

Academic Support Program for Student-Athletes



STRATEGIC PLAN

2018 - 2023





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THE PROCESS

In 2012, Carolina Athletics launched the “Carolina Leads” strategic plan. “Carolina Leads,” that defined and directed key processes that would guide us as we educate, inspire and lead. Since xxxx, the Academic Support Program for Student-Athletes has been focusing on creating its own strategic plan.

After working with Bernard Consulting group, and centering around our 5 year plan, the strategic plan reflects our core values, and keeps student athletes at the center of our goals. We aim to better ourselves to in turn empower and help develop successful Student Athletes in their respective sports, in the classroom, and in their personal endeavors.

This strategic plan will continue to guide us as we continue to shape the lives of future Student-Athletes here at Carolina.



OUR VISION

To provide the most innovative, supportive, and student-centered environment that positions student-athletes to achieve personal success and empowers them to optimize their educational experience.

OUR MISSION

To serve and support the academic needs of UNC student-athletes throughout their collegiate experience as they pursue their educational goals and prepare for the next stage of their lives.



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STRATEGIC INITIATIVE 1

Academic Support Initiatives. Identify, develop, and assess innovative academic support initiatives for the student-athlete population.

Strategic Direction 1.1

Enhance services to support the student-athletes for the academic expectations and rigor at UNC.

Strategic Direction 1.2

Promote the growth of student-athletes' self-efficacy and ownership in their educational decision-making.

Strategic Direction 1.3

Identify diverse student voices to ensure that they are considered in programming and services.

Strategic Direction 1.4

Incorporate evidence-based evaluation including student and staff feedback in order to create and assess student-centered programming and services of Strategic Initiative 1.



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STRATEGIC INITIATIVE 2

Value and Awareness. Advance and promote the value of the student-athlete experience as a high impact practice, both internally and externally.

Strategic Direction 2.1

Target incoming faculty, graduate teaching assistants, and staff to educate them on the benefits of the student-athlete experience including ASPSA services.

Strategic Direction 2.2

Showcase student-athlete academic success and maintain appeal as an academic facility for student-athletes and recruits.

Strategic Direction 2.3

Identify the educational high impact nature of the student-athlete experience and strategies to share the story of the day in the life of a student-athlete.

Strategic Direction 2.4

Collaborate with campus partners to adopt new practices and/or optimize current practices that support major and career advising for student-athletes.

Strategic Direction 2.5

Develop a platform for student-athletes to share their successes and articulate the skillset they have gained through the student-athlete experience.



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Strategic Direction 2.6

Leverage the ASPSA website to advance our mission.



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STRATEGIC INITIATIVE 3

Relationships. Build partnerships, collaborations and strategic alliances to enhance outcomes in the following areas: success of minority males, student-athlete retention, success of first generation students, academic support/tutoring, and faculty/TA relations.

Strategic Direction 3.1

Clarify the partnerships that are currently in place.

Strategic Direction 3.2

Identify high-priority partnerships to advance our mission.

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STRATEGIC INITIATIVE 4

Staffing and Personnel Development. Assess, analyze, and implement a staffing and personnel development strategy that meets the needs of the ASPSA.

Strategic Direction 4.1

Attract diverse and qualified personnel who will best meet the needs of our student-athletes.

Strategic Direction 4.2

Expand the number of full-time staff members in order to provide additional academic services and support for student-athletes.

Strategic Direction 4.3

Formalize and ensure a consistent and efficient search, hiring, and onboarding processes to streamline the hiring of highly qualified candidates.

Strategic Direction 4.4

Implement organizational development initiatives to increase personal and professional development of staff, as well as morale and teamwork within the department.

Strategic Direction 4.5

Re-engineer ASPSA's internship program to ensure operational efficiency and success.



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STRATEGIC INITIATIVE 5

Infrastructure. Adopt the best digital and technological infrastructure to support daily operations, improve access to information for key stakeholders, and provide academic support for students.

Strategic Direction 5.1

Optimize the use of technology for the efficiency and effectiveness of operations.

Strategic Direction 5.2

Enhance the use of technology to support the delivery of academic support services and encourage the use of educational technology by the student-athletes for academic purposes.