Developed by: Jon McBride, Director of Intercollegiate Athletics, with the advice of the UNK Strategic Planning Committee, and with major contributions by the UNK Faculty Senate Athletics Committee:

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SECTION 1 / EXECUTIVE SUMMARY

This plan describes the challenges and opportunities facing the University of Nebraska at Kearney’s intercollegiate athletics program and outlines how the Department of Intercollegiate Athletics will address them under UNK’s Phase I Strategic Plan and University-Wide planning goals.

UNK’s intercollegiate athletics teams have forged an outstanding record of competitive success over many decades in conference and national championship venues. Equally impressive have been the achievements of UNK’s student-athletes in the classroom and after graduation. These accomplishments showcase the best characteristics of our university and have long been a great source of pride and cohesion for the campus and also for our community and region. Indeed, in its attainment of national distinction in its sphere the Department has set the pace for the rest of the campus under the ambitious aims of UNK’s Phase I Strategic Plan. That Plan recognizes that the Department’s activities are integral to the educational and developmental experience at UNK, and it accordingly seeks to sustain the level of excellence that has become a tradition in these programs.

As planners work toward that goal, their agenda will include the following major challenges and opportunities.

- **Budget Planning.** The costs of operating within the Rocky Mountain Athletic Conference (RMAC) have risen steeply, and revenue sources have been uncertain and/or limited. The Department must collaborate with campus planners to reach and maintain fiscal equilibrium.

- **Gender Equity.** Although it is a large task for any NCAA Division II program that includes football, the Department must maintain a satisfactory position with respect to Title IX requirements.

- **Focus on student success.** First priority within the Department must continue to be student academic achievement, personal development, and preparation for life after college.

- **Student recruitment.** In its own recruitment activity, and in its competitive activities within the region, the Department can help UNK recruiters reach ambitious objectives.

- **Marketing.** The Department must collaborate with the University Relations Division to take full advantage of the opportunities the program generates.
• **Facilities.** The Department must collaborate with campus planners on ways to improve outdoor and indoor practice, competition, and recreation facilities.

• **External fundraising.** As a new University fundraising campaign proceeds, the Department must work with campus and University of Nebraska Foundation leaders to clarify needs and opportunities for benefactors to assist UNK.

• **Community engagement.** This longstanding Department and institutional priority is also a prominent NCAA initiative. The Department is uniquely positioned, as a front porch to the institution, to help broaden mutually beneficial interactions between Town and Gown.

The Department remains committed to work with campus leaders on these matters and, more broadly, to assist the campus in achieving the goals and objectives of UNK’s Strategic Plan.
SECTION 2 / PURPOSE AND PLANNING PARAMETERS

I. Mission, Vision, and Values

The mission of the Department of Intercollegiate athletics is to provide equitable competitive opportunities for all student-athletes through broad participation in an array of sports comparable to those offered at similar institutions within NCAA Division II. Those activities are a vital component of the educational program and student life at UNK. They are conducted in a manner designed to enhance the physical, educational, social, and emotional welfare and development of student-athletes. The Department serves a variety of constituents including participants, students, alumni, UNK employees, members of the surrounding community, and citizens of the region and state. (The Department’s role and mission statement is attached at Appendix A.)

The Department’s developmental vision centers on that mission and seeks sustained excellence in conference and NCAA Division II competition as well as continued success in academic performance by UNK student-athletes. The Department’s objectives are informed especially by the UNK Strategic Plan’s aspiration to achieve distinction among institutions of our kind. They are also shaped by awareness that the Department contributes importantly and perhaps uniquely to Strategic Plan goals regarding Student Development, Outreach and Engagement, and Organizational Development. These will be enduring features of the Department’s future plans.

- **Student Development:** The Department will continue to exemplify commitment to student academic success. Similarly a commitment to holistic student development will be evident throughout all operations in opportunities for students to develop as individuals and as citizens through leadership, teamwork, and service.

- **Outreach and Engagement:** The Department takes seriously its role as a focal point for regional sports and recreational activity and a catalyst for significant partnerships with the surrounding community.

- **Organizational Development:** The Department’s activities contribute significantly to creating and sustaining an exemplary, satisfying campus climate for all members of the UNK community. Beyond the campus solidarity produced by its highly visible competitive successes, the Department seeks to demonstrate the core values of achievement through hard work and efficiency, and equitable and respectful treatment for everyone, that UNK’s Strategic Plan highlights in this area.
More generally, the Department embraces and seeks to reinforce in its activities core traits of an exemplary public, undergraduate, residential university identified in the Strategic Plan. Notably:

- We recognize the special obligation to serve the best interests of Nebraska.
- We take pride in our role as a model for student preparation for life after college.
- We understand our role in serving the campus – and especially to help build an exemplary campus climate that is itself a teaching/learning resource for all who experience or observe it.

II. Situation Appraisal

UNK Athletics is indeed a program of distinction. In the 100-year history of the University of Nebraska at Kearney, athletic success has been a constant. Whether as a member of the NAIA or, since 1990, as a member of NCAA Division II, UNK has won many conference championships and several national championships and has produced over 100 All-Americans.

More importantly, the student-athletes who make up these dominant teams have excelled in the classroom, receiving scores of all-conference and Academic All-American honors. For the 2006-07 and 2007-08 academic years, the cumulative GPA for all UNK student-athletes was over 3.00. In the last two school years, an average of nine teams had at least a 3.10 GPA. Additionally, approximately 200 student-athletes earned Academic All-RMAC honors for having a cumulative GPA of 3.20 or better. During these two years, the wrestling team ranked fifth (3.29) and second (3.334) nationally. Also notable this year is the ninth best team GPA (3.64) in the nation by the women’s cross country team and the 3.594 GPA for the women’s basketball team, ranking in the top 11 for the 12th straight year.

Unquestionably, the Department’s prominence serves UNK’s highest goal – to achieve national distinction among institutions of our kind. Recent history demonstrates this conclusively: we have fielded teams and student-athletes who regularly compete for conference and national championships, and we have been selected to host several NCAA national and regional championship events. UNK regained the Rocky Mountain Athletic Conference all-sports championship in 2007-08, and has now won 12 of 13 all-sports championships from 1995-2008 and consistently has placed in the top 20 overall programs nationally. In 2007 UNK captured the inaugural RMAC Sportsmanship Cup, awarded by RMAC peers, recognizing its commitment to sportsmanship and first class student-athlete experiences.

The Department has important strengths that will serve it well in the future as it seeks to maintain this level of accomplishment. These include an inspiring tradition of competitive and aca-
demic success; strong fan, sponsor/benefactor, and student-athlete recruitment bases; a talented and experienced coaching staff dedicated to departmental and institutional missions; and deep appreciation on campus for the integral role of the Department in the kind of learning environment UNK strives to maintain.

The following are among the challenges and opportunities that will shape the Department’s agenda in the foreseeable future.

A. BUDGET PLANNING

Operational costs have risen steeply, outpacing UNK’s constrained state budget allocations and the uncertain and varying revenues derived from Department activities. Travel expenses, especially, within the RMAC have nearly doubled within the last year. There is little flexibility within the Department’s budget to adapt to these changes or to address contingencies or to exploit improvement opportunities that are evident now or that may arise unexpectedly. At present the Department lacks a sufficient business plan and monitoring mechanisms to enhance revenues and contain costs. Developing better planning practices, integrated with campus-wide processes, could help the Department reach fiscal equilibrium, achieve better predictability and stability in operational planning, and perhaps establish a reserve to fund unforeseen expenses or to pursue enhancements. Addressing this situation is a critical need, if we are to maintain a top-notch program in a time of soaring costs.

Furthermore, cost factors inevitably draw attention to the issue of conference affiliation. It is possible that moving from the RMAC to another conference within our region would reduce costs, especially for travel. Associated burdens on students (extended class absences and trips, etc.) would be reduced, as well. Such a move could, additionally, position UNK advantageously in new recruitment markets among similar institutions of higher education and within a region that is easily reachable by fans, alumni, and friends. Possibilities include the Northern Sun Intercollegiate Conference (NSIC), based in Minnesota, Nebraska, South Dakota and Iowa, and the Mid-America Intercollegiate Athletic Association (MIAA), involving universities predominantly in Missouri and Kansas. Both of these conferences recently expanded and are still considering expansion. These options require careful study of many factors -- particularly from the cost standpoint, given our current experience in the RMAC. With assistance from NCAA consultants and input from all Department constituencies, we intend to launch such a study for further consideration and discussion by campus leaders.
B. GENDER EQUITY

UNK’s general situation under Title IX can be summarized as follows:

- Title IX requires an institution to demonstrate that it effectively accommodates student athletic abilities and interests. This can be demonstrated by meeting any one of three tests.

- The first test requires institutions to demonstrate that the percent of male and female athletes is substantially proportionate to the percent of male and female students enrolled. UNK – like other Division II institutions that offer football -- does not now meet this standard. Our current program is unbalanced in favor of male athletes, in terms of participation opportunities.

- The second test requires institutions to show a history and continuing practice of expanding opportunities for the underrepresented sex. At UNK we have some history of expanding opportunities for women, but we do not have a strong recent history to offer confidently under this standard.

- The third test requires an institution to demonstrate that its current program effectively accommodates the abilities and interests of the underrepresented sex. As indicated below, this may be increasingly difficult to show, particularly in light of the growth of a major high school sport that we do not offer. This consideration is explored further below.

While the scope of UNK’s program is extensive (16 sports), it has grown out of alignment with the range of sports offered in Nebraska high schools (i.e., with the interests and talents that are being produced at the high school level). Mainly that is because of the emergence of soccer in Nebraska secondary school athletics programs and in recreational and competitive youth soccer programs throughout the state. Soccer is the only championship sport offered by the Nebraska School Activities Association (NSAA) which is not sponsored by UNK. By contrast, other universities in Nebraska have adjusted to this trend -- women’s soccer is an intercollegiate sport offered at UNL, UNO, Wayne State and a number of four-year private colleges.

In sum, to reach a more satisfactory position with respect to Title IX in the near term, we should add opportunities for women to play varsity soccer. This conclusion was confirmed in a recently completed student survey, and we have begun to develop funding options and implementing plans to add that sport as soon as it is practicable to do so. The survey may point in additional enhancement directions as well, and these will be addressed as resources permit.
C. STUDENT DEVELOPEMENT

What matters most at UNK is providing opportunities for student success. Nowhere is this more evident than in the sustained academic and competitive accomplishments of UNK’s student-athletes. **NCAA President Myles Brand said during a recent visit to Kearney:** “The University of Nebraska at Kearney is a poster child for how to do it right. This campus has success on the field and success in the classroom. I wish I could bottle it, and take it with me to distribute it elsewhere.”

The Department has established an academic enhancement program to help time-challenged student-athletes focus on academic work. (This program is outlined in Appendix B.) This reflects both our primary commitment to students’ education and the reality of life as a student-athlete, which requires each individual to balance many requirements.

Moreover, the Department has incorporated principles of a model NCAA program known as CHAMPS-Life Skills -- **CHallenging Athletes’ Minds for Personal Success** -- which provides a programmatic template for holistic student development. Under that program we can use NCAA resources to teach life skills to all of our student-athletes. The program is committed to academic excellence, athletic excellence, personal development, career development, and service. (See the supplemental information at Appendix C.) While we are making important strides in this area, we also have begun to collaborate with UNK departments to take full advantage of ongoing support services and programs as we implement CHAMPS. That comprehensive approach should improve our already impressive student retention, graduation and career placement results. Early efforts in this regard have been encouraging: for academic year 2007-08 we partnered with Academic Services to establish “academic coaches” who are available upon request to all of our student-athletes.

All members of the Department are fully conscious of their role in student development. Indeed, the very nature of intercollegiate athletics develops the whole person; student-athletes are often sought out by employers for their work ethic, competitive natures, leadership skills, ability to perform under pressure, independent thinking, and desire to learn. We know we are in the business of helping young men and women mature and leave UNK better prepared for the future. Our student-athletes get a jumpstart in character development, thanks to numerous personal growth opportunities inherent in our programs.

The Department is also conscious of the citizenship and public service dimension of student development at UNK. It aims to continue this emphasis as well. In the past two academic years, UNK Athletes performed more than 6,500 hours of community service. In conjunction with the 2007 &
2008 NCAA Women’s Basketball Elite 8 tournaments, hosted by UNK, nearly 100 athletes turned in just under 1,000 hours each year during a highly successful outreach program with Kearney Public Schools. On campus, we have a very active Student Athlete Advisory Committee (SAAC), and many student-athletes are engaged in a wide variety of other activities.

In short, we intend to preserve and advance the Department’s position as a highly-visible student development agency, and as a model for fostering multi-dimensional personal growth.

D. STUDENT RECRUITMENT

The Department’s recruiting objectives and practices reflect institutional aims identified in the Strategic Plan as follows:

Improve outreach to prospective undergraduate students: (1) recruit all eligible Nebraska residents in person and by systematic communications, but improve coverage and results from eastern Nebraska especially, (2) enhance such efforts in contiguous states where high school cohorts are growing; (3) devote special attention to expanding enrollment of students of color and economically disadvantaged students; (5) consolidate and expand recent advances in transfer enrollments; (4) enhance capabilities and activities to attract international students; and (6) seek to attract greater numbers of students ranked in the top 25% of their high school classes.

Because athletic scholarship resources are so limited, UNK coaches focus (very successfully) on attracting top-notch student-athletes who receive merit-based aid. We also attract minority students and economically disadvantaged students who have access to need-based financial aid programs and who may not have been inclined to attend UNK (or any college) if athletics opportunities were not available to them.

Moreover, our programs add significant diversity to the student body by attracting young men and women from all over the country. One-quarter of our football roster hails from Colorado (28), and nearly 15% (approximately 50) of our entire complement of student-athletes comes from that state. Looking farther afield, our football players from California (5 in 2008), Florida (3 in 2008) and Texas (3 in 2008) make up a majority of UNK students from those states, and we draw students from other non-contiguous states including Alaska, Arizona, New York, Michigan and Ohio, for example. Similarly, our baseball team is comprised of student-athletes from Arizona, California, Nevada, Texas, Connecticut and Washington. As with football, those areas are not within the normal reach of UNK’s general marketing and recruitment efforts.
As for ethnic backgrounds, the composition of our student-athlete population is quite diverse, and our coaching staff is committed to promoting diversity in our athletic program and on campus. In 2006-07 our representation figures were as follows:

**356 Student-Athletes**
- 14 Black
- 16 Hispanic
- 12 International
- 4 Multi-Racial
- 3 Native American

49 Total - 13.8%

In addition, in 2007-08, the Department had 4 minority athletic department staff members (up from 1 a few years ago).

As the Department’s recruitment activities reflect overall UNK goals, we also face the same challenges that other institutional recruiters must grapple with. These include (1) growing competition– in Colorado, for example, CSU-Pueblo has added football to its offerings and its first year program attracted 160 players, and (2) a relatively small pool of scholarship resources compared to other Nebraska institutions. The situation with respect to competition from private colleges in our region illustrates both points. According to Admissions data, the top reason for a student to choose one of those schools over UNK is the opportunity to continue playing varsity sports. Not surprisingly, coaches at those institutions are encouraged to accommodate as many aspiring athletes as they can possibly manage, and relatively minor price discounting can make those opportunities seem very attractive for prospective student-athletes.

The Athletics Department will remain committed to working closely with the Admissions and University Relations staffs to take advantage of showcasing opportunities that are inherent in Athletics, focusing on specific geographic areas (Front Range of Colorado, Omaha, Lincoln) and underrepresented minorities. Some examples of the potential include the following:

- Altitude Sports (a Denver-based regional cable sports network) offers UNK free media time to air institutional spots, pursuant to a partnership with the RMAC.
• Alumni functions have been very successful when held in conjunction with athletic events in RMAC area, specifically the Front Range region of Colorado.

• UNK’s student-athletes are recruitment assets in themselves. Just as Honors students, for example, can draw other top students to UNK from their network of friends, families, prior schools, so do our student-athletes who have special stature and influence in their home communities. Without derogating from their primary activities on campus, we can likely find additional ways in our marketing to take advantage of their conspicuous excellence.

E. MARKETING

A successful intercollegiate athletics program can be a tremendous public relations tool for an institution of higher learning. By taking advantage of the highly public nature of intercollegiate athletics, and showcasing the institution’s talented student-athletes and programs of note, UNK can widen appreciation for its general excellence among a variety of publics – peer institutions, higher education policymakers in Nebraska, taxpayers, active and potential benefactors, friends of the University, current and prospective employees, and current and prospective students and their families. By the same token, the Department benefits from all marketing efforts undertaken by other units -- notably academic departments/colleges, the Marketing Office, the News Bureau, and the Office of Undergraduate Recruitment and Admissions.

Specific challenges/opportunities for the Department relevant to marketing include the following:

• Redesign of our website.

• Enhanced radio and television coverage, including an effort to develop a monthly television highlight program that features UNK both from an athletic perspective and a university-wide viewpoint.

• We must continue to build our base of supporters. We have about 1,000 season ticket holders, up about 33% from 4 years ago. In addition, we have approximately 50 corporate sponsors who support us with cash or products. Our solid relationship with the Chamber of Commerce, and our network of community volunteers, is a substantial advantage as we work to expand these partnerships.
The Department intends to employ a recently-established athletics marketing advisory group to focus on how we can best position the University and the Athletic Department in endeavors such as these. It is also essential to work closely with University Relations on the institution’s media and marketing strategy, including the rollout of an UNK-specific branding and graphic identity standards program. Athletics will also facilitate meetings with our licensing agency, Strategic Marketing Associates (SMA), so University Relations staff can develop a campus-wide licensing program for its marks.

F. FACILITIES

UNK’s Strategic Plan commits to renewal of the residential campus, including facilities for intercollegiate sports and general student recreation. In recent years the campus has made notable progress on that priority. The most visible project was the $8 million, privately-financed expansion and renovation that produced Cope Stadium, which transformed a grass football field into an all-weather, multi-purpose facility serving intercollegiate sports, student recreation, and physical education instruction and outreach programs. Other recent projects have resurfaced the playing surface/indoor track and renovated the swimming pool in Cushing Coliseum, and added new scoreboards, timing and message systems, lighting/sound system upgrades, and shot clocks in the Health and Sports Center.

For the future, Department and campus leaders must address several major issues requiring collaboration in planning, fundraising, and operations.

- UNK recently was awarded $1 million from the Kiewit Foundation to support construction of a Wellness Center, the total cost of which is projected to exceed $4 million. If full construction costs can be funded, this facility will house the Human Performance Laboratory, including the UNK Wellness Program, and recreational and exercise equipment and space for general use. Located at the southwest corner of Cope Stadium, it will be ideally positioned to serve the entire campus.

- The Cope Stadium project eliminated outdoor track and tennis facilities which still have not been replaced. Campus planners have recognized that restoring those capabilities will be an important part of our physical campus renewal strategy. The Department has developed a concept for a modern Track & Tennis Center, costing $15-18 million, that would include a competitive track and field venue with seating; 6 outdoor tennis courts and 4 indoor courts under a “bubble;” and a multi-purpose building housing locker rooms, offices, meeting space, and restrooms.

- The aging of our current facilities makes it imperative to be vigilant about maintenance issues. The Health & Sports Center is now nearly 20 years old and Cushing Coliseum is more than twice that. Specific needs foreseeable include: doors (internal and external), windows, flooring, boilers, HVAC, water lines,
bleachers, and roofs. We also need systematic replacement plans for washers and dryers, training room equipment, weight room equipment, computers, printers, copy machines, fax machines, and scoreboards.

G. FUNDRAISING

UNK’s strategic plan places a high premium on enlarging the institution’s resource base. To that end it seeks to generate wider understanding of UNK needs among all its constituencies, and particularly among potential benefactors. Raising external monies is a special challenge for UNK, which is a relative newcomer to the University of Nebraska and which is located in a thriving but relatively small community. It is especially important for the Department of Intercollegiate Athletics, because of University policy that limits the extent to which state funds and mandatory student fees may be used to support athletics.

As UNK and University fundraising programs go forward, led by the University of Nebraska Foundation, campus leaders and the Department must ensure that our needs are communicated in a consistent and clear fashion. At present, and for the foreseeable future, the Department’s main needs are as follows:

• We must maximize financial support to help offset inflationary operating costs.

• We must identify, cultivate, solicit and secure major gifts to support facility enhancements (new projects and renovations)

• We must increase endowed athletic scholarship funds, building on the success of the recent Student Athlete Initiative (more than $100,000 pledged). (See the overview of this project at Appendix D.)

The Department intends to work closely with the University Relations Division, the University of Nebraska Foundation, and fundraising campaign planners to ensure that these needs are incorporated into the overall plan for UNK.

The Department also intends to continue proven initiatives such as our annual Blue-Gold auction and golf tournament, which is the centerpiece of Departmental fundraising. This event, which has become a respected tradition on campus and in our region, netted $50,000 last year to support athletic scholarships. In 2007 it drew 276 golfers, filling two golf courses, and 200 people attended the associated dinner/auction.
H. COMMUNITY ENGAGEMENT

The Department’s mission (Appendix A) includes -- and embraces -- a substantial component of community service and civic partnership. This has been part and parcel of our operations for many years, and UNK’s Strategic Plan commits prominently to continue serving our publics in this way. Recently this internal commitment has been reinforced by the NCAA’s Division II community engagement initiative and strategic positioning platform. (A discussion of the Strategic Positioning Platform is at Appendix E.) For all Division II members these initiatives state a comprehensive self-concept centered on providing balanced growth opportunities through academic achievement, learning in athletic competition, and development of positive societal attitudes in service activity. They also intentionally enlarge the concept of “community” to denote an inclusive entity blending the campus and its civic environs – the aim is to eliminate any conceptual divisions between the university and others that may rise up around physical campus boundaries. The Department, accordingly, remains committed to its strong outreach traditions that help to build a fully integrated, self-aware community supporting both UNK and its Athletics program.

The Department also is conscious of its role in attracting people to our campus - or, properly understood, our outreach and service role includes core activities that take place on-campus year-round, through regular and postseason competitions, hosted regional and national championship events, and summer camps. In this role, the Department has unique capability not only to serve all UNK constituencies, but also to impress them favorably about our campus and other programs. We intend to collaborate closely with University Relations Division and other campus units in an effort to take full advantage of these opportunities.
SECTION 3 / THE ENVISIONED PROGRAM

This section outlines the initiatives that we believe will have the highest advancement impact in our strategic situation, when added to ongoing operations. Our initiatives relate most closely to objectives identified under three broad goals in UNK’s 2007 Strategic Plan: Student Development, Outreach and Engagement, and Organizational Development. This discussion is accordingly organized with respect to those goals.

However, it is important to note that the Department’s mission and activities are guided and shaped by the Strategic Plan’s Learning and Scholarship goals, as well. Perhaps most importantly, our self-concept as a Department recognizes that for our student-athletes success in learning and scholarship is primary. We also recognize that, for other students, our programs visibly reinforce important messages supporting academic goals, notably: the value of hard work in both preparation and competition, the strength-multiplier effect of teamwork, and the central role of expert guidance and mentorship. For all students, our programs teach these important life-lessons. In addition, the Department is programmatically allied with several high-priority academic programs, which links intercollegiate athletics importantly to UNK’s academic enterprise. (See, for instance, the overview of UNK’s Athletic Training Education Program at Appendix F.)

Furthermore, as has been suggested earlier, the Department of Intercollegiate Athletics has effectively led the way for UNK in achieving a fundamental institutional aim that is now imbedded in UNK’s mission statement: to be one of the nation’s premier public undergraduate institutions. Within the NCAA’s Division II we are widely recognized as a premier program. The initiatives outlined in this Phase II implementing plan will solidify that stature.

The following discussion identifies initiatives under pertinent Strategic Plan Goals and Objectives.

With respect to particular goals and objectives identified in UNK’s Phase I Strategic Plan, the following initiatives are important. Several are featured in other Phase II plans, and they are identified here to reinforce the analyses that have led them to be addressed elsewhere.

Initiatives are organized and numbered with reference to applicable Phase I goals and objectives.

I. STUDENT DEVELOPMENT GOAL: To graduate individuals who are prepared for the responsibilities and opportunities of leadership, citizenship, and careers in a pluralistic, democratic, multicultural, and entrepreneurial society.
Objective 2: Enhance UNK’s physical infrastructure supporting residential life, recreation/wellness activities, and student support programs.

- Enhance recreational and other facilities serving the health, physical fitness, and general wellness needs of students and staff.
- Provide intercollegiate athletics facilities that meet appropriate competitive standards and serve general student and community needs.

Athletics Initiative 1: Comprehensively assess (1) current university facilities utilized by Athletics and determine needed maintenance and upgrades, (2) future athletic facility needs with priorities.

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<th>Responsible for Implementation</th>
<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
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<tbody>
<tr>
<td>• Athletic Director&lt;br&gt; • Vice Chancellor for Business and Finance.</td>
<td>• No Additional funds</td>
<td>• Immediate</td>
<td>• Written analysis outlining present future facility needs and priorities for Athletics presented to Chancellor’s cabinet for approval and integration with campus master planning</td>
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Objective 3: Maintain a NCAA Division II intercollegiate athletics program that represents our campus, community, and state well and that places first priority on student academic achievement, personal development, and preparation for life after college.

Athletics Initiative 2: Create a task force to review current revenue streams, budgetary practices, and spending priorities in Athletics.

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<th>Timeline</th>
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<tbody>
<tr>
<td>• Athletic Director and Vice-Chancellor for Business &amp; Finance.</td>
<td>• No additional resources</td>
<td>• Begin work in summer of 2008</td>
<td>• More stability/balance in athletic budgeting</td>
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Athletics Initiative 3: Conduct an independent study of UNK’s athletics conference affiliation.

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<th>Responsible for Implementation</th>
<th>Resource Requirements Sources</th>
<th>Timeline</th>
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<tbody>
<tr>
<td>• Athletic Director and Consulting firm, coordination with Vice Chancellor for Business &amp; Finance</td>
<td>• $10,000 (combination of external/internal funds).</td>
<td>• Begin work in summer of 2008</td>
<td>• Gathering of information and analysis to support recommendation to Chancellor’s cabinet for decision</td>
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Athletics Initiative 4: Survey student abilities/interests and add women’s competition opportunities as needed to address Title IX compliance, beginning with soccer.

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<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
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<tr>
<td>Athletic Director, coordinating with Vice-Chancellor for Business &amp; Finance</td>
<td>$150,000 annually from private gifts, student fees, and program revenues (ticket sales, sponsor ships, special events, etc.)</td>
<td>Coach hired in 2008-2009 school year</td>
<td>Growth in competition opportunities for the male students</td>
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<td></td>
<td></td>
<td>Competition begins in Fall 2009</td>
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**Objective 5:** Enroll a larger, more diverse, and well-prepared student body.
- Continue to improve UNK marketing, especially to promote UNK strengths and increase visibility in areas where populations are growing.
- Improve outreach to prospective undergraduate students.

Athletics Initiative 5: Form an Athletics/Admissions & Recruiting Advisory Group to create consistent communications between staffs of Admissions & Athletics and coordinate outreach activities.

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<th>Timeline</th>
<th>Measure of Progress</th>
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<tbody>
<tr>
<td>Athletic Director, Director of Admissions</td>
<td>No new funds required</td>
<td>Immediate</td>
<td>Communication between Athletics and Admissions is timely and consistent</td>
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**Objective 6:** Promote student academic achievement through support services outside the classroom.
- Provide academic advising, tutoring, and individualized skill-development assistance enabling students to address particular learning challenges and succeed in their courses of study.
- Use assessment outcomes to adjust academic services and to achieve the best possible learning results for each student.
Athletics Initiative 6: Continue to implement the CHAMPS/LIFESKILLS program at UNK with a focus on providing a well-rounded student and personal development experience.

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<th>Timeline</th>
<th>Measure of Progress</th>
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<tbody>
<tr>
<td>• Athletic Director</td>
<td>• NCAA Funds and existing internal funding</td>
<td>• Ongoing</td>
<td>• Continued improvement in life learning skills</td>
</tr>
<tr>
<td>• Athletics Senior Administrative Staff, coordinating with on-campus agencies and their staffs</td>
<td></td>
<td></td>
<td>• Enhanced retention/graduation rates</td>
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II. OUTREACH AND ENGAGEMENT GOAL: To help people, businesses, communities, and the state achieve their educational and developmental aims.

Outreach and Engagement Goal, Objective 4: Provide a regional focal point for intellectual, artistic, cultural, and recreational/athletic activity.

- Enhance support for and visibility of campus events showcasing faculty, student, and visiting performer talent.

Athletics Initiative 7: Aggressively pursue National and Conference championship events to be hosted in Kearney and at UNK.

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<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Athletic Director</td>
<td>• Internal &amp; Existing</td>
<td>• Ongoing</td>
<td>• Number of NCAA/RMAC championship events</td>
</tr>
<tr>
<td>• Appointed Athletics Staff</td>
<td>• NCAA/RMAC funds</td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Chancellor</td>
<td>• Local Sponsorship Support</td>
<td></td>
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</tbody>
</table>

Outreach and Engagement Goal, Objective 6: Build close relationships with key University stakeholders and constituencies to improve communication about and understanding of UNK.

Athletics Initiative 8 - Form an Athletics Marketing Advisory Group to improve communication and coordination between University Relations and Athletic Department staffs concerning marketing & promotional efforts.

<table>
<thead>
<tr>
<th>Responsible for Implementation</th>
<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Athletic Director</td>
<td>• No new resources</td>
<td>• Immediate Implementation</td>
<td>• Consistent, coordinated messaging</td>
</tr>
<tr>
<td>• Assistant Athletic Director/External Affairs</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• Vice-Chancellor for University Relations and members of the University Relations Staff</td>
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</table>
Athletics Initiative 9 – Implement the NCAA Division II Community Outreach Platform on a campus-wide basis

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<thead>
<tr>
<th>Responsible for Implementation</th>
<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Athletic Director</td>
<td>• No new institutional resources</td>
<td>• Immediate</td>
<td>• Number of outreach programs</td>
</tr>
<tr>
<td>• Chancellor’s Cabinet</td>
<td>• NCAA Community Engagement website and resources</td>
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</tbody>
</table>

III. ORGANIZATIONAL DEVELOPMENT GOAL: *To build a strong, effective institution by empowering staff, organizations, and the campus as a community to attain strategic goals.*

**Objective 3: Broaden UNK’s financial resource base.**

- Clarify campus, college, and other major unit external fundraising priorities and enhance collaboration with the UNK alumni Office and the University of Nebraska Foundation to increase support for UNK needs.

Athletics Initiative 10 – Develop an Athletic Fundraising Needs Statement with priorities & goals ratified formally and by consensus as part of UNK’s overall fundraising strategy. Meet regularly with NU Foundation Staff to discuss progress.

<table>
<thead>
<tr>
<th>Responsible for Implementation</th>
<th>Resource Requirements Sources</th>
<th>Timeline</th>
<th>Measure of Progress</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Athletic Director</td>
<td>• Existing resources</td>
<td>• Immediate</td>
<td>• Written reports are completed outlining present and future fundraising needs for Athletics that are consistent with and integrated into overall campus plans</td>
</tr>
<tr>
<td>• Chancellor and Cabinet</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>• NU Foundation Staff</td>
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</tbody>
</table>
SECTION 4 / RELATIONSHIP TO UNIVERSITY OF NEBRASKA STRATEGIC FRAMEWORK

We envision that this Phase II Implementing Plan, and ongoing Departmental programs, advance goals of the University-wide Strategic Framework Document (SFD) in the following ways.

SFD Goal One: The University of Nebraska will provide the opportunity for Nebraskans to enjoy a better life through access to high-quality, affordable undergraduate, graduate, and professional education.

This goal highlights the core values of access and student success. The metrics identified to measure progress include attracting more students to the university, including minority students and students who are economically disadvantaged, and increasing our retention and graduation rates. As indicated in Section III, UNK’s intercollegiate athletics program contributes to these interests in a variety of ways, notably by raising the visibility of UNK for prospective students statewide, regionally and nationally; by attracting multi-talented students to enroll, and by helping them achieve their academic and personal developmental goals as they progress through their UNK careers. This plan seeks to enhance our capabilities in all those respects, by improving collaboration with UNK marketing, admissions, and student support offices.

SFD Goal Two: The University of Nebraska will build and sustain undergraduate, graduate, and professional programs of high quality with an emphasis on excellent teaching.

This goal highlights the core value of excellence, and of striving for excellence. Although its main focus is educational programming, it speaks also to intercollegiate athletics at UNK, because they are regarded an integral part of the educational and residential environment on our campus. In its ongoing operations, and in the initiatives envisioned in section III above, the Department of Intercollegiate Athletics strives to carry forward the conspicuous programmatic excellence that has become our tradition. As noted in earlier discussion, the Department has indeed become a pacesetter in the overall institutional effort to reach distinction among peers nationwide. This plan seeks to preserve that foundation and to reach for further achievement, notably by stabilizing the Department’s fiscal situation and enhancing external fundraising.

SFD Goal 3: The University of Nebraska will play a critical role in building a talented, competitive workforce and knowledge-based economy in Nebraska in partnership with the state, private sector, and other educational institutions.
This goal highlights Nebraska’s human capital and the role of the University in producing it. The Department’s programs contribute importantly to this goal in several ways: by attracting to UNK students from other states (and nations) who likely would not have attended a Nebraska university otherwise, by fostering development of multi-dimensional growth among our student-athletes, and by teaching key lessons for success in life after college. This Phase II plan highlights those dimensions of our mission and centers on support for programs that are essential tools to achieve this goal.

SFD Goal 4: The University of Nebraska will pursue excellence and regional, national, and international competitiveness in research and scholarly activity, as well as their application, focusing on areas of strategic importance and opportunity.

The Department’s contribution to this goal is indirect but nevertheless significant: through the achievements of our student-athletes in competition, in classrooms and labs, and in a variety of co-curricular and outreach activities, we help to build the culture of institutional excellence at UNK.

SFD Goal 5: The University of Nebraska will serve the entire state through strategic and effective engagement and coordination with citizens, businesses, agriculture, other educational institutions, and rural and urban communities and regions.

This goal highlights engagement and outreach to enhance Nebraskans’ quality of life, to link communities together, and to support economic engagement. As the discussion in Section III indicates, the Department of Intercollegiate Athletics is acutely conscious of its role, especially in our region, as a focal point for activities that build pride and cohesion while also benefitting community economic interests. This Phase II Plan commits to continue that work.

SFD Goal 6: The University of Nebraska will be cost effective and accountable to the citizens of the state.

The Department’s Phase II plan aligns with the values highlighted in this goal, as follows:

- With the assistance of campus business offices, we intend to apply principles of good resource stewardship, especially with respect to sound budget planning. This will be a key step in positioning the Department to sustain performance at traditionally high levels.
- We seek to maximize and leverage non-state support for university programs. This, too, is imperative to bring stability to planning for future operations.
- We seek to enhance planning for capital facility upgrades, to preserve the state’s investment.
APPENDICES

A: UNK ATHLETIC DEPARTMENT ROLE AND MISSION STATEMENT

B. UNK ACADEMIC ENHANCEMENT PROGRAM OVERVIEW

C. NCAA CHAMPS/LIFE SKILLS OVERVIEW

D. UNK STUDENT ATHLETE INITIATIVE (SAI) ENDOWED SCHOLARSHIP PROGRAM

E. NCAA DIVISION II STRATEGIC POSITIONING PLATFORM

F. UNK ATHLETIC TRAINING EDUCATION PROGRAM OVERVIEW
APPENDIX A

Athletics Department Role and Mission

Intercollegiate athletics are a vital component of the educational program and student life at the University of Nebraska at Kearney. Student-athletes are an integral part of the student body. To protect and enhance the physical, educational, social, and emotional welfare of student-athletes, the athletic program is conducted in accordance with all institutional policies regarding the equitable treatment of people, including policies pertaining to gender, ethnic diversity, and sexual orientation.

The University of Nebraska at Kearney complies with all applicable rules and regulations of the NCAA in the conduct of its intercollegiate athletics programs, including permitting athletically-related financial aid for student-athletes. Scheduling of athletic events will include as many NCAA Division II members as possible, insofar as geographic location, cost and traditional rivalries will permit.

The admission, academic standards, academic progress and conduct of student-athletes shall be consistent with policies and standards adopted by the University of Nebraska at Kearney for the entire student body. The time required of student-athletes to participate in intercollegiate athletics is regulated to minimize interference with other education activities.

The Athletics department strives for equitable opportunities for all student-athletes through broad participation and competitive excellence. Student-athletes and individuals employed by or associated with the athletics department will promote ethical conduct and good sportsmanship in all activities and will comply with NCAA rules and principles of amateurism.

Intercollegiate athletics serves various constituents including participants, community, persons living in the regional area and residents of the State of Nebraska. Collegiality is promoted between all groups served.
APPENDIX B

Athletics Academic Enhancement Program

It is an accepted fact that participation in intercollegiate athletics creates exceptional demands upon a student-athlete’s time and energy. For that reason the Department of Intercollegiate Athletics at UNK has established the Athletic Academic Enhancement Program for the purpose of assisting student-athletes achieve their full academic potential.

All student-athletes who are attending UNK for the first time, including transfers with a cumulative gpa of 2.75 at time of transfer, will be required to participate in the program for a minimum of four hours per week. Any student-athlete who does not achieve cumulative grade point averages of 2.5 after their first semester will be required by the AD to continue in the program until his/her cumulative grade point average is at or above 2.5. The standards set by the department are minimum standards and some coaches may choose to implement more stringent standards if approved by the department.

The following can be utilized in whole or in part to fulfill the requirements. Each of the following program areas has sign-in and sign-out sheets. Be advised that you must remain in the specified program area to receive credit for the time spent.

• Student ID will be required for check-in.
• Student-athletes must sign in and sign out with accurate times, if sign in or sign out times are not truthful the monitor has the right to correct any incorrect times.
• Student-athletes must have monitor signinitial by their time otherwise it will not count toward your required weekly hours.
• Student-athletes must bring work to do in order to receive Academic Enhancement study hall hours; if student-athlete does not have something to work on they will be asked to leave.

1. STUDY TABLE- This service is in the basement of the library and is monitored by an Athletics Department representative. Table hours are Monday-Thursday, 7:00 p.m.-9:00 p.m.

2. LNSK 103, UNIVERSITY FOUNDATIONS- This course is designed to help college students cope successfully with the demands of college life. This course will satisfy three of the four hours per week if you are enrolled in it in the first semester of your freshman year. You should inform the academic coordinator if you are in this class by submitting a copy of your schedule to the academic coordinator.
to receive credit towards your required Academic Enhancement hours.

Note: Some coaches allow night class to count for Academic Enhancement Program credit. Please check with your coach. It is your responsibility to notify and bring a copy of your class schedule to the Program Coordinator to verify that you have a night class.

3. CENTER FOR ACADEMIC SUCCESS - is comprised of the Learning Strategies Office and Student Support Services, and is located in the Memorial Student Affairs Building. Individual study time, scheduled tutor sessions and individual assistance with the Learning Strategies staff is available. Scheduled hours are Monday-Friday, 8:00 a.m.-5:00 p.m., and Monday-Thursday, 7:00 p.m.-9:00 p.m. You must sign-in and sign-out with the monitor to receive credit toward the Academic Enhancement Program.

Learning Strategies also offers courses designed to help students raise grades and achievement in their other academic courses and help them be successful in later endeavors. Each of these short courses will last four weeks. Each course is worth one credit hour that will be used towards full-time status but not towards a degree program.

IN ADDITION, these courses are numbered at the sub-100 level so they will not be utilized to meet satisfactory progress for athletic eligibility. These courses will count towards the requirement for the Academic Enhancement Program. You should inform the Academic Coordinator if you are in one of these classes.

Student Support Services (SSS) works one-on-one with low-income students, first-generation students, and students with disabilities. If you are working with SSS you should inform the academic coordinator if you would like credit towards the Academic Enhancement Program.

The Center for Academic Success also offers a Supplemental Instruction (SI) program. In this program an SI leader attends class and takes notes as if he or she is a regular student in the class. That person then conducts three SI sessions per week. Only students in the same class and you must indicate on the sheet that you are an athlete to receive credit towards the Academic Enhancement Program.

4. WEST CENTER COMPUTER LABS - The Business and Technology Computer Lab is located in West Center, room 254-W. The scheduled hours for this lab are Monday-Thursday, 8:00 a.m.-10:00 p.m.; Friday, 8:00 a.m.-2:00 p.m.; closed on Saturday and Sunday. It will be monitored with sign-in sheets.

5. STUDENT UNION COMPUTER LAB - This student lab is a 24-hour lab and located in the Nebraskan Student Union. It will be monitored with sign-in sheets.
The Athletic Academic Enhancement Program week will run from Sunday to Saturday. A written report containing the hours obtained by each of the student-athletes will be given to each head coach on Tuesday morning of each week.

The following sanctions will be applicable to any student-athlete assigned to the program that fails to comply with the requirements:

- Student-athletes who fail to meet the 4-hour minimum in any given week must make up the missed hours the following week.
- Failure to make up the required hours by the end of the following week will result in the student-athlete becoming ineligible for practice/conditioning until such time as the student-athlete has made up all uncompleted hours. In addition, if the student-athlete is in the traditional season of competition, he/she will not participate in any competition or dress for any competition, until the Academic Coordinator reinstates the student-athlete to good standing. It is the coaches’ responsibility to make sure policy is enforced and sanctions are carried out.
- During the traditional season of the respective sport, student-athletes who cannot meet the requirements of the policy due to competition or traveling conflicts only can utilize up to four banked hours to fulfill their requirements. Banked hours are defined as hours accumulated above and beyond the required hours on any given week. The Academic coordinator will monitor banked hours and include on the coach’s weekly report. The Academic Coordinator and the respective head coach must agree upon the use of banked hours.
- Any student-athlete who remains deficient in their hours at the conclusion of a semester will be required to make up those hours the following semester regardless of his/her grade point average. All hours must be satisfied in order to practice or compete.
APPENDIX C

CHAMPS/Life Skills Program

The mission of the NCAA is to maintain intercollegiate athletics as an integral part of the campus educational program and the student-athlete as an integral part of the student body. With this in mind, the CHAMPS/Life Skills Program was created to support the student-athlete development initiatives of NCAA member institutions and to enhance the quality of the student-athlete experience within the context of higher education.

In the process of achieving the mission, the CHAMPS/Life Skills Program will:

- Promote student-athletes’ ownership of their academic, athletic, career, personal and community responsibilities.
- Meet the changing needs of student-athletes.
- Promote respect for diversity and inclusion among student-athletes.
- Assist student-athletes identifying and applying transferable skills.
- Enhance partnerships between the NCAA, member institutions and their communities for the purpose of education.
- Foster an environment that encourages student-athletes to effectively access campus resources.
- Encourage the development of character, integrity and leadership skills.

Participants in the CHAMPS/Life Skills Program are provided with instructional materials and supplemental resources that support a student-athlete’s development in five areas: academics, athletics, personal development, career development and community service.

CHallenging
Athletes’
Minds for
Personal
Success
CHAMPS/Life Skills Program Commitment Statements

Commitment to Academic Excellence
To support the academic progress of the student-athlete toward intellectual development and graduation.

Commitment to Athletic Excellence
To build philosophical foundations for the development of athletics programs that are broad-based, equitable and dedicated to the well-being of the student-athlete.

Commitment to Personal Development
To support the development of a well-balanced lifestyle for student-athletes, encouraging emotional well-being, leadership, personal growth and decision-making skills.

Commitment to Career Development
To encourage the student-athlete to develop and pursue career and life goals.

Commitment to Service
To engage the student-athlete in service to his/her campus and surrounding communities.
APPENDIX D

Student Athlete Initiative
Securing the future of UNK athletics

ACADEMICS

• 56 individual Academic All-Americans from 2000-2006
• 442 individual Academic All-Conference honorees in the RMAC from 2000-2006
• 400 UNK student athletes averaged a 3.1 GPA from 2000-2006
• The wrestling team’s 3.519 GPA in 2003-04 ranked first nationally and was the highest wrestling team GPA ever among all NCAA divisions
• 3 recipients of the prestigious NCAA Postgraduate Scholarship
- A competitive scholarship program that spans all three NCAA levels and all sports. The program combines athletic and academic success along with campus and community service
• 47 students-representing 10 percent of all student athletes serving at UNK, were enrolled in the Honors Program in the 2004-05 academic year
• Since 1998-UNK student athletes have taken part in the community wide program, Skills for Success. This program teaches etiquette to seventh-grade students with student athletes serving as mentors.
• The Student Athlete Advisory Committee recently raised 18 percent of the national NCAA’s goal for the Make-a-Wish Foundation fundraising project.
• The women’s basketball team led the nation in GPA for the 2005-06 year.

MAJOR AWARDS IN THE LAST THREE YEARS

• Nick Branting- 2004 College Sports Information Directors of America Academic All-American of the Year, 2004 Division II Player of the Year and 2004 NCAA Postgraduate Scholarship
• Jeff Sylvester- 2004 National Wrestling Champion (197 lbs.)
• Erin Gundmundson- 2005 AVCA Division II National Volleyball Player of the Year
• Bryce Abbey- 2005 NCAA Postgraduate Scholarship
• Richie Ross- 2005-06 Male State college Athlete of the Year (Omaha World-Herald and Lincoln Journal Star)
• Tanner Linsacum- 2006 NCAA Wrestling Champion (184 lbs.)
• Brett Allgood- 2006 NCAA Wrestling Champion (133 lbs.)
• Lance Pfeiffer and Amber Tiedeman- 2006 NCAA Shot Put Champions
• Lesley Crutcher- 2006 NCAA Outdoor High Jump Champion

Winner of the Rocky Mountain Athletic Conference (RMAC) All-Port Championship for 11 consecutive years.
APPENDIX E

Division II Strategic Positioning Platform

NCAA Mission
What the Brand wants to accomplish

To govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate into higher education so that the educational experience of the student-athlete is paramount.

DII Positioning Statement
Who we are

Life in the Balance. Higher education has lasting importance on an individual’s future success. For this reason, the emphasis for the student-athlete experience in Division II is a comprehensive program of learning and development in a personal setting. The Division II approach provides growth opportunities through academic achievement, learning in high-level athletic competition and development of positive societal attitudes in service to community. The balance and integration of these different areas of learning opportunity provide Division II student-athletes a path to graduation while cultivating a variety of skills and knowledge for life ahead.

DII Attributes
What we stand for

Learning: multiple opportunities to broaden knowledge and skills

Service: positive societal attitude through contributions to community

Passion: enthusiastic dedication and desire in effort

Sportsmanship: respect for fairness, courtesy; ethical conduct toward others

Resourcefulness: versatile skill set drawn from broad range of experiences

Balance: emphasis on collective knowledge; integration of skills
NCCA Brand Attributes

- Learning
- Community
- Spirit
- Fair Play
- Character
- Balance

Audiences
Who we are addressing

- Student-Athletes/Parents
- DII Membership
- General Public
- Key Stakeholders

Audience Benefits
Key benefits of the DII experience

- Participation in high-level athletic competition without an overemphasis of sports in student life
- Availability of faculty and sports staff in a personal setting
- With the broad, versatile range of experiences, student-athletes are more likely to find interest and value in school and therefore stay to graduate
- Upon graduation, the student-athlete will leave with broader experiences, skills and knowledge as resources for the future
- With personal setting and multi areas of learning, student-athlete can have an impact with peers, community and school
- Achieve educational mission and graduation success for student-athletes through comprehensive program that provides path to graduation and develops broad skill set
- High-level athletic competition for institution, region, community and student-athlete without an overemphasis on sports at the institution
- Opportunity for personal mentoring, coaching, teaching with student-athletes
- Impact local community/develop key local relationships through participation in Division II national community service program
• High-level, passionate athletic competition for local communities and region in an intimate, family-friendly environment
• Opportunities to interface face to face with student-athletes in different venues
• Positive impact in local communities and region through Division II national program
• Show support for educational mission of student-athletes and development of youth
• Invest in the educational mission of student-athletes and development of young adults into productive citizens
• Promote high-level athletic competition in local communities/development key local relationships through support of Division II national community service program
• Impact local community/develop key local relationships through support of Division II national community service program

12 Reasons to Believe
Supporting features of DII

1. Graduation Rate. Division II student-athlete graduation rate is consistently 10 to 15 percentage points higher than the total student body.

2. Class Time. Division II regionalization philosophy rewards the scheduling of local or regional opponents in the regular season resulting in limited missed-class time for student-athletes.

3. Athletics Scholarships. Many Division II Student-athletes receive athletics scholarships and other forms of financial aid to pay for school.

4. Personal Attention. Student-athletes receive a quality education at DII institutions that often feature an exceptional teacher-to-student ratio.

5. Additional Assistance. The Degree-Completion Scholarship Program provides deserving Division II student-athletes who have exhausted their collegiate eligibility with financial assistance.

6. National Championships Opportunities. Division II features unparalleled opportunity for student-athletes to advance to national championship competition as a result of the division’s generous championship access ratios.

7. Community Partnership. Division II has initiated national community partnerships with the Make-A-Wish Foundation and Habitat for Humanity.
8. **Unique Fiscal Model.** Division II offers a unique fiscal model for intercollegiate athletics that redefines the institutional value for sponsoring sports and offering athletics scholarships.

9. **Innovative Solutions.** Divisions II encourages innovative policy and program decisions unique to the NCAA, such as the development of Division II National Championships Festivals and a national community service program.

10. **Teachers/Coaches.** Many Division II coaches continue to provide other services for their institution and in the community, including teaching and mentoring.

11. **Proud Alumni.** Former Division II student-athletes include governors, senators, entertainers, corporate leaders and professional athletes.

12. **National Recognition.** Division II student-athletes have received the NCAA's highest individual honors, including winning the Walter Byers Scholarship Award (the Association’s top student-athlete) and the NCAA Woman of the Year Award.
APPENDIX F

Athletic Training Education Program

The Curriculum
The athletic training education program at the University of Nebraska Kearney has a clearly defined position within the university and departmental framework.

The program has been designed to be in compliance with CAATE Standards for the accreditation training degree programs. The program contains three distinct parts. They include the educational core courses as they fit into the university model, the clinical or practica that stands apart from the official course progression and the continuation of clinical education through field experience opportunities. The clinical experience is thorough, progressive, applied and it exists within a competency based framework. The three aspects together are designed to compliment one another while offering the student exposure to a wide variety of experiences within the field. The program has a clear acceptance criteria, which allows for a selection process for entry and maintenance of its students as they progress through the program. The department and university have demonstrated support as well as the ability to offer a wide variety of resources to support the program and its growth. Facilities and equipment reflect what is in use and comparable to that commonly found within the professional setting.

Links
Application & Acceptance Criteria
Technical Standards for Admission