Strategic Plan Overview

1. **Expand and elevate the physical plant**
   Recent progress in the facilities upgrades provides momentum to pursue needed improvements throughout the athletics complex. Realizing these facilities improvements in the next three years establishes a base to ensure UCI remains in the upper echelon of the Big West Conference for years to come. These include:
   - Complete the baseball facility
   - Build out the soccer/track stadium
   - Overhaul the tennis complex
   - Establish a pool facility entrance
   - Transform Crawford Hall locker rooms

2. **Enhance student-athlete welfare and compete at the highest levels**
   Prioritizing the welfare of student-athletes and their development is essential for success. This focus on student-athletes leads to a vision of competing at the highest levels which also requires dedicated investment:
   - Fully fund athletic scholarships to the NCAA maximums in every sport
   - Ensure competitive salaries for coaches and staff
   - Support team travel budgets to ensure appropriate accommodations and competitive scheduling
   - Broaden sports medicine and academic support services
   - Expand recruiting efforts to identify and attract the most qualified student-athletes to UCI

3. **Grow external relations and development to connect with communities**
   In order to reach the department’s full potential, external relations and development are essential. Success in this area is pivotal to providing revenue and promoting the excellence of UCI.
   - Grow Anteater Athletic Fund
   - Dedicate support to major gift efforts
   - Increase ticket revenues
   - Increase facilities rental revenues
   - Increase corporate sponsorship revenue
   - Expand advertising and social media presence

   This fourth priority establishes an ambitious vision that positively impacts the previously listed priorities.
   - Develop stand-alone facility for EMSSI on campus
   - Establish EMSSI as a destination for leaders in exercise medicine and sport science
   - Utilize EMSSI to grow relationships with the campus and UCI Medical Center for the benefit of student-athletes and to generate greater research opportunities for UCI
   - Create the greatest collaboration between intercollegiate athletics and university academics in the country
   - Unify various campus academic units to produce transformational and innovative research and scientific discovery as an I/UCRC