

**Crown Council Report  
April 2013  
From the Athletics National Advisory Board**

**Athletics National Advisory Board Overview**

Tom Brown, Facilitator	Susan Breckner	Erik Hendrikson
Rick Hjelm, Co-Chair	Jerry Bren	Dan James
Mary Ryerse, Co-Chair	Tim Butorac	Nicole Lavoie
Katie Aafedt	Marian Delaney	Len Lundquist
Brett Aamot	Brian Descheneau	Marc Miller
Susan Abraham	Bob Gazzola	Stan Larson

**Summary of Discussion Topics**

October: Mission and Alumni Engagement

- Department Update - Tom Brown shared his vision in his new role as Athletics Director and shared progress of each program/team.
- Mission Discussion – The group launched the process of outlining a mission statement for the Athletics Department, a need that surfaced through last year’s meetings and during leadership transition.
- Alumni Engagement Discussion – Tom Brown shared ideas and received input and further ideas from participants regarding strategies to further engage alumni.

February: Mission and Values

- Athletics Department Update - Tom Brown shared progress of each program/team from memory once again.
- Mission Statement – review of language, input, and revisions resulting in specific recommendations and a draft statement.
- Values Discussion – brainstormed values for consideration, provided comments and input to the group who would further outline and define.

Next up will be an on-campus meeting in May.

At the May meeting the group will review strengths, weaknesses, opportunities, and threats for the Department that can inform the writing of a long-range Athletics Department plan.

**MAKE YOUR LIFE COUNT**

**Emerging Opportunities, Challenges, Future Discussion Topics**

Primary item to report is a DRAFT of mission and values. See next page for this draft.

***GUSTAVUS ATHLETICS DEPARTMENT DRAFT***

***Mission Statement:***

*To provide equitable and competitive intercollegiate athletic experiences, and club, intramural, and recreational opportunities in an environment that supports the academic excellence, well-being, and holistic education of all student-athletes.*

***Values:***

***Integrity:***

*Being honest and fair. Acting based on the core values and beliefs of our department and College.*

***Excellence:***

*Achieving to one's highest standards in the classroom, community, and athletic arena through full effort and commitment.*

***Leadership:***

*Serving others and modeling our core values and beliefs on and off the playing field.*

***Respect:***

*Caring for and valuing one's self, teammates, opponents, officials, supporters, and sport.*

***Teamwork:***

*Committing to the group and making personal sacrifices in order to achieve collective goals.*

***Outcomes:***

*Promoting and facilitating decision-making and action in accordance with the Athletic Department's five core values will lead to the following outcomes:*

*-Creating and maintaining a positive and supportive environment for balance and academic, athletic, and personal growth.*

*-Providing a top quality, first-class intercollegiate athletic experience for all Gustavus student-athletes, on and off the field of play.*

*-Developing student-athletes' character in and through participation in intercollegiate athletics.*

*-Inspiring immersion and passion for the traditions of Gustavus sport programs, the Gustavus athletics department, and the greater Gustavus community.*

**Recommendations for Board of Trustee Consideration**

There currently are no recommendations for the Board of Trustees. The group has been made aware of the challenges of the athletic budget and facilities, yet believes a long-range plan for the Department needs to be developed first.

**NAB Operational Highpoints or Challenges**

- The support of the Gustavus staff and faculty has been superb. Tom Brown, several of his staff members, and Barb Larson Taylor have been fantastic resources and have kept the group on track.
- Leaders and experts have emerged within the group, with particular recognition due to Marc Miller, who too the lead with facilitating the mission and values process in a productive, efficient members. Other team members also served on a subcommittee to move this process along, including Brenda Abraham, Nicole LaVoi, Tommy Valentini, and NAB chairs and facilitators.