Georgia Tech Athletics is an integral part of Georgia Tech and aspires to be an example of progress and service to all. Athletic competition is intrinsically linked to well-being and excellence. Through that connectivity, Georgia Tech Athletics is intrinsically coupled to the fabric of the Institute. Consistent with the Institute Strategic Plan, Georgia Tech Athletics will aspire over the next 10 years to create an innovative, inclusive, and world-class athletics program positioned to develop Everyday Champions who are leaders that advance technology and improve the human condition.
OUR VISION:
We develop the young people who will change the world.

OUR MISSION:
Georgia Tech Athletics develops and empowers student-athletes to live a life of purpose by optimizing achievement in academics, competition and life.

OUR CORE VALUES:

• TEAMWORK: Many people, different backgrounds, one team. We are united by open communication, mutual respect, and a shared vision. We value and strive to serve all members of our community.

• CHARACTER: We speak honestly, act ethically, persevere in the face of challenge, and honor our commitments. We take ownership of our actions and decisions.

• EXCELLENCE: We relentlessly pursue greatness through passion, hard work, intelligence, and discipline.

• INNOVATION: We have the courage to take risks, adapt, and explore creative solutions. We embrace new ideas and drive change.

EVERYDAY CHAMPIONS:
At Georgia Tech we are dedicated to developing student-athletes who will achieve extraordinary things. We create service-oriented, professionally prepared individuals who thrive in academics, athletics, and the pursuit of lifelong learning. They are our Everyday Champions.
AREAS OF STRATEGIC FOCUS

• **CHAMPION ACADEMIC EXCELLENCE**
  Empower student-athletes to thrive academically and graduate from the Institute.

• **ACHIEVE COMPETITIVE EXCELLENCE**
  Compete for ACC and NCAA championships in every sport.

• **BUILD EVERYDAY CHAMPIONS**
  Strengthen our culture of well-being and create an environment of holistic learning where all student-athletes can grow and learn to lead healthy, purposeful, impactful lives.

• **EXPAND RECRUITING OPERATIONS**
  Identify and engage elite recruits who align with the mission of Georgia Tech Athletics.

• **ENHANCE RESOURCE DEVELOPMENT**
  Develop responsible innovative strategies to strengthen and enhance the resources needed for student-athletes to achieve academic and athletic excellence.

• **CULTIVATE COMMUNITY AND ENGAGEMENT**
  Champion the “Power of the Huddle” by living the ideals of diversity, equity, inclusion, access, and collaboration.
CHAMPION ACADEMIC EXCELLENCE
- EMPOWER STUDENT-ATHLETES TO THRIVE ACADEMICALLY AND GRADUATE FROM THE INSTITUTE.

GOALS:
1. Produce high achieving student-athlete graduates.
2. Creation of market-ready graduates.
4. Achieve nationally competitive academic metrics in every sport.
5. Provide innovative, customized, and comprehensive support to achieve each student-athlete’s academic and professional goals.

MOVING INTO ACTION (THE HOW)
• Expand academic relationships and cultivate new collaborative partnerships with campus offices, student services, alumni, and community supporters.
• Increase individual awareness and support efforts towards key academic development milestones including enrollment/matriculation, summer school, graduate school, and transfers.
• Cultivate student-athlete awareness to additional degree and academic opportunities offered by GT.
• Expand proactive academic management resources and programming opportunities for student-athletes on an individual basis.
• Continue to support post-eligibility degree completion.
• Identify and address academic achievement gaps across demographic categories.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)
• NCAA Academic Metrics (APR, GSR).
• Retention Rate for first year students.
• Track academic performance by sport, college, gender, race, and scholarship level.
• Transfer in student-athletes by sport and to graduation.
• Track and monitor key academic touch points (i.e. class attendance; tutoring; faculty; staff).
ACHIEVE COMPETITIVE EXCELLENCE
- COMPETE FOR ACC AND NCAA CHAMPIONSHIPS IN EVERY SPORT.

GOALS:
1. Ensure all student-athletes have opportunities, support and resources to win ACC and NCAA team and individuals championships in every sport.
2. Increase overall and individual team NACDA College Directors’ Cup scoring and standings, ultimately placing GT teams as leaders for all sports.
3. Develop and retain the highest quality coaches and support staff.
4. Inspire our students, alumni, fans and institute through athletic achievements.
5. Develop sport-specific strategies for competitive improvement.

MOVING INTO ACTION (THE HOW)
• Secure Athletic Scholarship funding to meet NCAA Maximum Limits for every sport.
• Increase resources available within each sport for staffing, facilities, and operational enhancements.
• Increase collaborations with campus research and technology towards Sports Performance.
• Incorporate new innovative technologies to advance athletic performance.
• Develop strategies to expand access for potential recruits in all sports.
• Provide targeted professional development opportunities for coaches and staff.
• Enhance the coordination and communication of performance units.
• Align incentive structure with competitive achievement and strategic objectives.
• Conduct annual review of each sport’s strategy for competitive success.
ACHIEVE COMPETITIVE EXCELLENCE
– COMPETE FOR ACC AND NCAA CHAMPIONSHIPS IN EVERY SPORT.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)

- NCAA Postseason Appearances and wins.
- NACDA College Directors’ Cup Standings.
- ACC Standings.
- Team/Individual Records and Statistics.
- Student-athlete: academic performance, roster retention, scholarship & non-scholarship admittance, and demographics.
- Tracking Annual Fund/Development Goals for Athletic Scholarships.
- Track and compare staffing by team towards peers.
- Track professional athletes and international competitions.
BUILD EVERYDAY CHAMPIONS
TO STRENGTHEN OUR CULTURE OF WELL-BEING AND CREATE AN ENVIRONMENT OF HOLISTIC LEARNING WHERE ALL STUDENT-ATHLETES CAN GROW AND LEARN TO LEAD HEALTHY, PURPOSEFUL, IMPACTFUL LIVES.

GOALS:

1. Educate and empower student-athletes to be Everyday Champions, through leadership development, professional development, personal growth & wellness, and community outreach.
2. Provide comprehensive support to benefit the physical and emotional well-being of all student-athletes through high-level coaching, sports medicine, mental health services, strength training, and nutrition services.
3. Optimize student-athletes’ talents and abilities for lifelong well-being and success.
4. Develop programming to assist student-athletes in entrepreneurial opportunities.
5. Expand inclusive engagement opportunities for all student-athlete alumni.

MOVING INTO ACTION (THE HOW)

• Enhance efforts for successful transition from student-athlete to the next phase of their lives.
• Foster career development through internships, learning opportunities, and entrepreneurial initiatives.
• Create connections and opportunities to support former student-athletes throughout their life journey.
• Enhance our state-of-the-art medical care for our students.
• Expand mental health/well-being department to better meet the needs of our student athletes.
• Strengthen and focus nutrition services to optimize athletic performance and lifelong health on an individual basis.
• Expand student-athlete development scope, resources and infrastructure.
• Identify and address academic achievement gaps across demographic categories.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)

• Career development: internships, career events, participation, job placement.
• Mental health engagement statistics.
• Alumni and student-athlete engagement within mentorship programing.
• Nutritional engagement statistics.
• Student-athlete involvement in entrepreneurship related efforts.
• Maintain post-graduate career information.
EXPAND RECRUITING OPERATIONS
EXPAND RECRUITING ACTIVITIES TO IDENTIFY AND ENGAGE SELECTED RECRUITS WHO ALIGN WITH THE MISSION OF GEORGIA TECH ATHLETICS.

GOALS:
1. Develop sustainable operations to identify, cultivate, and sign nationally competitive prospective student-athletes.
2. Create innovative opportunities to shape and share Georgia Tech Athletics and promote the GT brand to ensure diverse pool of potential prospects.
3. Leverage Atlanta in the recruiting process.
4. Amplify the entrepreneurial and research ecosystem of Georgia Tech.

MOVING INTO ACTION (THE HOW)
• Implement strategic and innovative practices to identify, cultivate, and sign nationally competitive prospective student-athletes.
• Enhance education and materials for coaches and recruits regarding institutional student opportunities outside of sport.
• Assess recruiting processes and develop equitable improvement strategies across all sports.
• Create sustainable brand strategies across multiple media platforms to amplify accomplishments of current and former student-athletes.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)
• Measure student-athlete recruiting process experience.
• Track retention by team.
• Monitor individual and team recruiting rankings in relation to team performance.
• Measure and compare peer recruiting rankings.
ENHANCE RESOURCE DEVELOPMENT
DEVELOP RESPONSIBLE INNOVATIVE STRATEGIES TO STRENGTHEN AND ENHANCE THE RESOURCES NEEDED FOR STUDENT-ATHLETES TO ACHIEVE ACADEMIC AND COMPETITIVE EXCELLENCE.

GOALS:
1. Develop and implement innovative strategies to strengthen resources as a model of efficiency, sustainability and ethical behavior.
2. Implement long-term financial plan to establish a sustainable fund balance of at least $10MM and allow for strategic investment.
3. Improve systems and processes in all aspects of Georgia Tech Athletics to ensure efficiency and best value.
4. Build and maintain state-of-the-art facilities for student-athlete performance.
5. Identify and invest in key revenue-generating opportunities.
6. Recruit and retain talented coaches and staff who align with the values and mission of Georgia Tech.
7. Maximize fan engagement and relationships with strategic partners to increase generated revenue by at least 30%.
8. Expand access and ensure an inclusive game day atmosphere to attract new Yellow Jacket fans.
9. Achieve 100% of the annual scholarship cost for GTAA through Athletic Scholarship Fund and endowed scholarships.

MOVING INTO ACTION (THE HOW)
- Invest in creating revenue-generating premium experiences and spaces in Bobby Dodd Stadium.
- Identify and create revenue generating efforts within all athletic venues.
- Review and enhance strategic partnerships with Institution to increase revenue and brand awareness.
- Actively engage the external rental/event market to maximize facility revenue generation.
- Prioritize expenditures to align with strategic objectives with emphasis on student-athlete well-being and return on investment.
- Develop ongoing opportunities for engagement within the city of Atlanta, the state of Georgia and beyond to enable mutual economic development.
- Expand fan Engagement across demographics and age groups.
- Increase marketing for revenue-generating opportunities.
- Conduct a organizational staffing assessment and build plans to achieve goals that align with available resources and priorities.
- Dedicate resources from potential annual budget surpluses to meet fund balance goals.
- Increase athletic endowments through the next Institute’s capital campaign.
ENHANCE RESOURCE DEVELOPMENT
Develop responsible innovative strategies to strengthen and enhance the resources needed for student-athletes to achieve academic and competitive excellence.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)

- Traditional accounting metrics.
- Comprehensive multiyear facilities plan.
- Annual review, reconciliation, and course corrections (as needed) of the long-term financial plan.
- Sustainable revenue from existing/new ventures (rentals, licensing, parking).
- Fan engagement (attendance, donors, social media, new fans).
- Development/fundraising metrics.
- Workforce assessment (positions, retention, salary/staffing comparison with peers).

enhance resource development
Develop responsible innovative strategies to strengthen and enhance the resources needed for student-athletes to achieve academic and competitive excellence.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)

- Traditional accounting metrics.
- Comprehensive multiyear facilities plan.
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- Sustainable revenue from existing/new ventures (rentals, licensing, parking).
- Fan engagement (attendance, donors, social media, new fans).
- Development/fundraising metrics.
- Workforce assessment (positions, retention, salary/staffing comparison with peers).
GOALS:
1. Leverage the power of the Georgia Tech Athletics’ brand and platform to serve as an impactful partner in the institute’s aspirations as an anchor Institution.
2. Cultivate undergraduate and graduate student engagement and awareness with GT athletics
3. Maintain commitment of equitable allocation of opportunities, access, and resources to ensure Title IX compliance.
4. Create sustainable value-based alignment with community and corporate partners.
5. Engage meaningfully with Atlanta, community, and beyond.
6. Collaborate with world-class faculty and industry-leading alumni to accomplish the mission of Georgia Tech Athletics.
7. Provide equitable opportunities for student-athlete participation and experience.
8. Establish and promote a diverse and inclusive culture and community.

MOVING INTO ACTION (HOW)
- Develop succession-planning performance model to identify staff career path and promotion.
- Initiate systemic processes to ensure a diverse and inclusive community.
- Develop best practices for employment life-cycle.
- Create education and training programs that reflect and promote the “Power of the Huddle” and emphasize the value of diversity, equity and inclusion.
- Create inclusive language standards for use across all Georgia Tech Athletics communications.
- Generate strategic equity goals and utilize decision-making matrix for implementation.
- Pursue value alignment across partnerships.
- Conduct sports sponsorship feasibility study.

TRACKING OUR PROGRESS / KEY PERFORMANCE INDICATORS (METRICS)
- Demographic data to measure representation and inform decision-making.
- Annual performance reviews.
- Longitudinal survey data (e.g., Georgia Tech climate survey, Georgia Tech Athletics surveys, student-athlete surveys, etc.)
- Annual gender equity review with appropriate plans to achieve goals that align with available resources and priorities.
ATHLETICS STRATEGIC PLAN-INSTITUTE ALIGNMENT
GEORGIA TECH ATHLETICS STRATEGIC PLAN SUPPORTS THE INSTITUTE AND ITS MISSION AND VISION WITH GOALS IN THE ATHLETICS STRATEGIC ALIGNING WITH THE INSTITUTE’S SIX AREAS OF STRATEGIC FOCUS.

AMPLIFY IMPACT:
Embrace our power as agents of change for the public good and generate talent, ideas, and solutions with unmatched impact and scale to help define and address the most critical problems of our time, locally and globally.

GTAA SUPPORTING GOALS
- Produce high achieving student-athlete graduates.
- Optimize student-athletes’ talents and abilities for lifelong well-being and success.
- Create sustainable value-based alignment with community and corporate partners.

CULTIVATE WELL-BEING:
Strengthen our culture of well-being and create an environment of holistic learning where all members of our community can grow and learn to lead healthy, purposeful, impactful lives.

GTAA SUPPORTING GOALS
- Provide innovative, customized, and comprehensive support to achieve each student-athlete’s academic and professional goals.
- Educate and empower student-athletes to be Everyday Champions, through leadership development, professional development, personal growth & wellness, and community outreach.
- Provide comprehensive support to benefit the physical and emotional well-being of all student-athletes through high-level coaching, sports medicine, mental health services, strength training, and nutrition services.
- Establish and promote a diverse and inclusive culture and community.

CONNECT GLOBALLY:
Strengthen our role as a convener of worldwide collaboration, and build a global learning network to expand our reach and amplify our impact.

GTAA SUPPORTING GOALS
- Inspire our students, alumni, fans and institute through athletic achievements.
- Leverage the power of the Georgia Tech Athletics’ brand and platform to serve as an impactful partner in the institute’s aspirations as an anchor Institution.
- Collaborate with world-class faculty and industry-leading alumni to accomplish the mission of Georgia Tech Athletics.
ATHLETICS STRATEGIC PLAN-INSTITUTE ALIGNMENT
GEORGIA TECH ATHLETICS STRATEGIC PLAN SUPPORTS THE INSTITUTE AND ITS MISSION AND VISION WITH GOALS IN THE ATHLETICS STRATEGIC ALIGNING WITH THE INSTITUTE’S SIX AREAS OF STRATEGIC FOCUS.

EXPAND ACCESS:
Empower people of all backgrounds and stages of life to learn and contribute to technological and human progress.

GTAA SUPPORTING GOALS
- Prepare student-athletes for lifelong career success.
- Expand inclusive engagement opportunities for all student athlete-alumni.
- Expand access and ensure an inclusive game day atmosphere to attract new Yellow Jacket fans.
- Achieve 100% of the annual scholarship cost for GTAA through Athletic Scholarship Fund and endowed scholarships.
- Facilitate responsible and equitable allocation of opportunities, access, and resources.
- Provide equitable opportunities for student-athlete participation and experience.

CHAMPION INNOVATION:
Champion our leadership position as an engine of innovation and entrepreneurship, and collaborate with other public and private actors to create economic opportunity and mobility and position Atlanta and Georgia as examples of inclusive innovation.

GTAA SUPPORTING GOALS
- Develop programming to assist student-athletes in entrepreneurial opportunities.
- Amplify the entrepreneurial and research ecosystem of Georgia Tech.
- Build and maintain state-of-the-art facilities for student-athlete performance.

LEAD BY EXAMPLE:
Lead and inspire by example by creating a culture of deliberate innovation in all our practices and be an example of efficiency, sustainability, ethics, equity, and inclusion.

GTAA SUPPORTING GOALS
- Develop sustainable operations to identify, cultivate, and sign nationally competitive prospective student-athletes.
- Create innovative opportunities to shape and share Georgia Tech Athletics and promote the GT brand to ensure diverse pool of potential prospects.
- Develop and implement innovative strategies to strengthen resources as a model of efficiency, sustainability and ethical behavior.
- Improve systems and processes in all aspects of Georgia Tech athletics to ensure efficiency and best value.