

# ATHLETICS

## PROGRAM INFORMATION:

Intercollegiate athletics have long been an integral and visible aspect of Western Kentucky University life. The criterion for success in intercollegiate athletics at Western Kentucky University is inextricably linked to the educational mission of WKU and falls within the goals, objectives and strategies of the institution's Challenging the Spirit Action Plan for FY 2014. Emphasis is especially notable to objective 1.5 with regard to the academic and personal development of the student-athletes as we prepare students to be productive, engaged leaders in a global society with the institution's commitment to honoring the highest standards of amateur competition.

The mission of the Western Kentucky University Department of Intercollegiate Athletics is to support the University vision by providing a comprehensive, high quality education for student-athletes and to serve the University community, alumni, and friends through success and distinction within an environment of uncompromising integrity. The WKU Athletic Department seeks to be a source of pride for the citizens of the Commonwealth of Kentucky and to be recognized as a nationally prominent program by consistently winning the Sun Belt Conference championships and achieving frequent success in NCAA post-season competitions. It is also imperative that we compete with dignity, honor and respect in upholding and advancing WKU's rich history and tradition.

We must operate in a manner that embraces the guidelines and principles established by the NCAA and Sun Belt Conference, which promote the principles of sportsmanship and ethical conduct. Fair and equitable opportunities will be a priority and will be provided for student-athletes and staff to participate in intercollegiate athletics at the Division I level regardless of gender and ethnicity. Our ultimate purpose is to provide a world class academic and athletic experience for our student-athletes resulting in the vital personal development necessary for long term success.

### WKU Athletics Core Values

- Academic excellence
- Student-athlete welfare
- Integrity
- Social responsibility
- University integration
- Community engagement
- Competitiveness

It is the goal of the WKU administration, the Board of Regents, and in particular, the Department of Athletics to continue to provide an intercollegiate athletics program that:

- Shows concern for the growth and development of the student-athlete in all areas of college life and stresses the importance of each athlete obtaining a degree. A student-athlete is a student who participates in intercollegiate athletics;
- Reflects WKU's commitment to a strong, broad-based program for men and women in both revenue and non-revenue producing sports;
- Encourages good sportsmanship and decency not only among its student-athletes, but throughout the WKU community;
- Employs the highest caliber coaches and administrators who are committed to the integrity and excellence of the total athletic program;
- Assumes a leadership role in intercollegiate athletics regionally and nationally;
- Maintains control and integrity of fund-raising activities, such as control of access to athletic events both on and off-campus and by playing a central role in the management of televised athletic events and the income derived from such events;
- Follows the established guidelines of the admissions policies process and administrative policies when recruiting student-athletes;
- Encourages the importance of character development by imparting the qualities of self-discipline, honesty, teamwork, endurance, and commitment;
- Works with constituencies within WKU to maintain a policy of openness and to promote unity and flexibility, basing all final decisions on the premise, "What is best for WKU"; and

- Provides an intercollegiate athletic program that maintains a high level of competitive excellence in intercollegiate sports.

**GOALS/ANTICIPATED PROGRAM ACTIVITIES:**

- Exceed the required NCAA 930 Academic Progress Report Rate (APR) for each WKU sport;
- Maintain or exceed an overall 85% graduation rate for all student-athletes who have exhausted their eligibility;
- Maintain WKU’s academic standard as “TOPS” within the Sun Belt Conference honor roll;
- Strive to win the Sun Belt Conference all sports title (Vic Bubas Cup);
- Participate in post-season play in each of the Sun Belt Conference core sports (football, men’s and women’s basketball, baseball, volleyball and softball) and participate as individual student-athletes or as full WKU team in at least six of WKU’s other sports;
- Continue to improve athletic venues for student-athlete and fan enjoyment;
- Engage the external community in supporting WKU Athletics by asking them to purchase tickets and merchandise, volunteer or contribute with a donation;
- Provide the necessary resources for student-athletes to compete academically and athletically at the highest level;
- Operate with strong core values in order to meet optimal student-athlete welfare; and
- Meet minimum average actual or paid attendance at WKU home football games as specified by NCAA membership standards.

**Listing of sports and anticipated total number of student-athletes:**

<u>MEN</u>	<u>NUMBER OF ATHLETES</u>	<u>WOMEN</u>	<u>NUMBER OF ATHLETES</u>
Fall			
Football	110	Volleyball	12
Cross Country	12	Soccer	25
		Cross Country	17
Winter			
Basketball	15	Basketball	12
Swimming	30	Swimming	30
Indoor Track	29	Indoor Track	26
Spring			
Outdoor Track	29	Outdoor Track	26
Golf	14	Golf	8
Tennis	14	Tennis	11
Baseball	34	Softball	20

**FINANCIAL INFORMATION:**

	<b>2012-13 Revised Budget*</b>		<b>2013-14 Proposed Budget</b>	
	<b>Pos.</b>	<b>Unrestricted Budget</b>	<b>Pos.</b>	<b>Unrestricted Budget</b>
<u>Educational and General</u>				
Personnel/Fringe Benefits	82.5	7,033,178	78.6	7,608,512
Operating Expenses		6,171,217		5,791,232
Student Aid		6,293,172		6,700,172
Capital Outlay		26,000		26,000
Total Expenditures		19,523,567		20,125,916

\*For comparison purposes, the 2012-13 Revised Budget figures have been adjusted to reflect University reorganization.