



DEREE ATHLETICS

STRATEGIC PLAN 2020-2025



Executive Summary

The last decade has been very successful for Deree Athletics, with the implementation of the Community Programs, Facility Improvements, several Intercollegiate Sports added to the program, annual Trips Abroad to participate in international sports tournaments, the annual organization of the ACG International Sports Festival, and the launching of our College Mascot: the Griffin!

However, given the dynamic landscape of college athletics in the local environment and in the area, moving forward is the only option.

The five-year strategic plan which will be presented below, will build upon our success and will provide the framework to support ACG's mission, core values, and vision.

The plan for the continued growth and development of Deree Athletics focuses on the following four strategic areas, and in accordance with the **ACG 150 Goals, Strategies & Priorities**:

1. Achieve high standards of performance across all educational programs and make a material difference in Greece's economy, public health and social cohesion.
EDUCATIONAL and ATHLETIC EXCELLENCE
2. Cultivate a high performance, sustainable organizational culture based on transparency, mutual support, collegiality, and continuous improvement.
MANAGEMENT EXCELLENCE
3. Establish ACG's public leadership position and build a culture of constituency engagement and philanthropy.
COLLEGE EXCELLENCE
4. Assure a comprehensive and sustainable financial and infrastructure model.
SOUND FINANCIAL and INFRASTRUCTURE MODEL



MISSION

Ethos – Effort – Excellence!

The Office of Athletics of Deree-The American College of Greece, is committed to providing **quality programs** that help students with **ethos** give their best **effort** to achieve **excellence** in sports, academics, and in life eventually.

CORE VALUES

- Integrity
- Respect
- Sportsmanship
- Pride
- Competitiveness
- Leadership
- Education – “Sound Mind & Sound Body”



ACG Goal-1:

Achieve **high standards of performance across all educational programs** and make a material difference in Greece’s economy, public health and social cohesion.

STRATEGY: Enhance the ACG educational experience; diversify and strengthen enrollment; implement new academic and co-curricular initiatives to boost Greece’s economy and improve public health and social cohesion.

Goal-I: EDUCATIONAL & ATHLETIC EXCELLENCE

Enhance the intellectual, personal, and leadership growth of each student-athlete. Develop and maintain outstanding athletic programs recognized for program integrity, which achieve national and international excellence.

MEASURABLE OBJECTIVES

Objective I-1	Sustain an average GPA of 2.75 among all student-athletes, and develop a recognition plan for student-athlete academic performance.
Objective I-2	Sustain a level of integrity and respectful behavior such that no student-athlete becomes ineligible or suspended from play for a violation of rules of conduct.
Objective I-3	Recruit and retain qualified student-athletes who have demonstrated success in both athletics and academics.
Objective I-4	Develop scheduling opportunities that enhance competitiveness and success on a national and international level.



ACG Goal-2:

Cultivate a **high performance**, sustainable **organizational culture** based on transparency, mutual support, collegiality, and continuous improvement.

STRATEGY: Establish collegial governance rooted in a highly functioning board, faculty and staff.

Goal-II: MANAGEMENT EXCELLENCE

Manage staff and resources in a manner that ensures stakeholder trust, a quality athletic staff, and quality service to student-athletes

MEASURABLE OBJECTIVES

Objective II-1

Emphasize gender-equity and diversity.

Objective II-2

Recruit, retain and develop quality coaches and staff.

Objective II-3

Maintain high levels of operational efficiency through the use of technologies that are integrated with College IT systems.



ACG Goal-3:

Establish ACG's **public leadership position** and build a culture of constituency engagement and philanthropy.

STRATEGY: Invest in targeted institutional advancement, marketing and public affairs initiatives.

Goal-III: COLLEGE EXCELLENCE

Create college spirit, alumni and public pride, and visibility that increases College development success.

MEASURABLE OBJECTIVES

Objective III-1

Improve communication with external constituents, and develop brand awareness and visibility.

Objective III-2

Develop a Student Body and Faculty/Staff culture to attend Deree Athletics events.

Objective III-3

Foster integration of student-athletes into the greater College community, and improve Alumni Relations.

Objective III-4

Increase Community outreach, and annually engage 2/3 of student-athletes in at least one (1) community service project.

Objective III-5

Develop strategies to fund identified capital projects, regarding expanded and enhanced athletic facilities.



ACG Goal-4:

Assure a **comprehensive** and **sustainable financial and infrastructure model**.

STRATEGY: Strengthen financial management; diversify revenue sources; improve physical and technological resources; implement comprehensive approach to sustainability.

Goal-IV: SOUND FINANCIAL and INFRASTRUCTURE MODEL

Strengthen the athletic programs and utilize the athletic facilities to generate revenues that contribute to their support, while establishing a culture of fiscal responsibility.

MEASURABLE OBJECTIVES

Objective IV-1

Secure financial sustainability.

Objective IV-2

Utilize OA resources to maximize Community Programs revenues.

Objective IV-3

Provide state-of-the-art athletic facilities and support for sport programs, comparable to those of elite DIII institutions, benefiting all Deree students and the Community.