

Student Athlete Knowledge Community Strategic Plan
3/2013- 3/2016

Vision: The vision of the SAKC is to empower student affairs professionals with knowledge about athletics and the unique needs of student-athletes to enhance cross-campus collaboration and the collegiate experience for all students. To that end, the SAKC will serve as the NASPA resource that generates and disseminates knowledge about the culture of athletics and student-athlete specific issues.

Mission: The purpose of the SAKC is to create and advance knowledge in higher education specific to how partnerships among athletics, student affairs and other campus entities could enhance the well-being of all students, including student-athletes.

Goal 1: Create Knowledge. Create knowledge in higher education specific to how partnerships among athletics, student affairs and other campus entities could enhance the well-being for all students, including student-athletes. Objectives:

1.1 Define the preliminary research agenda. (shorter term)	1.4 Stimulate a research agenda focused on the culture of athletics and recognizing the important role of evaluation, especially as it relates to grant writing. This agenda shall inform the development of the campus learning communities supported through programs that reflect critical issues for student-athletes and students alike. (longer term)
1.2 Create energy around the preliminary research agenda such that individuals from outside the leadership team contribute to the long-term research agenda via a gap analysis or other means. (medium term)	1.5 Create new knowledge about campus integration, between athletics and student affairs specifically. (longer term)
1.3 Expand on the professional knowledge about student-athlete distinct needs and the culture of athletics. (medium term)	*****

Goal 2: Share Knowledge. Serve as a resource to both student affairs and athletics professionals. Objectives:

2.1 Build the NASPA SAKC membership. Draw on the professional networks of initial KC membership. Primary target groups include, but are not limited to: (shorter term) a. NASPA membership already working with athletics and student-athletes. b. Intercollegiate athletics professionals (Life Skills professionals) and those in NCAA membership who work with student affairs. c. Student affairs professionals who have athletics in their portfolio.	2.3 Articulate an educational plan. (medium term) a. Write educational objectives to address NASPA members' interests and knowledge gaps regarding student-athlete issues. Include the institutional policy approach of which athletics compliance is an important component. b. Develop regional and national workshop series to deliver in multiple arenas. c. Identify existing NCAA webinars, research or other resources of interest to NASPA members to make available on KC website or other platforms.
2.2 Develop an infrastructure and plan for communication to share knowledge about student-athlete issues with the student-affairs community. (shorter term) a. Conduct in-person meetings and educational sessions using member-developed content. b. Post content to the KC webpage. c. Develop a newsletter and listserv.	2.4 Increase visibility and awareness of student-athlete issues in a manner that results in greater advocacy for student-athlete issues. (longer term) a. Teach KC members the language of athletics and student-affairs to communicate the student-athlete story and maximize opportunities to dispel myths about athletics and student affairs to create positive media attention for the campus community.

Goal 3: Empower People. Equip student affairs professionals with knowledge about athletics to enhance cross-campus collaboration and the collegiate experience for all students. Objectives:

3.1 Support a leadership structure that involves committed individuals and continually renews itself through succession planning. (shorter term)	3.4 Teach interested KC members the skills needed to apply knowledge to individual responsibilities and roles within the institution to support the institutional culture and student-athletes. (longer term)
3.2 Engage the NASPA membership in learning and networking opportunities on athletics issues and with student-athletes to enhance collaboration and understand the barriers that hinder campus collaboration. (medium term)	3.5 Inform professional preparation. Support individuals with interests in student-affairs, athletics, or both. (longer term)
3.3 Equip student affairs professionals with the knowledge and leadership skills to build cross-functional teams including members of the athletics community to address issues and resolve conflict in innovative ways. (longer term)	*****