



**Lander University  
Greenwood, South Carolina**

**Bearcat Athletics  
Mission, Vision and Goals**

### *Mission Statement*

The mission of Lander University Athletics is to successfully develop the student-athlete as a person, student and athlete. Athletics contributes to the overall university through athletic and academic achievement, generates visibility, promotes institutional pride, enhances campus life and looks to serve as a connection with alumni and fans.

### *Vision Statement*

Lander University Athletics pursues greatness on a national level through all sports participating in post season competition, earning recognition as a top level program in the Peach Belt Conference, all while achieving academic excellence through outstanding graduation rates and academic success. Athletics will bring great value and benefit to the mission of the University and the community and foster great pride will all constituents. Integrity with NCAA rules, fiscal responsibility and student-athlete personal development is of the utmost importance as we strive to achieve this mission.

### *Goals*

#### **Student-Athlete Welfare**

Provide each student-athlete with the opportunity to grow personally and enjoy a positive experience at Lander University and within the community.

1. Provide opportunities and programming for the student-athlete to develop as a person
2. Utilize on campus services to help provide personal growth for student-athletes on campus and after graduation.

#### **Academics**

Assist and encourage Bearcat student-athletes to reach their full academic potential.

1. Provide an environment where academic achievement and success can be obtained.

2. Reward and recognize academic excellence within our conference and nationally.

### **Programs**

Provide the facilities, coaches and resources to compete at a high level, continue the Bearcat winning tradition and strive to compete in the upper half of the Peach Belt Conference in each sport.

1. Meet with head coaches individually on an annual basis to allow them to share a plan and future steps to ensure success on the field/court and in the classroom.
2. Continue to provide financial resources to enable all sports programs to compete in the upper half of the Peach Belt Conference.

### **Financial**

Maintain and sustain financial success and accountability

1. Develop and maintain a balanced budget for intercollegiate athletics.
2. Continually review budgets and seek creative concepts to decrease costs and increase revenues
3. Continue to utilize the sports marketing department to create new revenue streams
4. Encourage Bearcat Club membership to local businesses, former student-athletes and alumni.

### **Equity**

Provide quality participation opportunities that recognizes and supports gender and ethnic diversity for all student-athletes.

1. Constantly monitor proportionality figures for men and women student-athletes, financial aid status and a plan to ensure compliance in the future.
2. Review areas such as scholarships, proportionality, equipment, scheduling, coaches, facilities and support services to ensure compliance and equity across the athletic department.

### **Facilities**

Ensure that student-athletes at Lander University practice and compete in the best facilities in the Peach Belt Conference and Division II.

1. Monitor and upgrade facilities to maintain the quality and appearance for our student-athletes and the Greenwood community.



Finis Horne Arena



Jeff May Complex

### Staff

Hire and retain the best coaches and administrative staff in the Peach Belt Conference and nationally.

1. Monitor and adjust salaries and operating budgets to help with retention.
2. Provide annual performance evaluations of coaches and staff in order to encourage a productive and satisfying work environment.

### Image

Build stronger relationships with all constituents throughout the state and nationally

1. Encourage coaches and staff to be more visible and attend community activities when able
2. Work closely with Sports Media department to keep up with ever changing social media and to get Lander University's brand out "there".