

**National Advisory Board  
Crown Council Report  
April 2014**

**Summary of Meeting Discussion Topics**

The primary focus of meeting discussion topics over the past 18 months has been:

- Establishment of department mission, values, vision, goals, objectives, and strategies. While the Athletic Department had previously regularly set short-term goals, the department had not set long-term goals nor had it revisited foundational pieces such as mission and values.
- Strategies for alumni engagement - launched planning for G Club and in process on recruiting members.
- Strategies for alignment with advancement office-with the addition of Randall Stuckey to the Athletics department, the Advancement Office will be able to work more strategically through alumni to increase engagement and advancement efforts.
- Supporting and being aware of numerous new initiatives underway under the leadership of now-second year Athletic Director Tom Brown, who has ramped up numerous aspects of the Athletic Department, including student leadership initiatives, facility improvements, and connection between faculty, staff and alumni.

Because it represents the focus of the Athletic NAB's recent work, included below is the mission, vision, values, goals and objectives below:

**Mission:** Who we are now. Our core purpose. Why we exist.

***Gustavus Athletics Department Mission***

*To provide equitable and competitive intercollegiate athletic experiences, and club, intramural, and recreational opportunities in an environment that supports the academic excellence, wellbeing, and holistic education of all student-athletes (students, faculty, staff).*

**Values:** How we go about our work.

***Gustavus Athletics Department Values***

*Integrity:*

*Being honest and fair. Acting based on the core values and beliefs of our department and College.*

*Excellence:*

*Achieving to one's highest standards in the classroom, community, and athletic arena through full effort and commitment.*

*Leadership:*

*Serving others and modeling our core values and beliefs on and off the playing field.*

*Respect:*

*Caring for and valuing one's self, co-workers, teammates, opponents, officials, supporters, and sport.*

*Teamwork:*

*Committing to the group and making personal sacrifices in order to achieve collective goals.*

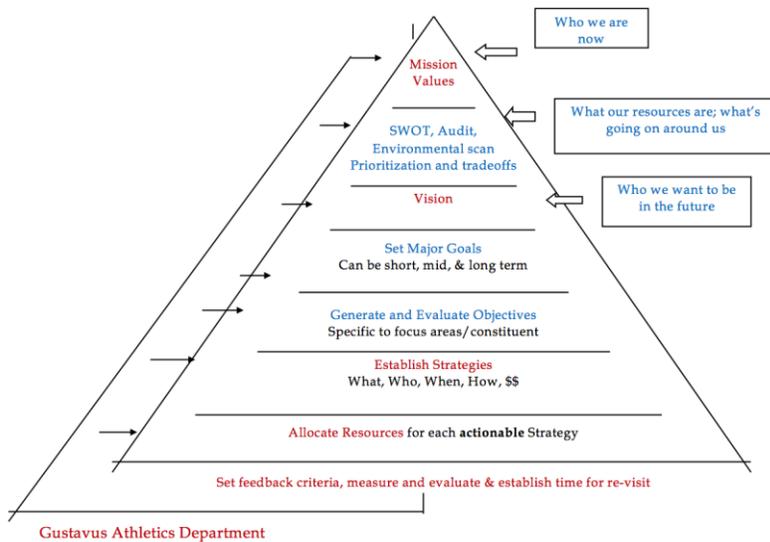
**Major Goals:** General statements about what we need to accomplish our purpose/mission

***Gustavus Athletic Department Major Goals***

- 1) *Create and maintain a positive and supportive environment that promotes balance, wellbeing, lifelong fitness, and academic, athletic, and personal growth for all students, faculty, and staff.*
- 2) *Provide a top quality, first-class intercollegiate athletic experience for all Gustavus students, on and off the field of play.*
- 3) *Develop students' character in and through participation in intercollegiate athletics, and club, intramural, and recreational sport experiences.*
- 4) *Inspire immersion, passion, and pride in Gustavus sport programs, the athletic department, the department values, and the greater Gustavus community.*

**Objectives:** Organizational performance plans needed to reach a goal. They are measurable and time-constrained. Objectives allow assessment how the organization is doing in reaching goals in terms that everyone can understand, objectives should not be subjective or vague.

**Strategy:** The What, Who, When, How, and Funds needed to achieve the objectives.



**Emerging Ideas/Future Discussion Topics**

- SWOT (Strengths, Weaknesses, Opportunities, Threats) survey – to help inform future planning related to strategies and objectives, the NAB has been involved with the creation of a SWOT to distribute to students, staff and alumni associated with Athletics  
The results of this SWOT survey will be the focus of the May NAB meeting.
- All items listed under discussion topics are emerging as future focus areas
  - Strategic Planning – how to implement the goals above
  - G Club
  - Alumni Communication and Engagement
  - Program Planning

### **Items Moving Toward the Board of Trustees for Review**

There are no immediate items to move to the Board of Trustees for review. Although there are several items being discussed in the Athletic Department that have been brought to the attention of the Board.

- The Lund Center building will need an expansion. Since the building was opened the academic programs have grown, the varsity sports programs have grown, and the need for fitness facilities for the general student population have significantly increased.
- Varsity program funding is a challenge especially with the demands for coaches to recruit prospective players and the cost of team travel. The College this spring announced a change in status of the Nordic Ski program to be a club sport.

### **Members**

Tom Brown, Campus Facilitator

Rick Hjelm, Co-Chair

Mary Ryerse, Co-Chair

Brett Aamot

Brenda Abraham

Susan Breckner

Tim Butorac

Marian Delaney

Brian Descheneau

Brad Hanson

Erik Hendrikson

Nicole Lavoie

Len Lundquist

Marc Miller

John Otteson