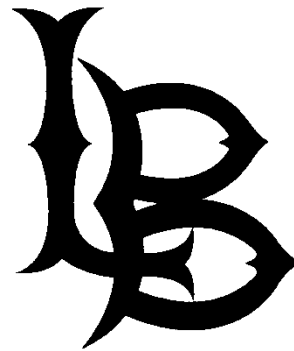

LONG BEACH STATE UNIVERSITY

LONG BEACH STATE ATHLETICS
STRATEGIC PLAN
2008-2012



Mission Statement

- The Department of Athletics enhances and complements the academic mission of the university, by providing students with the opportunity to compete athletically in a balanced, competitive athletic program for both men and women. A fundamental goal of the entire department is to prepare students to function effectively in a culturally diverse society, by developing an understanding of our multicultural heritage, including the essential contributions of women and ethnic minorities.
- The department shall provide an athletic program that will enable the pursuit of excellence through true sportsmanship and personal integrity. The department will place the highest priority on developing student athletes ethically, mentally, intellectually, and physically and impress upon them the highest ideals of academics, teamwork and pride of self and university. These ideals will provide graduates the greatest chance for success and give them the potential for development of mind and character in future career and life endeavors.
- From a competitive standpoint, the department will field teams capable of competing at the highest level our resources allow, giving them the opportunity to compete equitably with peer institutions for conference championships.
- This framework will maintain an environment for fair and equitable intercollegiate competition; encourage the pursuit of academic excellence and character development; and the achievement of individual and team championship performance. With these accomplishments, the department will be a source of pride for the university's students, alumni and supporters.
- The department will operate the athletic programs within the policies and regulations of the NCAA, the Big West Conference, the Mountain Pacific Sports Federation and the University. The mission of the department is and will continue to be compatible with the mission of the university.

Facility Enhancements

Competing for Big West, MPSF and NCAA championships requires us to improve practice, training and event facilities for our teams.

The following facility enhancements have been identified as priorities.

Soccer and Track Stadium

Can be designed as a shared facility with lights and permanent seating for 5,000 fans.

Estimated investment is \$5 million.

Student-Athlete Team Center

Currently there is no locker room or meeting space for teams that do not compete in the Walter Pyramid. Baseball, softball, soccer, water polo, track/cross country and tennis participate in practice and events without lockers, showers and team space. This new facility will also include a training room, shared meeting space with state of the art video capabilities and a student athlete lounge.

Estimated investment is \$10 million.

Practice Court

Today the men's and women's basketball and volleyball programs train throughout the year, while the Walter Pyramid is home to daily Kinesiology activities as well as a rental option for university and public events. The Gold Mine Gym, a practice option, is used constantly for classes and open gym. In brief, we need a practice court to be available daily for intercollegiate practice and training.

Estimated investment is \$3 million if designed and built in the Athletes Team Center or ATC.

Achievement

Facility Enhancements

The Walter Pyramid locker room and storage renovations

To compete at the highest level we need to continually upgrade areas for equipment, meetings study hall, video and every day locker rooms.

Estimated investment is \$1 million.

Athletics Hall of Fame and Tradition Tributes

We have out grown the limited access Ukleja Room as a Hall of Fame. To honor our athletics history, new recognition displays need to be created on the concourse of the Walter Pyramid. In addition, special murals, logos and pictures promoting 49er Athletics should be showcased on buildings, walls and public areas.

Estimated investment is \$1 million.

Baseball Practice Facility Renovation

The Dirtbags are a nationally-recognized program and to maintain a top 20 status we must improve the batting tunnels, pitching bullpens, the field, backstop and dugouts and the overall appearance of the complex. This will help ensure the recruitment and training of baseball student athletes.

Estimated investment is \$2 million.

Golf Practice Facility

It is our objective to have our men's and women's golf teams compete annually for Big West and NCAA championships. The El Dorado Park practice area needs upgrading of tee boxes, chipping areas, putting greens and a small locker room/clubhouse.

Estimated investment is \$2 million.

Achievement

Facility Enhancements

Softball Stadium

To compete with the best softball teams in Southern California will require us to improve our on-campus stadium facility. Building a press box, with lights, and a new scoreboard with added seating will enable us to recruit, train top student athletes and host regional events and tournaments.

Estimated investment is \$2 million.

Tennis Courts

At this time the university is planning on building new tennis courts for our women's intercollegiate team, activity classes and student/staff/faculty use. Renovations are to be completed in the spring of 2008. We have won five consecutive Big West championships and have been consistently ranked nationally in the top 25. An addition of a scoreboard and a building for storage and meetings will enable us to compete with the best.

Estimated investment \$1 million.

Water Polo

National championships are within our reach for both our men's and women's programs. The University pool is in need of a facility makeover with lights, scoreboard, locker and meeting rooms.

Estimated investment is \$2 million.

Achievement

Academic Excellence Endowment

*It is our responsibility to provide Long Beach State student athletes with the resources and support necessary to succeed in the classroom and graduate with unlimited opportunities. An endowment for summer school scholarships, skilled tutors and study hall proctors are imperative if we are to meet that commitment and the following academic objectives. **Estimated investment is \$5 million.***

The following academic goals have been established for the next five years:

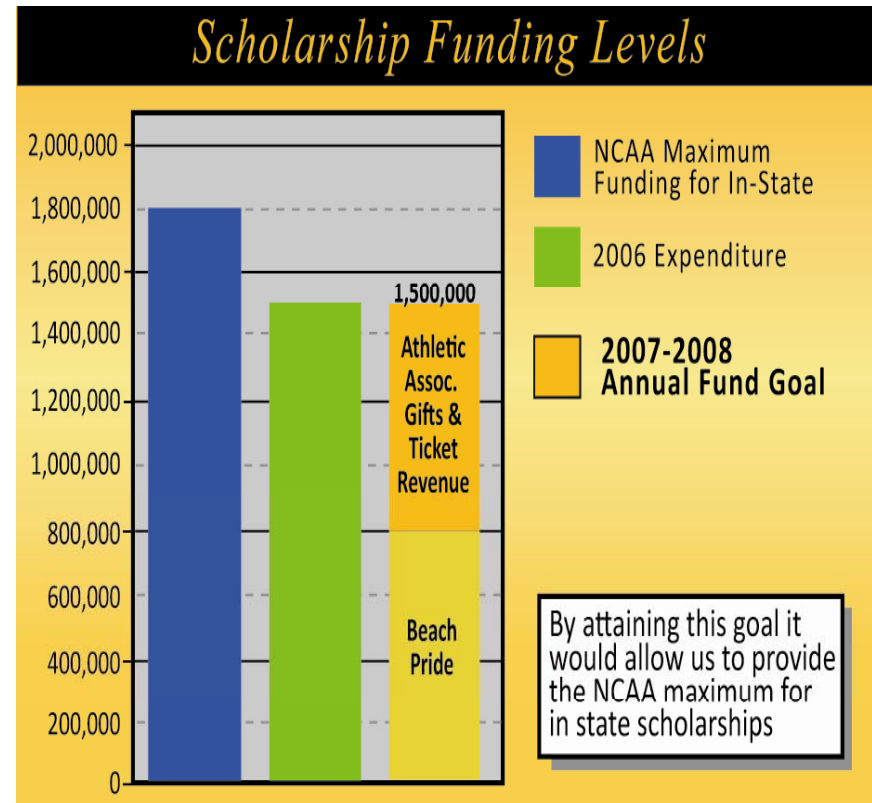
- *Maintain a graduation rate for student athletes exceeding the overall student body graduation rate by at least 10%.*
- *Increase the overall Graduation Success Rate (GSR) two percentage points each year for the next five years to exceed 80%.*
- *Ensure that all 18 NCAA sponsored programs achieve an Academic Progress Rate (APR) score above the NCAA minimum acceptable score of 925.*

The Tradition Continues

Scholarship Endowment

The foundation of a strong athletics program is built on providing the maximum number of scholarships for NCAA sponsored teams. Currently the 49er intercollegiate programs are fully-funded by the Beach Pride referendum and student fees. However, there have been no annual increases in this funding source. In addition we are nearly \$250,000 below the maximum stipends allowed for off-campus housing, leaving us at a competitive disadvantage with other Southern California universities.

Estimated investment is \$10 million.



Commitment

Annual Fund Goals

The success of the annual fund is critical to the overall success of the athletics program. Scholarship and team operational dollars must be generated yearly to ensure that student-athletes compete fairly at the highest level.

2006-2007	\$ 775,000
2007-2008	\$1,000,000
2008-2009	\$1,125,000
2009-2010	\$1,250,000
2010-2011	\$1,500,000
2011-2012	\$1,650,000

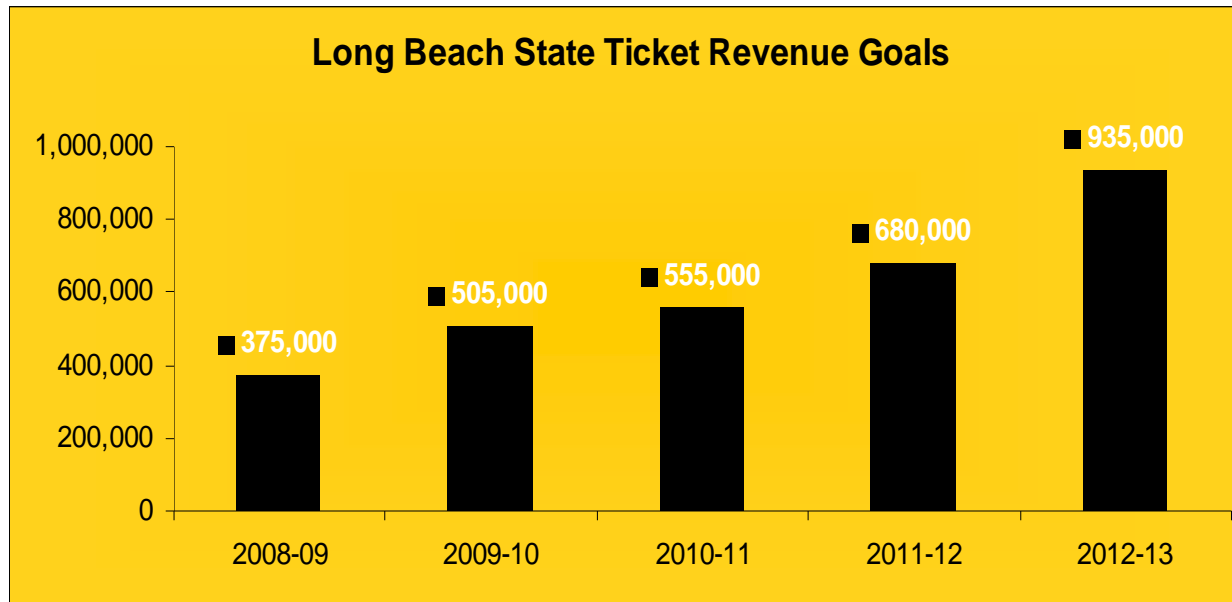
Long Beach State has reorganized the athletics annual fund to increase operational efficiency through centralization. The new 49er Athletic Club will be the organization that receives all gifts and provides recognition and benefits to donors. As always sport specific contributions are encouraged and will be directed to the team of choice and their respective “excellence” accounts. Booster clubs will now be called support groups and volunteer captains can help development staff and head coaches in their fundraising and special event programs.

All members of the 49er Athletic Club will be recognized for their total athletic giving during the fiscal year from July 1 through June 30, and receive pre-determined club benefits according to gift level.

Determination

Ticket Revenue Goals

<u>Sport</u>	<u>2008-09</u>	<u>2009-10</u>	<u>2010-11</u>	<u>2011-12</u>	<u>2012-13</u>
Women's Volleyball	80,000	90,000	95,000	100,000	110,000
Men's Basketball	110,000	200,000	220,000	300,000	500,000
Women's Basketball	20,000	25,000	30,000	50,000	75,000
Baseball	165,000	190,000	210,000	230,000	250,000
	375,000	505,000	555,000	680,000	935,000



Community

Staffing Needs

Long Beach State Athletics is committed to providing student athletes with the best possible coaching and administrative support. The NCAA regulates the number of full-time coaches allowed for each sport and many of our teams do not have funding to pay for a fair salary and benefits. This is clearly a competitive disadvantage for the following programs.

- *Men's and women's track*
- *Men's and women's water polo*
- *Women's tennis*
- *Women's soccer*
- *Men's and women's golf*
- *Men's volleyball*

Estimated investment is \$500,000 annually.

- *A critical area of support for student athletes is strength and conditioning. The 49er program currently has only one full time professional and two graduate assistants. To ensure our student athletes get faster, bigger and stronger mandates we add a full-time position and an additional part-time position.*
- *In addition the ticket office is the window in which many fans and potential season ticket holders and donors first interact with the university. Customer service is a premium and without an additional full time position we cannot provide the best possible game day support for all of the fans attending athletic contests or seeking information on season ticket purchases.*

Teamwork