



UNPARALLELED EXCELLENCE

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KANSAS ATHLETICS

FIVE-YEAR STRATEGIC PLAN

2006-2011



TABLE OF CONTENTS

■ ■ ■

Kansas Athletics Five-Year Strategic Plan: Unparalleled Excellence

I. THE MISSION OF KANSAS ATHLETICS

II. CORE VALUES

III. THE BIG 12 GOALS

IV. TACTICS

■ ■ ■



THE MISSION OF KANSAS ATHLETICS



Unparalleled Excellence

Kansas Athletics is inextricably linked to The University of Kansas as we share a single unifying goal: **Unparalleled Excellence**.

In the classroom, in our athletic competition and within the community of collegiate sports, Kansas Athletics will be a national leader – never a follower – in setting the highest standards for academic and competitive excellence, ethical behavior and fiscal integrity.

We will create a stimulating, multi-cultural environment that nurtures the human potential, the mental well-being and spirit of every student-athlete and athletics staff member, while enhancing the University of Kansas' commitment to disciplined inquiry, intellectual diversity and uncompromising integrity.

Through our success in these endeavors, Kansas Athletics will be recognized within the decade as the national model for collegiate athletics, unparalleled in excellence and the standard against which all other collegiate athletics programs are compared.





CORE VALUES



Kansas Athletics: Unparalleled Excellence

The University of Kansas considers intercollegiate athletics to be an integral part of the University, as their existence provides students, faculty, alumni and friends an opportunity to share in the life of the collegiate community.

As part of our mission, we will advance the University's role, ensuring athletics will be conducted in harmony and conformity with the University's educational mission, while continuing the proud heritage of athletic success that stimulates pride among our constituents and supporters.

These are the core values of Kansas Athletics. They are an intrinsic part of our history. They guide our conduct today and ingrain in us the values of Kansas Jayhawks for tomorrow.

Accountability

Kansas Athletics holds itself to the **highest standards of accountability** in executing its strategic plan. We expect all of our constituencies to do the same. We will move aggressively to take positive and forward-looking action, with a strategic focus on achieving our goals in both the short and long term.

Compliance

We play by the rules. We follow both the spirit and the letter of the law regarding our athletics endeavors and our dealings with University officials, the Big 12 Conference, the NCAA and governmental bodies. We expect everyone who engages in the Kansas Athletics experience in any way to do the same.

continued

Core Values cont'd

Equality

We **embrace diversity** throughout our organization. We hire and recruit without regard to age, ancestry, disability, gender, marital or parental status, national origin, race, religion, sexual orientation or veteran status.

Quality

We provide for our student-athletes **outstanding** coaches, mentors, facilities, equipment and opportunities.

Integrity

We are honest in our relationships with student-athletes and their families, coaches, staff, opponents and fans. We engage only in behavior that reflects the highest levels of integrity and sportsmanship.

Leadership

Kansas Athletics **develops and nurtures leadership** in its student-athletes, staff, coaches and administrators.

Traditions

The legacy of Kansas Athletics is proud and strong, filled with historic victories and compelling examples of excellence. We **respect and honor our outstanding tradition**.

Unparalleled excellence

We are committed to winning.

- **Academically**, we will excel in the classroom.
- **Athletically**, we will compete and win with a watchful eye on the well-being of both our student-athletes and our institution.
- **Ethically**, we will play by the rules. Period.
- **Fiscally**, we will acquire the resources necessary to enable our student-athletes and coaches to compete at the highest level and to achieve unparalleled excellence.
- **Socially**, we will provide our fans with unsurpassed customer service and the best game-day experience in collegiate athletics.

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KANSAS ATHLETICS: THE BIG 12 GOALS



- I. **ACADEMIC EXCELLENCE:** Student-athletes will excel in the classroom. They will meet or exceed all University of Kansas, Big 12 Conference and NCAA expectations for academic performance.
- II. **COMPLIANCE EXCELLENCE:** Provide a comprehensive compliance and monitoring program that promotes knowledge of and adherence to University, Big 12 Conference and NCAA rules among members of the KU community, ensuring that no NCAA or Big 12 Conference violations are committed.
- III. **ATHLETIC EXCELLENCE:** Achieve a Top 25 ranking within five years in the annual Director's Cup. The Director's Cup ranks the best overall Division I athletics programs in the nation.
- IV. **STUDENT-ATHLETE EXPERIENCE:** Offer student-athletes the finest college experience in the country.
- V. **TITLE IX:** Comply with both the spirit and letter of the law to ensure ownership of the country's best Title IX program.
- VI. **COMMUNICATIONS & CUSTOMER SERVICE:** Improve communications with all KU constituencies: student-athletes, coaches, students, faculty/staff/administration, alumni, donors, ticket holders, business community and media. Ensure that fans have the best event entertainment experience in the country at all Kansas Athletics events.

continued

The Big 12 Key Goals, cont'd

- VII. COMMUNITY RELATIONS:** Develop a comprehensive community relations plan to ensure student-athletes, coaches and staff actively participate in community service/outreach programs.
- VIII. HUMAN RESOURCES:** Support the mission and implement the policies of Kansas Athletics by providing competitive compensation and benefits, recognizing employees, improving the work environment, respecting diversity, hiring qualified employees and enhancing training opportunities.
- IX. FACILITIES:** Significantly increase individual, corporate and philanthropic support to fulfill our five-year strategic plan, including the development of a master facilities plan, with full implementation of the plan by December 2011.
- X. RESOURCE DEVELOPMENT:** Continue to increase donations to the Williams Educational Fund. Simultaneously ensure strong donor relations, retention, customer service and reinforcement of NCAA compliance as it relates to our membership.
- XI. FISCAL RESPONSIBILITY:** Provide a fiscally stable and supportive environment, now and in the future, while allowing our teams to compete at the highest level. Above all else, it is our responsibility to make sound fiscal decisions and operate within our revenues.
- XII. RESPECT FOR TRADITION:** Foster, celebrate and add to Kansas Athletics' tradition.

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TACTICS



Unparalleled Excellence

I. ACADEMIC EXCELLENCE

GOAL: Student-athletes will excel in the classroom. They will meet or exceed all University of Kansas, Big 12 Conference and NCAA expectations for academic performance.

TACTICS:

- **Recruit students who are academically prepared to succeed at KU**
- **Improve/expand facilities for counseling, tutoring, studying and computer use**
- **Enhance learning program**
 - Add learning specialist
 - Increase tutoring resources
 - Develop/evolve academic workshops for students
- **Enhance technology resources**
 - Upgrade computer lab with PCs, printers
 - Add notebook computers for student use
 - Upgrade software resources
 - Add calculators, Palm Pilots, memory sticks, etc., for student use
 - Develop academic areas into computer wireless zones for student use
 - Enhance Student Support Services Web site for student use
- **Enhance Summer School and Summer Bridge Program resources**

continued

Tactics/Academics, cont'd

- **Enhance professional relationships with key KU academic and student success units**
 - Provost's Office
 - Office of Admissions and Scholarships
 - University Registrar
 - Deans' offices
 - Freshman/Sophomore Advising Center
 - New Student Orientation
 - University Career Center

- **Enhance faculty mentor program**

- **Communicate academic achievements of student-athletes to all constituencies**

Tactics, cont'd

II. COMPLIANCE EXCELLENCE

GOAL: Provide a comprehensive compliance and monitoring program that promotes knowledge of and adherence to University, Big 12 Conference and NCAA rules among members of the KU community and to ensure no NCAA or Big 12 Conference violations are committed.

TACTICS:

- **Significantly strengthen departmental culture to ensure that everyone (students, staff and all Kansas Athletics' stakeholders) feels an increased responsibility to follow the spirit and letter of University, Big 12 Conference and NCAA rules and regulations**
 - Prepare and distribute quarterly compliance reports to sport supervisors regarding timely submission of forms by coaches
 - Develop a written statement requiring all student-athletes and departmental personnel to stipulate that they have an obligation to report possible rules violations
 - Enhance working relationship between the compliance office, athletics financial aid, Student Support Services and the offices of the Registrar, Admissions, Financial Aid and Housing by creating a "Compliance Team," which would meet regularly (e.g., monthly during the academic year) on pertinent issues
 - Review all compliance forms, and where necessary, revise to include a signatory section to ensure accountability

- **Develop and implement a comprehensive education plan for coaches, athletics department personnel, student-athletes, the campus community and all Kansas Athletics' stakeholders**
 - Conduct monthly compliance education sessions for members of the coaching staff and distribute written reference materials
 - Conduct beginning and end-of-the-year compliance education sessions for each team
 - Document rules education efforts with rules education calendar
 - Conduct regular education sessions with various campus departments
 - Add a compliance education session to the life skills course for new student-athletes
 - Develop a monthly compliance newsletter for coaches, athletics department staff and student-athletes

- **Develop and implement a comprehensive education plan for donors, parents and the University community**
 - Enhance compliance page on Kansas Athletics' Web site
 - Create donor information guide

continued

- **Finalize and distribute a new compliance manual in both hard copy and electronic form to coaches and athletics department staff**
- **Enter a multi-year agreement with an outside firm to conduct annual audits of the athletics department's compliance procedures**
- **Implement all recommendations of the annual compliance audit report**
- **Purchase a compliance software system**

Tactics, cont'd

III. ATHLETIC EXCELLENCE

GOAL: **Achieve a Top 25 ranking within five years in the annual Director's Cup. The Director's Cup ranks the best overall Division I athletics programs in the nation.**

TACTICS:

- **Recruit students who are the most gifted athletes in their sports within the guidelines set forth in Goal II: Compliance Excellence**
 - Provide coaching staffs the necessary resources to identify and cultivate relationships with the top recruits. This includes recruiting software and proper travel accommodations
 - Create a positive experience for all visiting recruits
 - Inform department employees of peak recruiting times and encourage them to foster a welcoming environment for all current and prospective student-athletes
 - Communicate itinerary by host coach to all staff who are scheduled to meet with prospective student-athletes. Maintain schedule
 - Maintain pristine facilities
 - Work with coaching staffs to properly educate and prepare student-athlete hosts

- **Hire/develop the most talented and experienced coaches in their sports**
 - Develop and communicate specific short-term and long-term goals with the head coach of each program
 - Implement and adhere to a process that effectively evaluates the performance of all head and assistant coaches
 - Offer competitive compensation packages to recruit and retain coaches of high value
 - Maintain awareness of market value across the landscape of the coaching community

- **Enhance support resources for Kansas Athletics**
 - Add/upgrade facilities for practice and competition according to Goal IX: Facilities
 - Increase recruiting opportunities
 - Increase team travel opportunities
 - Improve scheduling for team competition
 - Design schedules that allow Kansas Athletics teams to maximize their opportunities to be successful, scheduling nationally competitive non-conference opponents when appropriate
 - Add/upgrade equipment/apparel

Tactics, cont'd

IV. STUDENT-ATHLETE EXPERIENCE

GOAL: Offer student-athletes the finest college experience in the country.

TACTICS:

- **Provide the best and safest equipment and uniforms available through corporate partners, including adidas®**
 - Signed eight-year sponsorship and product-allowance agreement with adidas worth \$26.67 million
- **Provide the best in sports medicine and strength training**
 - Develop performance team to evaluate sports medicine needs, issues and trends
 - Maximize use of injury-tracking software system (SIMS)
 - Provide Gatorade™ hydration for all sports
 - Develop and design an aquatic rehabilitation center
 - Provide certified strength staff to develop workouts tailored to meet individual needs of student-athletes
- **Work with nutritionists and trainers on issues relating to health, nutrition and physical fitness of all student-athletes, particularly female athletes**
 - Hire full-time staff nutritionist to work with all student-athletes
 - Design and implement workshop on healthy eating
 - Provide education on eating disorders
- **Provide educational workshops/seminars to all student-athletes on critical issues such as substance abuse, healthy relationships and finances**
 - Two educational workshops/seminars will be mandatory for all student-athletes during each academic year
- **Enhance new student-athlete orientation program**
 - Implement summer welcome program for all new student-athletes
 - Develop a video welcome message from Athletics Director
 - Construct a Web page of frequently asked questions
- **Provide career development and counseling to assist in the transition from college to professional work environment**
 - Partner with University Career Services to establish programs including résumé workshop, management of personal finances, senior student-athlete transition seminar and personal skills enhancement
 - Expand job fair program

continued

Tactics/Student-Athlete Experience, cont'd

- **Provide counseling to any student-athlete for alcohol/substance abuse or psychological/emotional needs**
 - Provide referrals to campus resources, including Counseling and Psychological Services
 - Hire sports psychologist to work with all student-athletes
- **Develop programs to promote character development in student-athletes including teamwork, leadership, group loyalty and moral character**
 - Hire full-time life skills coordinator
 - Partner with NCAA to bring speakers to campus
 - Design and implement a leadership training program
- **Facilitate and encourage involvement in community service**
 - Provide education on the importance of volunteerism
 - Solicit student-athletes' and coaches' input before planning community service events
 - Partner with local schools
 - Implement Goal VII: Community Relations
- **Provide an environment in which all student-athletes are treated fairly**
 - Maintain communication between administration, coaches and student-athletes
 - Establish monthly meeting between Student-Athlete Advisory Committee (SAAC) leader(s) and Athletics Director and/or Senior Woman Administrator to address current issues
- **Promote an environment in which cultural diversity is respected and appreciated, while addressing the specific needs of diverse communities**
 - Partner with the Office of Multicultural Affairs in planning programs designed to cultivate positive relationships and cultural enrichment among all students
- **Provide an opportunity to attend summer school**

V. TITLE IX

GOAL: Comply with both the spirit and letter of the law to ensure ownership of the country's best Title IX program.

TACTICS:

- **Provide participation opportunities in proportion to KU enrollment rates**
 - Practice roster management for all sports
- **Establish a gender-neutral policy for scheduling all facilities**
 - Alternate preferred practice times
 - Communicate practice schedule in a more timely manner
- **Re-assign strength staff to ensure fair coverage**
 - Require each staff member to have a minimum of two sports
 - Monitor each assignment yearly
- **Review head and assistant coaches compensation**
 - Increase coaches' salaries to be commensurate with salaries at peer NCAA Division I institutions
 - Implement equitable courtesy car program for all sports
- **Assign trainers based on the NCAA Injury Surveillance system and Kansas Athletics' experience**
- **Improve numbers and retention of female student-athletes**
 - Increase off-campus recruiting efforts
 - Develop and implement a mentoring network via monthly gatherings
- **Increase the number of female coaches/staff**
 - Monitor head and assistant coach vacancies
 - Work with current coaches and coaching associations to identify potential job candidates
 - Add female representation in sports medicine programs
- **Continually monitor workplace conditions to enable staff to positively respond to institutional changes and growth**
- **Develop facilities master plan for practice, competition and locker room needs**
 - Implement Goal IX: Facilities

Tactics, cont'd

VI. COMMUNICATIONS/ CUSTOMER SERVICE

GOAL: Improve communications with all KU constituencies: student-athletes, coaches, students, faculty/staff/administration, alumni, donors, ticket holders, business community and media. Ensure that fans have the best event entertainment experience in the country at all Kansas Athletics events.

TACTICS:

- **Distribute regular and special communications, e.g., newsletter, letters from Kansas Athletics**
 - Explain major decisions that affect donors and season-ticket holders
 - Send thank-you notes to donors and season-ticket holders to express appreciation
- **Establish and maintain regular communication with KU administration**
 - Alert KU administration when incidents occur that could produce negative news
 - Alert KU administration when Kansas Athletics plans major events
 - Volunteer Kansas Athletics personnel to serve on University committees when appropriate
- **Maintain regular contact with appropriate members of the media**
 - Conduct regular meetings, e.g., lunches with editorial personnel and sports media
 - Facilitate appearances on television and radio by appropriate Kansas Athletics administrators, coaches and student-athletes
 - Make regular phone and in-person contact with media members to reinforce their comfort and confidence level with Kansas Athletics personnel
- **Develop Kansas Athletics' emergency response plan**
 - Form Emergency Communications Team
 - Create emergency collateral
 - Train spokespeople to deal with media during an emergency
 - Train for potential emergency scenarios and responses

continued

Tactics/Communications/Customer Service, cont'd

- **Use kuathletics.com effectively to improve communications with all constituencies**
 - Promote the Web site in all correspondence with donors, season-ticket holders and other fans
 - Improve the writing and timeliness of information on the site
 - Create Athletics Director Web column
- **Increase use of e-mail as regular communications tool beginning with a thorough update of the database**
 - Continue to take advantage of opportunities to capture e-mail addresses
 - Update database continually by requesting e-mail addresses whenever possible
 - Send News & Notes regularly via e-mail and drive people to kuathletics.com
- **Provide media, public relations and public speaking training for student-athletes, coaches and other key Kansas Athletics staff members**
 - Use professionals in the field to demonstrate the importance of these skills
- **Maintain and broaden relationship with the University's Alumni Association and Endowment Association**
 - Establish ongoing communication to support the strategic goal of One University
- **Provide customer service that meets or exceeds expectations of fans and donors**
 - Schedule annual customer service training for individual departments
 - Ensure Williams Educational Fund inquiries are returned within 48 hours
 - Ensure ticket office inquiries are returned within 48 hours
 - Ensure administrative inquiries are returned within 48 hours
 - Utilize student-athletes (as a team) in welcoming fans to events other than their own
 - Utilize cheerleaders at exit doors following events, telling fans good-bye and thank you
 - Conduct bi-annual customer survey
- **Train event staff in The Jayhawk Way, i.e., to be professional and courteous**
 - Outfit in apparel that will be presentable and clearly identifies event staff
 - Instruct event staff how to handle complaints and how to channel people to supervisors until the issue is resolved
- **Provide the best entertainment environment in the country for fans**
 - Install state-of-the-art video board in Allen Fieldhouse
 - Install new scoreboard at Hoglund Ballpark – add video board within five years
 - Install new scoreboard at Memorial Stadium
 - Provide best in-game entertainment in the country
 - Increase quality and quantity of game day giveaway items
 - Display overt pride through the Hall of Athletics, banners, landscaping, etc.

Tactics, cont'd

VII. COMMUNITY RELATIONS

GOAL: **Develop a comprehensive community relations plan to ensure student-athletes, coaches and staff actively participate in community service/outreach programs.**

TACTICS:

- **Conduct audit of current community relations activities of Kansas Athletics' student-athletes, coaches and staff:**
 - Determine community appearance and product requests
 - Determine current involvement of student-athletes, coaches, staff and administration

- **Develop list of five general areas, e.g., children, health care, elderly, etc., that Kansas Athletics is interested in supporting on an annual basis**
 - Support community programs that teach, motivate and encourage children, young adults and families
 - Enrich our communities by supporting educational and athletic initiatives

- **Involve Student-Athlete Advisory Committee (SAAC) to guide Kansas Athletics' participation and involvement in community relations**
 - Conduct weekly meetings to determine shared goals of department
 - Create framework for future combined efforts

- **Develop procedure for handling all requests through Kansas Athletics' community relations contact person**
 - Ensure completion of Promotional Activities Request Form by requesting agency and submit to Kansas Athletics Compliance office for review, four to six weeks prior to event
 - Establish timeline for repeat requests
 - Maintain database of all requests to monitor areas of need and potential partnerships
 - Establish parameters for Kansas Athletics' personnel appearances, including student-athletes

- **Continue charitable giving program which includes team memorabilia for miscellaneous requests**
 - Support philanthropic goals of a broad range of charities within our targeted areas

- **Develop community relations report and distribute to all University constituencies**

Tactics, cont'd

VIII. HUMAN RESOURCES

GOAL: Support the mission and implement the policies of Kansas Athletics by providing competitive compensation and benefits, recognizing employees, improving the work environment, respecting diversity, hiring qualified employees and enhancing training opportunities.

TACTICS:

- **Actively seek out the best candidates for available positions**
 - Seek diverse candidate pools for all positions, recognizing the benefits of a diverse staff
- **Salary and benefits:**
 - Refine annual employee evaluations to link performance with compensation
 - Provide competitive and financially responsible benefit programs designed to contain cost growth and improve employee health/well being
- **Recognize employees**
 - Organize two morale-building events annually
 - Continue quarterly meetings and employee-of-the-month programs
- **Improve work environment**
 - Monitor liability and safety issues
 - Evaluate department needs on an annual basis
 - Improve HR's service and efficiency
 - Institute employee pre-screening process that ensures integrity of all new employees
- **Enhance training opportunities**
 - Deliver management training that enhances supervisory skills and knowledge, including training on how to recognize a dissatisfied employee and how to document and to record disciplinary actions towards employees
- **Foster employee relations**
 - Provide counseling, policy interpretation and encouragement to staff members upon request
 - Provide guidance to supervisors regarding employee discipline or recognition
 - Investigate allegations of inappropriate conduct (e.g., sexual harassment, workplace violence) in an efficient and confidential manner

IX. FACILITIES

GOAL: Significantly increase individual, corporate and philanthropic support to fulfill our five-year strategic plan, including the development of a master facilities plan, with full implementation of the plan by December 2011.

TACTICS:

- **Launch comprehensive major/capital athletic fund-raising campaign**
 - Develop “wish list” and review empirical data (donor’s capacity and willingness to give major gifts) to evaluate realistic campaign goals
- **Develop facilities master plan to address the following needs:**
 - Allen Fieldhouse renovation
 - Clean ceiling
 - Clean outside
 - New basketball floor
 - New lighting
 - New/renovated seating
 - New sound system
 - New video board
 - New windows
 - Renovate restrooms
 - Upgrade locker rooms
 - Aquatic rehabilitation center
 - Baseball clubhouse
 - Baseball hitting facility
 - Baseball scoreboard
 - Football complex
 - Hall of Athletics
 - Maximizing office space
 - Rowing facility
 - Soccer field upgrades and press box
 - Softball field grandstand and lighting
 - Stadium renovation
 - Student-athlete housing
 - Student support services building
 - Tennis facility
- **Design facilities that will meet our financial resources**
- **Prioritize these projects and coordinate these priorities in the goals of the fund-raising departments**

Tactics, cont'd

X. RESOURCE DEVELOPMENT

GOAL: Continue to increase donations to the Williams Educational Fund. Simultaneously ensure strong donor relations, retention, customer service and reinforcement of NCAA compliance as it relates to our membership.

TACTICS:

- **Increase fund-raising goal by 10 percent annually for five years**
 - Launch Annual Appeal July 1
 - Evaluate all renewals July – September 1
 - Personally follow up and solicit all non-renewals
 - Create target list of all donors to move up to the next club level
- **Increase endowed scholarships by 15 percent in FY 2006**
 - Increase endowed scholarships by 10 percent per year thereafter
 - Encourage existing endowment/scholarship donors to renew and increase funding level
- **Strategically identify and expand prospect pool of new donors**
 - Canvas selected major donors to identify one or two “new” major gift prospects
- **Retain existing donors while cultivating each club level and encouraging progression within the club level system**
 - Provide targeted special events for respective club levels
- **Grow donor base by 10 percent a year for five years**
 - Compile comprehensive database to ensure all constituent groups are solicited with annual fund appeal (i.e., KClub, booster groups, recent letter winners, etc.)
 - Explore possibility of instituting “Young Alumni” (Jr. membership classification)
- **Review Williams Educational Fund club levels and amounts**
- **Develop strategic goals for auxiliary booster groups, e.g., Hardwood Club, Diamond Club**
 - Assign one staff member to work with representatives from all booster groups to assist in developing goals
- **Develop strategies to raise additional resources for department**

Tactics, cont'd

XI. FISCAL RESPONSIBILITY

GOAL: Provide a fiscally stable and supportive environment, now and in the future, while allowing our teams to compete at the highest level. Above all else, it is our responsibility to make sound fiscal decisions and operate within our revenues.

TACTICS:

- **Budget realistically to ensure fulfillment of Kansas Athletics' strategic plan**
- **Manage our budgets accordingly**
- **Revenues:**
 - Grow football season ticket sales an average of 10 percent over each of the next five years
 - Increase suite revenue an average of 10 percent over each of the next five years
 - Increase Olympic sports and women's basketball ticket revenue an average of 10 percent over each of the next five years
 - Grow kustore.com revenue an average of 10 percent over each of the next five years
- **Expenses:**
 - Reduce our debt service
 - Maintain balanced budget
- **Create an ongoing three-year forecasting budget plan for Kansas Athletics**

Tactics, cont'd

XII. RESPECT FOR TRADITION

GOAL: Foster, celebrate and add to Kansas Athletics' tradition

TACTICS:

- **Design and construct Hall of Athletics**
 - Work closely with architect and design firm to ensure that the Kansas Athletics' legacy is displayed in the best possible way
 - Work with KU archivist, media, fans and other sources to find items that will constantly refresh the Hall
- **Develop and implement criteria for jersey retirements and inclusion into Kansas Athletics Hall of Fame**
- **Provide motivation for former student-athletes to continue their participation with the University**
 - Expand and enhance K-Club participation by former student-athletes
 - Develop and maintain up-to-date database of former student-athletes
 - Communicate personally with former student-athletes to congratulate them on their accomplishments
- **Use kuathletics.com, publications and other means to educate fans about the traditions of Kansas Athletics, former student-athlete contributions and KU's place in college athletics' history**
 - Put historical data on web site in an informative, interesting way