EXECUTIVE SUMMARY

With LCU’s move to the Lone Star Conference in 2019 and the expiration of the institutions’ 2020 Vision Strategic Plan, the time is right to create a strategic plan specific to the institution’s Department of Intercollegiate Athletics. Lubbock Christian University, and specifically its Department of Intercollegiate Athletics, is in a unique position to not only be successful with regard to athletic competition and in the classroom, but to be successful that brings notoriety to its athletics program and ultimately to The Kingdom. Without a strategic plan, the Department is in danger of sinking into mediocrity and becoming “just another” NCAA Division II athletics program. The athletics department not only has a responsibility to the institution that this does not occur, it also has a responsibility to Lubbock, West Texas, and the world. The athletics department, as perhaps the most visible component of Lubbock Christian University, should strive to be a light in the world known not only for its actions off the playing surface, but also on it. As such LCU Athletics will “Raise the Standard” in all that it does while advancing the mission – and realizing the values – of Lubbock Christian University.

LCU Mission Statement: Lubbock Christian University is a Christ-centered, academic community of learners, transforming the hearts, minds, and hands of students for lives of purpose and service.

LCU Values: We seek to be authentically Christian, guided by our Christian faith in every dimension of our life as a community of higher learning.
- We are committed to students, passionately seeking to provide a transformative educational experience.
- We are scholars and co-discoverers, guided by Christian wisdom while diligently seeking the truth in every discipline.
- We are a welcoming community, embodying a spirit of hospitality in every aspect of our life together.
- We are thoughtfully engaged, committed to serving as agents, models, and witnesses of the Kingdom of God in our families, churches, and communities.
- We pursue the highest standards of excellence, “working with all our hearts, as working for the Lord,” and seeking to glorify God in all that we do.
- We act with integrity, striving to discern right from wrong, speaking the truth, and keeping our commitments.
- We treat others with dignity and respect, valuing each person as one made in God’s image.

LCU Athletics Mission & Philosophy: Lubbock Christian University Athletics strives to be a model intercollegiate program that honors God by:
- Creating an atmosphere for an enhanced student-athlete experience;
- Building a culture of support, trust, and respect among student-athletes and staff; and
- Serving others.

STRATEGIC PLAN

Lubbock Christian University’s Strategic Plan for Athletics has been developed in a manner consistent with the Philosophy and Mission Statement of the University. The goal is to create a plan that enhances and highlights a balanced approach of personal and spiritual development, academic success, community engagement, and athletic competition for all LCU student-athletes and staff emphasizing the Division II “Life in Balance” philosophy.
STRATEGIC GOALS

1. GOVERNANCE AND INSTITUTIONAL CONTROL

Institutional Control and Presidential Authority are primary principles of an NCAA Division II program. Lubbock Christian University will embody these principles when operating its Athletics Department. Roles of personnel will continually be reviewed and updated as necessary and staffing increased to reflect the needs of our University and a Division II program.

Objectives:
- Presidential oversight/involvement in Intercollegiate Athletics
- Athletics Administrative Staff Oversight of Intercollegiate Athletics
- Enhance Student-Athlete Advisory Committee (SAAC) responsibilities to better serve as a liaison between student-athletes, athletic administration and the LCU campus community.

2. MODEL RULES EDUCATION AND COMPLIANCE PROGRAM

Rules education and compliance are necessary and essential for LCU to operate its Athletics Department consistent with the values and principles of an NCAA Division II program.

Objectives:
- Lubbock Christian University will continue to maintain an complete, comprehensive rules compliance program
- Lubbock Christian University will maintain a comprehensive rules education program for head coaches, assistant coaches, athletics staff and university personnel with compliance responsibilities
- LCU will maintain a rules education program for representatives of athletics interests (Boosters)
- LCU will maintain a rules education program for prospective student-athletes (PSA’s)
- LCU will maintain a rules education program for current/enrolled student-athletes
- LCU will maintain a rules compliance expectation in the job descriptions and performance reviews of head coaches, assistant coaches, athletics staff and staff members with compliance responsibilities
3. GOAL: STUDENT-ATHLETE GROWTH, ACADEMIC SUCCESS, SPIRITUAL DEVELOPMENT AND WELL-BEING
LCU is committed to NCAA Division II’s “Life in the Balance” philosophy. LCU is dedicated to helping student-athletes grow in spiritually, personally, academically, and athletically.

Objectives:
- LCU will provide student-athletes with necessary academic support services to be successful in the classroom
- Establish a Life Skills program to enhance student-athletes’ overall development
- Enhance departmental sports medicine and strength and conditioning programs
- Implement and conduct surveys with all current student-athletes as well as student-athletes who have left the program either by graduating, completing their eligibility, or any other reason
- Revise the Student-Athlete Handbook annually
- Create an internship program for individuals who wish to gain experience in intercollegiate athletics administration

4. GOAL: COMMITMENT TO GENDER EQUITY, DIVERSITY, AND INCLUSION
LCU Athletics is committed to gender equity, diversity, and inclusion.

Objective:
- LCU Athletics will maintain policies, procedures, and implement approved plans regarding Title IX, Gender Equity, Diversity, and Inclusion with regard to support, hiring, and professional development

5. GOAL: COMMUNITY OUTREACH AND ENGAGEMENT
LCU Athletics is deliberate in its mission to positively impact our community through outreach and by creating positive, family-friendly game environments.

Objectives:
- LCU Athletics will provide a vibrant community outreach and engagement program through athletics teams and the Student-Athletic Advisory Committee (SAAC)
- LCU Athletics will continually assess home game environment, develop, and implement strategies to enhance the game day experience for spectators, visiting teams, officials, sponsors, etc.
6. GOAL: ATHLETICS DEPARTMENT BUDGET AND FINANCES
LCU Athletics is committed to funding athletics scholarships and providing its athletics programs with the resources required to be successful.

Objectives:
- LCU will fund (scholarships and operating expenses) all sports in a manner that will allow competitiveness within NCAA Division II
- LCU Athletics will assess sport sponsorship annually
- LCU Athletics will establish priorities for external funds/capital improvements
- LCU Athletics will undergo an external audit for all expenses and revenues in accordance with NCAA Agreed-Upon Procedures

7. PROMOTIONS, MEDIA, AND ALUMNI
LCU is committed to informing and engaging all constituents about matters related its athletics program.

Objective:
- LCU will inform internal and external constituencies about the institution’s athletics successes to promote the key attributes of the NCAA Division II Strategic Positioning Platform using a variety of methods including e-mail, social media, Lone Star Digital Network, enhanced ticketing, as well as traditional media methods.