

REEDLEY COLLEGE
Department of Athletics
and Student Athlete Success

Strategic Plan



MOTIVATING AND INSPIRING STUDENT-ATHLETES

TABLE OF CONTENTS

Message from the Director	3
Mission, Vision, Values	4
Strategic Goals	5
Goal 1 - Academic Success Objectives	6
Goal 2 - Facility Modernization & Improvement Objectives	7
Goal 3 - Student & Community Engagement Objectives	8
Goal 4 - Professional Development & Collaboration Objectives	9
Goal 5 - Program Expansion Objective	10



Message from the Director

We Motivate and Inspire Students to Succeed Empowering through educational excellence!

Introduction

These two statements are the simple and clear aspirations of Reedley College and our State Center Community College District. They are embedded in our mission and vision. We achieve these aspirations through the continuous and excellent actions of our coaches, faculty, staff, administrators, and community partners in their commitment to serving students.

Creating and maintaining an environment where the college and its personnel can efficiently and effectively serve students each year requires proper planning, adequate resources, collaboration, communication, and execution. The opportunity to motivate and inspire students through the inter-collegiate athletic environment is a truly unique privilege. Students now have numerous choices in a very competitive market society when it comes to selecting their college. Achieving educational excellence is competitive. To better assist in this regard, our students deserve the very best in their instruction, facilities, support services, and equitable access & opportunities.

To that end, the strategic plan that follows will serve as a guide for the advancement and modernization of the Tiger Athletic Department toward the achievement of our goals. In addition, the strategic plan affirms the College and District commitment to the Tiger Athletic Department as we continue to motivate and inspire student athletes to succeed through educational excellence.

Summary

Our sport programs are among the most competitive in the CCCAA. We have a rich history of success in our sport team programs that include numerous conference, regional, state, and national championships. More importantly, we are proud of our proven track record of assisting our student-athletes in transferring beyond Reedley College to complete their academic endeavors. This is our mission.

In an effort to maintain and improve that success, the following five areas have been identified as key goals to support this endeavor.

1. ACADEMIC SUCCESS
2. FACILITY MODERNIZATION & IMPROVEMENT
3. STUDENT & COMMUNITY ENGAGEMENT
4. PROFESSIONAL DEVELOPMENT & COLLABORATION
5. PROGRAM EXPANSION

We have so much to be proud of and so much to look forward to. The ability to serve, educate, motivate, and inspire young minds through inter-collegiate athletics is a distinct privilege and honor. I am excited about the future of the Reedley College Athletic Department.

GO TIGERS!!



Dr. David Santesteban

Director of Athletics and Student Athlete Success



We Motivate and Inspire

Strategic Plan - Mission, Vision, Values



MISSION

Reedley College motivates and empowers students to be successful by providing high-quality, innovative educational opportunities. We inspire a passion for learning to meet the academic and workforce goals of our diverse communities. Our associate degree programs, career technical education, transfer level, and basic skills courses are offered in an accessible and safe learning environment.

VISION

As an exemplary educational institution, Reedley College cultivates professional, well-prepared individuals who will enrich our ever changing local, regional, and global communities.

VALUES

Student Success

We are committed to students' intellectual empowerment and the development of critical thinking. We are committed to support our students in their pursuit of individual academic, career, and personal goals.

Integrity

We are accountable and transparent, and we adhere to the highest professional standards. (from district strategic plan)

Stewardship

We are committed to the enhancement, preservation, conservation, and effective utilization of our resources. (from district strategic plan)

Inclusivity

We are committed to and intentional in creating an environment that cultivates, embraces and celebrates diversity. (from district strategic plan)

Collaboration

We are committed to fostering a spirit of teamwork with our students, faculty, classified professionals, and administrators while expanding our partnerships with education, industry, and our communities.



REEDLEY COLLEGE ATHLETIC DEPARTMENT - STRATEGIC PLAN

GOALS

The Tigers Athletic Department enjoys a long standing tradition of success both on the playing fields, in the classroom, and in the professional lives that our student athletes lead long after time here at Reedley College. In an effort to maintain and improve that success, the following five areas have been identified as key goals to support this endeavor.

1. **ACADEMIC SUCCESS**

Specifically improve and expand our academic performance and/or services in the following areas:

A) Improve percentage of AA/AS degree completion B) Improve number of UC & CSU transfers; C) Improve overall GPA; D) Improve attendance of academic support services; E) Expand services of Student Athlete Retention Program (SARP); F) Expand services of athletic academic counseling to include summer months.

2. **FACILITY MODERNIZATION & IMPROVEMENT**

The physical education facilities which serve the athletic department sport programs have remained relatively unchanged for 70 yrs. Modern, updated athletic facilities positively impact the success that can be achieved in the following areas: teaching and learning effectiveness, safety, effective and competitive recruiting, community engagement, pride and self-esteem for students, faculty, and community members.

Therefore; we must modernize and improve all of our physical education facilities. Modernization will include renovation and new construction. Due to scope of required improvements, it should be included in the next district bond measure.

3. **STUDENT & COMMUNITY ENGAGEMENT**

Specifically improve engagement with students and community members:

A) Increase student and community attendance at athletic events. B) Increase student programming with Student Activities department for all home games; C) Increase student-athlete engagement in Student-Activities events, ASG, and other campus promotional events. D) Increase fundraising for athletic events; and E) Increase sport camp/clinics, youth tournaments, or other charitable group event opportunities for local community on behalf of each of our sport team programs.

4. **PROFESSIONAL DEVELOPMENT**

Expand opportunities for faculty-coaches, student athletes, and athletic support staff to attend and interact in the following professional development opportunities:

A) Increase involvement and participation in faculty and college governance, curriculum development, student-activity events, other college sponsored events, and sport association governance; B) create student athlete advisory counsel; C) support and encourage faculty coaches in their professional development goals for their respective sport and leadership opportunities.

5. **PROGRAM EXPANSION**

Add sport team programs in an equitable manner in an effort to increase the ability to reflect the needs and profile of our community. Moreover, to increase the ability to serve additional students from our community that would not otherwise attend Reedley College. Additionally, program expansion should include the creation of new academic curriculum and programming to foster increased enrollments. (i.e. athletic training program)

Goal 1 - Academic Success Objectives

ACADEMIC SUCCESS — Specifically improve and expand our academic performance and/or services in the following areas:

- A) Improve percentage of AA/AS degree completion
- B) Improve number of UC & CSU transfers;
- C) Improve overall GPA's;
- D) Improve attendance of academic support services;
- E) Expand services of Student Athlete Retention Program (SARP);
- F) Expand services of athletic academic counseling to include summer



RATIONALE

Retention, persistence, and completion are critical components of student success. Fortunately, the CCCAA academic eligibility requirements help insure that our student-athletes among the higher achieving student-groups at Reedley College. Due to our success in this area, the athletic department will serve as a model for the new “Guided Pathways” initiative; however, we want to further improve our use of all the academic support services that are provided to student athletes, improve overall GPA’s, improve completion and transfer rates, and expand our athletic counseling services into the summer months. The desire to improve in these areas will only enhance the transferability of our student athletes. These goals are in line with our College and State Chancellor’s goals for student success

OBJECTIVES

- 1.1. Increase by at least 20 percent the number of RC student-athletes annually who acquire associate degrees, credentials, certificates, or specific job skill sets that prepare them for in- demand jobs by 2021-22
- 1.2 Increase by 35 percent the number of CCC students-athletes transferring annually to a UC or CSU by 2021-22.
- 1.3 Increase number of student-athletes and teams identified by CVC and CCCAA for All-Academic team and individual awards by 30%.
- 1,4 Re-organize how student-athletes are receiving support services to achieve a 70% attainment of all student-athletes achieving a 3.0 GPA or higher
- 1.5 Improve the attendance in the Student Athlete Retention Program by 30% and make the SARP Coordinator a full-time position.
- 1.6 Expand the contract days of our athletic academic counselor to include adequate duty days during summer session.



Goal 2 - Facility Modernization & Improvement Objectives

FACILITY MODERNIZATION & IMPROVEMENT



We must modernize and improve all of our physical education facilities. Modernization will include renovation and new construction. Due to the scope of required improvements, it should be included in the next bond measure.

RATIONALE

The physical education facilities which serve the athletic department sport programs have remained relatively unchanged for 60 yrs. Updated, modern, athletic facilities positively impact the success that can be achieved in the following areas: teaching and learning effectiveness, safety, effective and competitive recruiting, community engagement, pride and self-esteem for students, faculty, and community members. The estimated cost to fulfill our goals are between \$10-20 million which will require department input and involvement in the planning of the next bond measure for our area.

OBJECTIVES

- 2.1 Renovate the Football/Soccer Field & Track
Renovation to include artificial turf and updated all-weather track surface
- 2.2 Renovate Softball & Baseball fields - Renovation to include new backstops, dugouts, infield re-grading, new covered batting cage , press boxes, modernize spectator seating to include shade areas, hitters eye for baseball, field lighting for softball, and bathrooms for athletes and public.
- 2.3 Replace the original gymnasium flooring from 1961.
- 2.4 Add team rooms for M&W Basketball and Volleyball under the RC Gymnasium
- 2.5 Construct IHSA legal sized equine arena for Equestrian program to allow hosting of events
- 2.6 Complete Renovation & Modernization of men's and women's locker rooms & shower areas.
- 2.7 Construct adequate office & working space for athletic department staff and faculty coaches.
- 2.8 Modernize Athletic Training Room, Equipment Room, and weight rooms to include
- 2.9 HVAC. Expand parking areas in closer proximity to Baseball, Softball, and Soccer fields.
- 2.10 Plan & collaborate with district facilities and grounds to create a complete scheduled maintenance programs for all athletic facilities.



Goal 3 - Student & Community Engagement Objectives

STUDENT & COMMUNITY ENGAGEMENT - Specifically improve engagement with students and community members in the following areas:

A) Increase student and community attendance at athletic events. B) Increase student programming with Student-Activities department for all home games; C) Increase student-athlete engagement in Student-Activities events, ASG, and other campus promotional events. D) Increase fundraising for athletic events; and E) Increase sport camp/clinics, youth tournaments, or other charitable group event opportunities for local community on behalf of each of our sport team programs.

RATIONALE

We promote the idea that student interaction through clubs and social gatherings, student government and participation in College governance, community service activities, RC Tigers varsity sporting events, and intramural sports is essential to the learning process and creates well-rounded citizens. Developing programming that operates both on and off campus will foster the ability to engage students and the public whereby our community support relationships strengthen and grow.

OBJECTIVES

- 3.1 In collaboration with student activities: student, faculty, staff, and community attendance at all Home competitions should increase by 30%
- 3.2 In collaboration with student activities, create a student-centered event for one home game for each RC Tiger sport team throughout the academic year.
- 3.3 Create a RC Tiger Booster Club and create additional fundraising events like the Tiger Bash.
- 3.4 Increase community service activities of our sport teams to require one event per semester for each team. (i.e. Relay for Life, "Reading with the Tigers", FCA activities etc).
- 3.5 Increase the numbers of camps, coaching clinics, and youth events in the community for each program to a minimum of at least one event for each program.
- 3.6 Encourage student-athletes to get involved with student activities programming, Associated Student Government (ASG), as well as off campus organizations such as our neighboring churches and civic groups.



Goal 4— Professional Development & Collaboration Objectives

PROFESSIONAL DEVELOPMENT & COLLABORATION

Expand opportunities for faculty-coaches, student athletes, and athletic support staff to attend and inter act in the following professional development opportunities:

- A) Increase faculty/coach and staff involvement and participation in faculty and college governance, curriculum development, student activities events, other college events, and sport association governance;
- B) Create a student athlete advisory counsel (SAAC) so student-athletes can participate and give the student perspective in athletic department operations.
- C) Increase funding support and encourage faculty coaches in their professional development goals for their respective sport for coaching and leadership improvement opportunities.

RATIONALE

The love of learning and improving is contagious. Coaches and teachers who lead by example have the greatest and longest lasting impact on students. Research has shown that teaching quality and school leadership are the most important factors in raising student achievement. For teachers and school district leaders to be as effective as possible, they continually expand their knowledge and skills to implement the best educational practices. Educators learn to help students learn at the highest levels. Additionally, active and collaborative members in an organization more effectively create a culture of positive collegiality and cooperation between departments.

OBJECTIVES

- 4.1 Create a professional development plan for all faculty coaches and staff.
- 4.2 Identify and execute one team building group experience per semester for all faculty-coaches and staff.
- 4.3 Create a Student Athlete Advisory Counsel (SAAC).
- 4.4 Take an active and strategic approach to increase the campus committee participation by faculty coaches and staff in an effort to become more actively involved in campus decisions and operations.
- 4.5 Engage in professional development around equity.
- 4.6 Become more active in CVC, CCCAA, and sport coaches association activities
- 4.7 Become more involved with local and regional civic and or charitable groups.



GOAL 5 — Program Expansion Objectives

PROGRAM EXPANSION -- Add sport team programs in an equitable manner to increase enrollment and to reflect the needs and profile of our community. Moreover, to increase the ability to serve additional students from our community that are not otherwise attending Reedley College. Additionally, program expansion should include the creation of new academic curriculum and programming to foster increased enrollments.

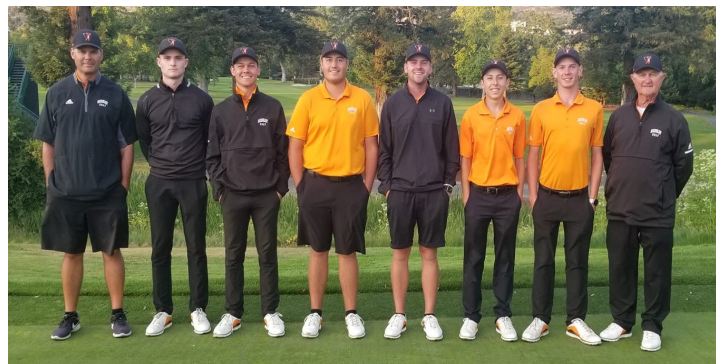
RATIONALE

The addition of sport programs will not only provide new opportunities for students, but will help recover and increase the FTES that will be lost at RC when Madera becomes its own college. In addition, the addition of sport programs will help Reedley College to positively address equity opportunities for its students.

OBJECTIVES

- 5.1 The following sports should be added to address these attendance increase and equity issues:
 - a. Men’s Soccer - Fall of 2021
 - b. Women’s Beach Volleyball – Spring of 2022
 - c. Men’s and Women’s Cross Country— Fall of 2023
 - d. Men’s and Women’s Track and Field — TBD (Upon completion of track renovations)
- 5.2 The RC Athletic Training program must also be expanded to assist and insure the safety and well- being of our student-athletes. At present RC Athletic Training program operates below the NATA recommended number of required full time trainer to student athlete ration.
 - a. Add one more full time athletic trainer
- 5.4 In coordination with the RC physical education department, create an articulated athletic training degree. This will give students real-world opportunities to work as student-trainers in the RC athletic department and will further assist the health and safety of our student athletes.
- 5.3 The classroom preparation, equipment care, and field preparation are vital to the safety and successful performance of our student-athletes as well as general physical education students.
 - a. Hire a full time Physical Education Tech position that will assist the Equipment manager for all field and court preparation (classroom) for all of our sport programs.
- 5.4 Investigate and collaborate with other community colleges on a regional and national level to find curriculum for additional certificate and degree options to help increase enrollment in physical education.





PAST 2 YEARS OF RC FOOTBALL: 20-2, 2 CONFERENCE CHAMPIONSHIPS, 2 BOWL GAMES



2019
10 - 1
GOLDEN COAST CONFERENCE CHAMPS
AMERICAN DIVISION BOWL CHAMPS
15 ALL-CONFERENCE SELECTIONS
DEFENSIVE CONFERENCE PLAYER OF THE YEAR
CONFERENCE COACH OF THE YEAR

2018
10 - 1
GOLDEN COAST CONFERENCE CHAMPS
AMERICAN DIVISION BOWL
10 ALL-CONFERENCE SELECTIONS
OFFENSIVE CONFERENCE PLAYER OF THE YEAR
CONFERENCE COACH OF THE YEAR

