



**WEST COAST
CONFERENCE**

2014-17 Strategic Plan

Adopted by Presidents' Council November 21, 2014

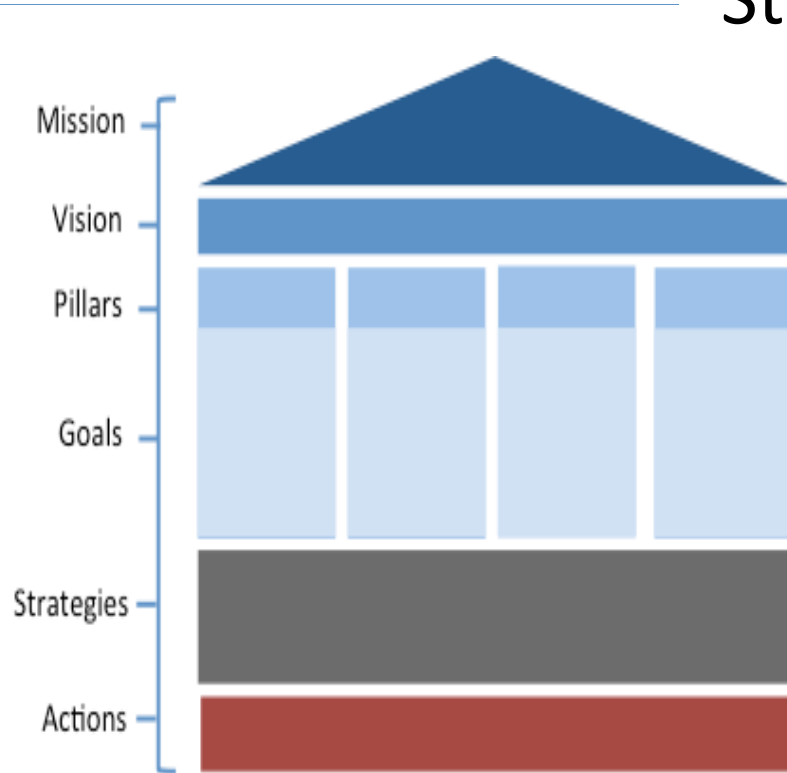


Overview

The 2014-17 Strategic Plan of the West Coast Conference has been developed by the the Presidents' Council, the Executive Council, and Conference leadership.

Informed by transitions within the Conference, shifts of the Division I landscape, and structural revisions of the NCAA, this plan is designed to respond to new challenges and contemporary concerns while reaffirming the Conference's long standing commitment to the support, well-being, and promotion of its value-based institutions and the academic leadership and athletic achievement of student-athletes unique experiences.

Structure



The 2014-17 Strategic Plan is founded upon the pillars that unify and strengthen the Conference identity and values and support the mission and vision.

- Each pillar is an expression of commitments composed of the fundamental philosophy and principles.
- Each pillar is equally supportive and interdependent.
- Goals are the aspirational intentions for success defined by each pillar. The aspirational intentions of each goal are intentionally broad, reflecting the common accountability found within the strategies and actions.
- The structure reflects the overlap of strategies and actions. To ensure clarity, each strategy and action is assigned to a specific pillar. Actions describe and determine the implementation of each strategy.

The action plan is presented as a closed loop – programming is continually assessed with the findings of assessment shaping implementation and informing those accountable for program management. The core strategy of each action plan outlines the program, assessment, implementation, and accountability elements.



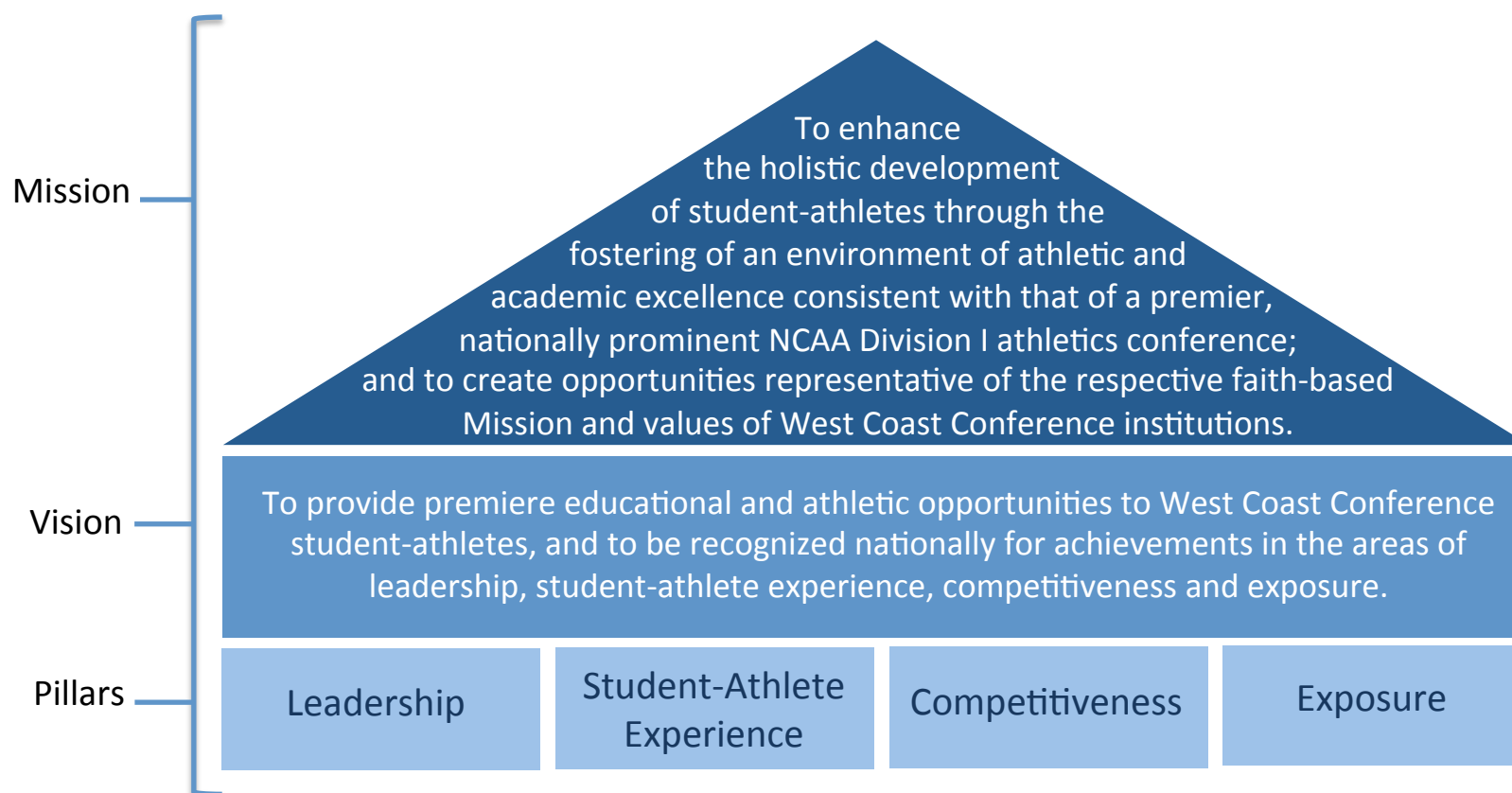


STRATEGIC PLAN

MISSION, VISION, PILLARS



Strategic Plan Mission, Vision and Pillars





2014-17 Strategic Plan Pillars, Goals, and Strategy Overview

| Pillars | Leadership | Student-Athlete Experience | Competitiveness | Exposure |
|------------|--|--|--|--|
| Goal(s) | National <ul style="list-style-type: none"> - National Issues - Membership | Academics <ul style="list-style-type: none"> - Academics - Balance | Men's Basketball <ul style="list-style-type: none"> - Rewards - Game Standards | Brand Awareness <ul style="list-style-type: none"> - Men's Basketball - High Achieving Sports Programs - Value-Based Leadership |
| Strategies | Conference <ul style="list-style-type: none"> - Governance - Fiscal Sustainability - Student-Athlete Engagement | Well-Being <ul style="list-style-type: none"> - Health - Character | Sport Specific Management <ul style="list-style-type: none"> - Vision Plans | |



STRATEGIC PLAN: LEADERSHIP



Leadership Pillar

Leadership Commitments

- We recognize and promote the success and benefits of balancing academics and athletics.
- We shall govern ourselves and lead others guided by the values of our institutions.
- We will speak from our platform of academic leadership and athletic achievement; and make our active, progressive, and nationally relevant voice heard.
- We shall advance the Conference through vibrant management strategies.
- We shall maintain a fiscally responsible and sustainable organization.



STRATEGIC PLAN: STUDENT-ATHLETE EXPERIENCE



Student-Athlete Experience Pillar

Student-Athlete Experience Commitments

- We strive to educate the student-athlete as a whole person to be a value-based leader for tomorrow.
- We are committed to the academic development and graduation of our student-athletes.
- We are committed to a balanced academic and athletic learning environment.
- We support the personal growth and health of our student-athletes on campus and in the community.



STRATEGIC PLAN: COMPETITIVENESS



Competitiveness Pillar

Competitiveness Commitments

- We perform at the highest competitive level and represent the Conference nationally in NCAA post-season opportunities.
- We collectively prioritize men's basketball to achieve and sustain a relevant and nationally competitive platform.
- We are committed to promoting and protecting the competitiveness of the following sports: Baseball, Women's Basketball, Men's Soccer, Women's Soccer, Women's Volleyball.
- We support the competitive progress of the following sports: Men's and Women's Cross Country, Men's and Women's Golf, Women's Rowing, Softball, Men's and Women's Tennis.



STRATEGIC PLAN: EXPOSURE



Exposure Pillar

Exposure Commitments

- We promote our value-based institutions and the academic leadership and athletic achievement of our student-athletes' unique experience.
- We showcase the strength, competitiveness, and national relevance of our men's basketball program, and thereby affirm the program as essential to our identity.
- We promote the national success of our programs in each West Coast Conference sport.
- We are proactive in utilizing new technologies and emerging platforms to maximize our visibility.
- We recognize and celebrate the scholastic, athletic, and holistic achievements of our student-athletes locally, regionally, and nationally.



APPENDIX



Execution

In summary, the 2014-17 Strategic Plan serves as a road map for progress during the term of the plan.

Plan Expectations:

- The plan represents the priorities and goals established by the membership and shall guide the Conference.
- The three year term enables the Conference to continue to evolve in a nimble manner through the changing internal and national landscape.
- Plan goals are aspirational and operational details are captured within the action plans as appropriate (e.g., the sport vision plans will review championship operations).
- Comprehensive assessment and accountability are essential elements; and goals, programs, and assessment findings will be reported annually, as appropriate.
- Partner and share action plans are expected to facilitate conversation and collaboration among the membership to support the well-being of student-athletes.

Membership Responsibilities:

- Assigned Cabinets and Conference staff will collaborate to ensure the progress of each assigned action plan annually, and present progress reports to the Executive Council.
- Membership institutions shall participate in partner and share efforts.

Conference Staff Responsibilities:

- The Conference staff will coordinate priorities based on the elements outlined by the plan.
- The Conference staff shall monitor the national landscape to ensure the plan is current and responsive to the changing environment.
- The Conference staff shall maintain records of plan progress and recommended adjustments.