



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

4. *Innovate with UCI on Exercise Medicine and Sports Science Initiative (EMSSI)*

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