



Strategic Plan - Rawls Golf Course

MISSION STATEMENT

The Rawls Golf Course will be one of the top-ranked collegiate golf courses in the nation and will establish positive relationships with its clients.

VISION STATEMENT

The Rawls Golf Course will provide customers with an unforgettable round of golf and will provide a first-class home course for Texas Tech's golf teams. Operating a golf shop, restaurant and driving range, in addition to the course, the businesses will provide self-sustaining revenue.

CORE VALUES

The Rawls Golf Course is committed to the core values of excellence, integrity, and customer service.

Goal I. Engagement: Enhance the image of the Athletics Department by hosting exceptional events.

Benchmarks for Goal I

1. Host community events, such as juniors golf tournaments, to benefit the community.
2. Host events on behalf of the university, such as Cross Country meets, fund-raising tournaments, etc., to further enhance the department and the Lubbock community.
3. Continue to operate a high-quality golf course pro shop, driving range and restaurant as part of the normal course of a full-scale golf course operation.
4. Act as host for collegiate golf events.
5. Maintain a quality relationship and good standing with all business partners.



Goal II. Facilities and Technology: Create and maintain a quality physical environment with enhanced technology appropriate to the industry.

Benchmarks for Goal II

1. Conduct ongoing review of golf industry advancements in technology and equipment.
2. Maintain appropriate hardware and software to enhance business practices.
3. Maintain the golf course to the highest physical standards possible.
4. Promote any “best course or restaurant” list honors received to heighten the reputation of the course and the department regionally and nationally.

Goal III. Human Resources: Invest the human and financial resources necessary to maintain both a quality work environment and a first-class golf operation.

Benchmarks for Goal III

1. Attend golf-industry specific seminars and workshops as appropriate.
2. Continue to hire a capable, diverse work force to carry out the mission of the course.
3. Provide appropriate opportunities for student workers.
4. Participate in weekly meetings with Athletics Department personnel to educate entities on the nature of the golf business.

Goal IV. Pride and Partnership: Provide superior customer service and stewardship for all clients.

Benchmarks for Goal IV

1. Maintain memberships in both men’s and women’s golf groups.
2. Serve consistently high quality meals at course restaurant each year.
3. Host a profitable number of rounds of golf each year.
4. Work with existing vendors to provide the best possible equipment and golf experience for customers.
5. Create new and beneficial partnerships with golf industry vendors when feasible.
6. Host an appropriate number of golf tournaments to benefit the community without sacrificing the goal of fiscal responsibility. Continue to work with the department to balance those issues.



Goal V. Advancement and Accountability: Develop a fiscally sound business and maintain a reputation for excellence in customer service.

Benchmarks for Goal V

1. Operate a profitable golf course.
2. Operate a profitable restaurant, pro shop and driving range.
3. Respond to all requests for reports in a timely manner to various agencies, such as Big 12, NCAA, and Professional Golf Associations.
4. Report weekly and monthly inventory, pro shop and food and beverage reports on time.
5. Create and analyze cost of sales reports.
6. Apply for all appropriate licenses as required to conduct all business operations.