

# Developing an Athletic Department Mission Statement

Kelly B. Fish, CAA

Reid McFadden, CAA

Currey Ingram Academy, Brentwood, TN



# Why have a mission?

“Unless the basic concepts on which a business has been built are visible, clearly understood, and explicitly expressed, an organization is at the mercy of events. Not understanding what it is, what it represents, and its basic concepts, values, policies and beliefs are, a business cannot rationally change itself. Only a clear definition of the mission and purpose of the business makes possible clear and realistic business objectives. The business mission is the foundation for priorities, strategies, plans and work assignments. It is the starting point for the design of managerial jobs and, above all, for the design of managerial structures. Structure follows strategy. Strategy determines what the key activities are in a given business. And strategy requires knowing “what our business is and what it should be.”

“Management: Tasks, Responsibilities and Practices” by Peter F. Drucker



# Determine Your Need

- Non-existing mission
- Changing the mission  
new direction, new leadership
- Editing a current mission  
not changing direction

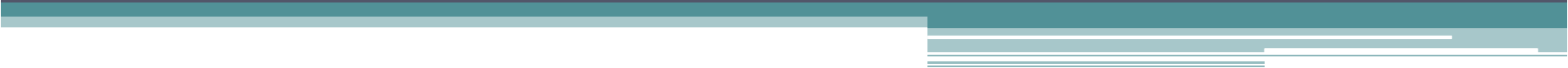


# Mission Defined

Your mission statement should answer these questions...

1. Who are we?
2. What do we want to accomplish?
3. How do we intend to accomplish these goals?

DO NOT CONFUSE YOUR  
VISION WITH YOUR MISSION.





# Evaluate the School's Mission

Athletic Department Mission **MUST** align with your school's mission.

“Mustang Athletics is committed to excellence in athletics while supporting the educational mission of Currey Ingram Academy.”



# Case Study: Old Mission

Currey Ingram Academy considers interscholastic athletics to be an important and integral part of the educational program for every child. In keeping with the Academy's mission statement, the athletic program provides experiences that will develop skills, self-esteem, and self-confidence in each student so that they can reach their greatest potential and develop lifetime skills that will enhance their life now and in the future. Involvement in team sports offers students opportunities to achieve through participation in activities that require integration of mind and body, requiring them to strive for mental and physical excellence both in practice and in competition.

The Athletic Department seeks to hire highly qualified coaches, providing them with the unique opportunity to teach positive lifetime skills and values. In order to ensure that athletes are prepared for the commitment and personal sacrifice needed to be successful in athletics, coaches must help them develop and understand the roles that desire, dedication, and self-discipline play in reaching team and individual goals. These are lifetime values that promote and nurture integrity, pride, loyalty, and overall character.

While striving for victory is the nature of athletic competition, it is only one criterion when determining a season's success. Guiding a team as well as an individual to reach their maximum potential is the ultimate goal. Along with this comes emphasis on good sportsmanship, including being modest in victory and accepting in defeat. As an active partner with the Positive Coaching Alliance we will always follow their motto of "Honor the Game."



# Document Your Core Values

What do you want your student-athletes to represent?

What is the culture of athletics where you are?

What do you believe?





### Pat Summitt's Definite Dozen



- |     |   |
|-----|---|
| 1.  | Respect Yourself and Others               |
| 2.  | Take Full Responsibility                  |
| 3.  | Develop and Demonstrate Loyalty           |
| 4.  | Learn to be a Great Communicator          |
| 5.  | Discipline Yourself so No One Else Has To |
| 6.  | Make Hard Work Your Passion               |
| 7.  | Don't Just Work Hard, Work Smart          |
| 8.  | Put the Team Before Yourself              |
| 9.  | Make Winning an Attitude                  |
| 10. | Be a Competitor                           |
| 11. | Change is a Must                          |
| 12. | Handle Success Like You Handle Failure    |

## THE BUTLER WAY

demands commitment, denies selfishness, accepts reality yet seeks improvement every day while putting the team above self.



# ELEVEN RINGS

THE SOUL of SUCCESS





# Determine Your Constituents

Student-athletes

Students

Coaches

Parents

Faculty & Staff

Alumni

Board of Directors

Community



# Get Feedback

## Survey

- Constituents

- Athletic Conference

- Local/Comparable Schools

## Use Your Network

- NIAAA, NFHS, State Association, etc.



## Survey Objective

Does it need to address or change policy?

Is your current mission appropriate for  
your student-athletes?

Do you find your mission supports decisions  
you make?

Do your constituents know your mission?



# Research Benchmark Schools

Read mission statements of schools with similar programs, size, educational missions

Select common themes & language

Likes/Dislikes



# Draft & Re-Draft

Focus Groups

Ask & Re-ask:

*Does the mission answer our 3  
questions for mission?*

Say What you Mean, Be Who You Are

Trial & Error



# Final Draft Approval

Complete the draft

Present formally to Leadership for approval-get a vote of approval or affirmation

# Launch

Marketing Plan-Make it Known/Visible

Buy-in

READ and READ again, every opportunity to read it!







# CIA's Final Product

Mustang Athletics is committed to excellence in athletics while supporting the educational mission of Currey Ingram Academy. We meet student-athletes at their individual skill levels and educational needs and provide a challenging environment for skill development in both team and individual sports. Mustang Athletics is connected to the whole student: academically, socially, emotionally and physically through intentional preparation and planning throughout the school day and season. We focus on creating opportunities for all student-athletes to develop skills through individual instruction, peer interaction and competition. While winning is not an end in itself, we believe that our student-athletes' efforts to be their best will lead them to succeed.

Our mission is that all individuals associated with Mustang Athletics (coaches, staff, student-athletes, alumni and parents) will value character traits developed through athletic participation. We expect all participants to respect themselves and others, demonstrate loyalty, be good teammates and put the team before themselves, handle failure like they handle success, have school pride, have a strong work ethic, be honest, and show up and be prepared.

*Can be viewed at [www.curreygram.org/athletics](http://www.curreygram.org/athletics).*



# What Next?

Read it.

With major decisions always ask...

***Is it mission driven?***

If the answer is yes...you can stand behind  
it and face anything!



## Questions? Contact Us.

Kelly B. Fish, CAA

[kelly.fish@curreygram.org](mailto:kelly.fish@curreygram.org)

Reid McFadden, CAA

[reid.mcfadden@curreygram.org](mailto:reid.mcfadden@curreygram.org)

[@CIAMustangs](#)