

## Athletics



### Mission Statement

The mission of Western Kentucky University Intercollegiate Athletics is to support the University's 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. WKU Athletics 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 C-USA 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.

### Organizational and Program Information

Intercollegiate athletics have long been an integral and visible aspect of Western Kentucky University life. Emphasis remains focused on 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 honor the highest standards of amateur competition. We must operate in a manner that embraces the guidelines and principles established by the NCAA and C-USA, 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.

It is the objective 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;
- Reflects WKU's commitment to a strong, broad-based program for men and women in both revenue and non-revenue producing sports;

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- 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 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 and 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 C-USA honor roll;
- Participate in post-season play in each of the C-USA core sports (football, men’s and women’s basketball, baseball, volleyball and softball) and participate as individual student-athletes or as a 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.