



Strategic Plan - Academic Services

MISSION STATEMENT

Athletic Academic Services provides a comprehensive program that emphasizes the development of academic, personal and professional excellence for the student-athlete population.

VISION STATEMENT

Texas Tech University will be a national leader in the academic support of our student-athlete population. Athletic Academic Services aspires to achieve national recognition through student-athlete academic support programs and the accomplishments of individual student-athletes.

Athletic Academic Services will create an environment of excellence that fosters the highest standards of integrity, academic support and performance that leads to graduation; and provide the resources necessary for our student-athletes to achieve their academic potential and prepare them for life after college athletics, both personally and professionally.

CORE VALUES

The Athletics Academic Service office is committed to the values of sportsmanship, leadership, integrity, academic excellence, altruism, character, and respect.

Goal I. Academic performance: Provide the best possible Athletic Academic Services department that ensures quality services and opportunities for student-athletes to be successful.

Benchmarks for Goal I

1. Graduation rate of 60% (defined by the NCAA) among student-athletes.
2. Graduation rate of 83% for student-athletes exhausting eligibility.
3. Outperform overall student body in GPA and graduation rates.
4. Provide student-athletes with a quality support mechanism to achieve academic success and graduation.
5. Provide appropriate and current technological resources.
6. Enhance Academic Service Staff.
7. Enhance support services to student-athletes.
8. Maintain an appropriate ratio of student-athletes to counselors.
9. Survey exiting student-athletes for feedback.



Goal II. Engagement: Create a comprehensive academic recognition and awareness program that includes all academic and post-graduate scholarship awards.

Benchmarks for Goal II

1. Enhance Academic Awards Banquet.
2. Establish comprehensive procedure and calendar for all local and national academic awards, honor programs and scholarship.
3. Press release for every award recipient.
4. Nominate the maximum allowed for all academic awards.
5. Establish a target graduation plan during the first year of enrollment for every scholarship student-athlete.

Goal III. Pride and Partnerships: Build and maintain partnerships and alliances with essential publics.

Benchmarks for Goal III

1. Provide coaches with accurate and timely information about their respective student-athletes.
2. Weekly reports regarding study hall, class checks, class progress and signees.
3. Establish consistent communication with each coach.
4. Provide the necessary special support for learning disabled and at-risk student-athletes.
5. Build relationships with current university support programs.
6. Address and identify learning disabilities with recruits.
7. Create a comprehensive class attendance and monitoring system.
8. Provide a quality recruiting program.
9. Maintain a quality mentor program.
10. Establish a comprehensive and quality tutorial program that services our student-athlete population and employ a sufficient number of qualified tutors.



Goal IV. Facilities and Technology: Maximize the use of the Academic facilities and implement new technology to provide services.

Benchmarks for Goal IV

1. Upgrade and update all software and computer workstations.
2. Maintain Marsha Sharp Center facility and develop a plan for upgraded furnishings.
3. Upgrade and then maintain state-of-the-art computer technology.
4. Increase number of workstations.
5. Match Athletics Department software to University Software.

Goal V. Advancement and Accountability: Develop a fiscally stable and supportive environment for student-athletes.

Benchmarks for Goal V

1. Operate within a budget which meets the needs of the unit.
2. Maintain budgetary consistency from year to year.
3. Upgrade and then maintain state-of-the-art computer technology.
4. Increase number of workstations.
5. Match Athletics Department software to University Software.

Goal VI. Access and Diversity: Promote diversity and equity among student-athletes.

Benchmarks for Goal VI

1. Provide an admission, registration and orientation program that will ensure student-athletes are prepared for the transition to college.
2. Enhance Life Skills class.
3. Enhance new student-athlete orientation.
4. Require attendance at university wide summer orientation.
5. Provide student-athletes with a comprehensive CHAMPS/Life Skills program that enhances the quality of the student-athlete experience within athletics and within the university setting.
6. Establish standing goals and events for the Student-Athlete Advisory Committee.
7. Establish diversity training program that addresses multicultural and gender issues.
8. Establish outreach program for entire department to diverse populations in Lubbock.
9. Support the efforts of every student-athlete toward intellectual development and graduation.