

Waterloo West High School
Athletic Department
Three Year Strategic Plan

Mission Statement:

The mission of the Waterloo West High School athletic department is to develop young athletes who live the following characteristics: Sportsmanship, Pride, Determination, Commitment, Integrity, Work Ethic, all while living up to the Challenges placed in front of them and taking pride in the Tradition that is West High School athletics.

This Strategic Plan Began on July 1, 2007

1st-year Update

COMPLETED

MAKING PROGRESS

NO ACTION

Preferred Future: (Next Three Years)

- 1) Continued improvement of World-class Facilities:
- 2) Continued improvement in all West High School athletic team's performance.
- 3) Increase in the number of three and four sport athletes, thus, improving all teams.
- 4) Strong connections with all West High School alumni, particularly past athletes.
Using these connections to get monetary contributions towards our long-range facility planning fund.
- 5) Community outreach to the West High learning community, West High School neighbors, and the greater Waterloo community.

Obstacles to Our Goals:

- 1) Funding resources.
- 2) Retention of quality coaches.
- 3) Coaches not buying into our goals or programs.
- 4) Athletes specializing in specific sports.
- 5) Lack of information on past alumni and a disconnect due to lack of staying in touch with them.

Where we are at Now in Regards to our Preferred Future:

1) Facilities:

- \$3 million dollar renovation near completion.
- Player's meeting room will begin in June.
- Coaches Offices and storage space will begin in June, 2007.
- Hall of Fame will be complete in August.

2) Improvement in all West High School athletic teams:

- As of May 2, 2007 all teams have either remained the same or improved over last year's all-divisional placing, in a tougher divisional.
- As of May 1, 2008 we are in first place in the All-sports standings for the Valley Division for male sports and 5th place in the All-sports standings for the Valley Division for female sports.

3) Increase in the number of three and four sport athletes:

- 2005-06 we had 14 total 3 or 4 sport athletes.
- 2006-07 we have 21 total 3 or 4 sport athletes.
- 2007-08 we have 40 total 3 or 4 sport athletes

4) Strong connections with all West High School alumni, hoping for better fundraising and monetary contributions:

- Connections have made with selected alumni and families.
- Financing secured from selected families for our long-range facility planning.

5) Community Outreach in Waterloo:

- We have started a Student-Athlete Advisory Committee that has one goal of community outreach. We have had several students read at numerous elementary schools in Waterloo.

Specific Needs, Outcomes and Timeframes of our Preferred Future:

1) World Class Facilities

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| a. Third Gymnasium | November 2007/2008 |
| b. Completion of Softball Complex | April 2008 |
| c. Completion of Siddens Plaza | April 2009 |
| d. Completion of Siddens Entrance Wall | April 2009 |
| e. New wrestling room | November 2009 |

2) Continued Performance of all West High School Athletic Teams

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|--|-----------|
| a. Improvement in All-Divisional placement of both male and female teams over last season. | July 2007 |
| b. Top three All-Divisional placement of our male teams in the Valley Division. | July 2008 |
| c. Top four All-divisional placement of our female teams in Valley Division. | July 2008 |
| d. Divisional Championship for our boy's and girl's teams in the Valley Division. | July 2009 |

3) Increase in the Number of Three and Four Sport Athletes

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| a. 25 Athletes (* 40 athletes as of May 1, 2008) | July 2008 |
| b. 35 Athletes | July 2009 |

4) Connections with Alumni, Including Monetary Donations to our Long-Range Funding Budget.

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|---|-------------|
| a. Letters sent specific Alumni inviting them back to our Grand Opening of our new facilities. | August 2007 |
| b. Letters to more athletic alumni inviting them back for a tour of facilities, along with our long-range facility goals and the needs for contributions- targeting older alumni. | May 2008 |
| c. Build Long-Range funding amount over \$250,000. | May 2009 |

5) Community Outreach*.

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| a. Campus Cleanup. | September 2007 |
| b. Neighborhood Spring Cleanup. | May 2008 |
| c. Fall raking for the elderly | .October 2008 |
| d. Spring Cleanup for groups that sign up. | April 2009 |

** This would be done by the West High School Student-Athlete Advisory Committee and the Letterwinner's Club.*