSTEES ATHLETICS COMMITTEE AND OTHERS. MRJ ADVISORS IS LED BY UE ALUMNUS AND FORMER UNIVERSITY OF MISSOURI ATHLETIC DIRECTOR MIKE ALDEN. BEING ABLE TO TEAM UP WITH SOMEONE AS KNOWLEDGEABLE AND EXPERIENCED AS MIKE ALONG WITH HIS TEAM WAS A HUGE BENEFIT TO US.

OUR FUTURE SUCCESS AT UE WILL ALWAYS HONOR THOSE WHO PUT IN THE BLOOD, SWEAT, AND TEARS BEFORE US AND THIS PROJECT TOOK THAT TO THE NEXT LEVEL. IN 2014, THE "JIM BYERS PATHWAY TO EXCELLENCE" WAS DEDICATED OUTSIDE THE CARSON CENTER TO HONOR COACH BYERS' DECADES-LONG CONTRIBUTIONS TO THE PURPLE ACES. BEING ABLE TO RECOGNIZE OUR PAST AS WE PAVE THE WAY FOR THE FUTURE WAS VERY IMPORTANT.

THE "PATHWAY TO EXCELLENCE" PROVIDES A CLEAR VISION OF WHO WE ARE, WHERE WE STRIVE TO GO AND HOW WE ARE GOING TO ACHIEVE THAT SUCCESS. GOAL AREAS THAT WE HIGHLIGHTED AS BEING MOST IMPORTANT ARE EDUCATION, COMPETITION, CAMPUS AND COMMUNITY ENGAGEMENT, FACILITIES, ENROLLMENT MANAGEMENT AND RESOURCES. CLEAR-CUT STRATEGIES HAVE BEEN INSTITUTED TO SERVE AS THE BLUEPRINT FOR ACHIEVING EACH GOAL.

IN AN EVER-CHANGING WORLD, THE "PATHWAY TO EXCELLENCE" WILL BE A LIVING DOCUMENT THAT WILL TRACK OUR PROGRESS AND ALLOW FOR AMENDED STRATEGIES AND GOALS. EVERYTHING WE DO COMES DOWN TO THIS – IT IS THE PRIDE OF HAVING EVANSVILLE ACROSS OUR CHEST AND REPRESENTING PURPLE ACES ACROSS THE WORLD. OUR FUTURE IS EXTREMELY BRIGHT AND THIS PLAN SETS US UP TO ACHIEVE NEW HEIGHTS.

- DR. KENNETH "ZIGGY" SIEGFRIED
UE ATHLETICS DIRECTOR

OUR VISION

WE WILL FACE THE FUTURE UNAFRAID WHILE POSITIVELY IMPACTING OUR STUDENT-ATHLETES, OUR UNIVERSITY, OUR LOCAL COMMUNITY, AND OUR PURPLE ACES AROUND THE WORLD.

OUR MISSION

WE ARE DEDICATED TO PROVIDING AN EXCEPTIONAL STUDENT-ATHLETE EXPERIENCE, EXPECTING ACADEMIC EXCELLENCE, AND CREATING A CHAMPIONSHIP CULTURE THAT GOES BEYOND THE FIELD OF PLAY. AS PURPLE ACES, WE ASSUME THE RESPONSIBILITY OF POSITIVELY REPRESENTING THE UNIVERSITY OF EVANSVILLE AND OUR COMMUNITY. STEEPED IN A RICH TRADITION, WE HONOR THOSE WHO CAME BEFORE US WHILE LAYING THE PATH FOR THE FUTURE. WE EMPOWER OUR STUDENT-ATHLETES TO BE COURAGEOUS LEADERS BY ACTING BRAVELY IN A DIVERSE, EVER-CHANGING WORLD.



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CORE VALUES

INTEGRITY

EDUCATION

SERVICE

INCLUSION

EXCELLENCE

GOAL AREAS AND STRATEGIES

GOAL AREA #1 - EDUCATION

CREATE THE PREEMINENT STUDENT-ATHLETE MODEL IN THE MISSOURI VALLEY CONFERENCE THROUGH CONTINUED ACADEMIC EXCELLENCE, WHILE PROMOTING ADDITIONAL PERSONAL AND PROFESSIONAL DEVELOPMENT OPPORTUNITIES.

GOAL AREA #2 - COMPETITION

COMPETE AND WIN AT THE HIGHEST LEVELS OF COLLEGIATE ATHLETICS BY OPTIMIZING THE ABILITIES OF OUR STUDENT-ATHLETES AND COACHING STAFF.

GOAL AREA #3 - CAMPUS/COMMUNITY ENGAGEMENT

UNIVERSITY OF EVANSVILLE WILL BE AN ACTIVE, RECOGNIZED AND ENGAGED CAMPUS AND COMMUNITY PARTNER.

GOAL AREA #4 - FACILITIES

INVEST IN ATHLETICS FACILITIES AND INFRASTRUCTURE IN ORDER TO POSITION THE UNIVERSITY OF EVANSVILLE ATHLETICS FACILITIES PORTFOLIO TO BE AMONG THE BEST IN THE MISSOURI VALLEY CONFERENCE.

GOAL AREA #5 - ENROLLMENT MANAGEMENT

CONTRIBUTE TO CAMPUS ENROLLMENT MANAGEMENT GOALS.

GOAL AREA #6 - RESOURCES

MANAGE FINANCIAL RESOURCES IN A COLLABORATIVE MANNER WITH UE IN ACCORDANCE WITH IDENTIFIED PRIORITIES AND GROW ATHLETICS REVENUE STREAMS.