

**Student Athlete Knowledge Community Strategic Plan**  
4/2016- 3/2019

**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.**

Objective 1.1 Promote the research agenda to expand on the professional knowledge about student-athlete distinct needs and the culture of athletics, and on the research agenda themes(Career Readiness/Life After Sport, Mental Health, LGBTQ, Alcohol and other Drugs, Race and Ethnicity).

Objective 1.3 Establish a partnership with the N4A (National Association of Academic Advisors for Athletics) to develop models for athletics and student affairs collaboration.

Objective 1.2 Create new knowledge about campus integration between athletics and student affairs.

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

Objective 2.1 Grow the SAKC membership to 700.

- a. Recruit new and diverse members from both student-affairs and athletics.
- b. Target graduate students and new professionals to contribute to SAKC initiatives.

Objective 2.3 Continually refine and promote the educational plan.

- a. Identify resources of interest to NASPA members to make available on KC website or other platforms.
- b. Develop content to deliver in multiple arenas (Annual KC publication, NCAA Convention, NASPA on-line learning modules, etc).

Objective 2.2 Engage in strategic use of social media and other communication platforms.

- a. Create an editorial calendar.
- b. Use consistent branding and messaging across available platforms (twitter, facebook, naspa.org, etc.).
- c. Increase reach of SAKC by friending and following influencers.
- d. Increase the reach of communications released by the leadership team.

Objective 2.4 Partner with other KCs to increase visibility and awareness of student-athlete issues in a manner that results in greater advocacy for student-athletes.

- a. Establish a relationship with the African American KC and jointly develop a resource to be distributed to both KCs.
- b. Develop an additional resource with the GLBT KC.
- c. Seek partnerships with additional KCs as mutual interests are discovered (AOD, Wellness and Health Promotion, Latino/a, etc).

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

Objective 3.1 Support a leadership structure that involves committed individuals and continually renews itself through succession planning.

Objective 3.3 Inform professional preparation.

- a. Engage graduate students and new professionals with interests in student-affairs, athletics, or both.
- b. Address at least one NASPA and ACPA Professional Competency Area for Student Affairs Educators in each educational or other content offering.

Objective 3.2 Create an award. Celebrate and share effective models of student affairs and athletics collaboration.

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