Board of Trustees Presentation
March 17, 2011
The Spartan Way
The University of North Carolina at Greensboro will redefine the public research university for the 21st century as an inclusive, collaborative, and responsive institution making a difference in the lives of students and the communities it serves.
The University of North Carolina at Greensboro, a community including students, faculty, staff, and alumni, will demonstrate commitment to its core values: “

UNCG’s Core Values

- Inclusiveness
- Collaboration
- Sustainability
- Responsibility
- Transparency
Athletics Role in UNCG’s Strategic Plan

4.5 Increase the visibility, availability, and competitiveness of the Division I athletics program.
Core Purpose
“My basic principle is that you don’t make decisions because they are easy; you don’t make them because they are cheap; you don’t make them because they’re popular; you make them because they’re right.”

Theodore Hesburgh, C.S.C., Former President, University of Notre Dame
Core Purpose

We discover and develop champions in life.
Core Values

We operate with integrity, honesty and personal responsibility.

We foster academic success and continuous learning.

We win, display good sportsmanship, and play by the rules.

We are fiscally responsible.

We collaborate, engage our communities, and are committed to quality service to our stakeholders.

Our work is enjoyable, meaningful, and makes a difference.
Core Purpose
+
Core Values
=
What we do and how we do it
A vision is a mental picture of what tomorrow will look like. It expresses our highest standards and values. It sets us apart and makes us feel special. It spans years of time and keeps us focused on the future. And if it’s to be attractive to more than an insignificant few, it must appeal to all of those who have a stake in it.

An organizational vision is a vivid picture or image of the future you desire and seek to create. An effective vision consists of two parts: an audacious goal worth achieving and a vivid description of what the organization will be like when it achieves that goal.
“If you want to build a ship, don’t drum up the men to gather up the wood, divide the work and give orders. Instead, teach them to yearn for the vast and endless sea.”

Antoine de Saint-Exupery
Envisioned Future

“We will build a nationally-recognized model for mid-major athletics programs, continuously competing for national championships.”
Core Purpose
(What we do)
+
Core Values
(How we do it together)
+
Envisioned Future
(Where we are going)
=
The Spartan Way
The Spartan Way

Core Purpose: We discover and develop champions in life.

Core Values: We operate with integrity, honesty and personal responsibility.

We foster academic success and continuous learning.

We win, display good sportsmanship, and play by the rules.

We are fiscally responsible.

We collaborate, engage our communities and are committed to quality service to our stakeholders.

Our work is enjoyable, meaningful, and makes a difference.

Envisioned Future: We will build a nationally-recognized model for mid-major athletics programs, continuously competing for national championships.
From Here...

... To There?
By 2015, UNCG Athletics will demonstrate:

1. **Athletic Success**

   All sports will place in the Top 4 of the Southern Conference and Compete for Southern Conference Championships.

2. **Academic Success**

   Student-athlete population will be in the Top 4 of the Southern Conference in Graduation Success Rate (GSR) for their specific sport.

3. **Partnership Engagement**

   Increase our global visibility through various engagement opportunities.

4. **Financial Efficiency**

   Develop financial resources while promoting fiscal integrity.

5. **Venue and Space Maximization**

   Develop and implement a long-range facilities master plan.

6. **Promote Professional Development**

   Professional development for all staff through various mediums.
Budget Strategy
The Spartan Way