



Strategic Vision

The NAIA Exists to Advance Character-Driven Intercollegiate Athletics

Principles

The NAIA is guided by the following *principles* to advance character-driven intercollegiate athletics:

Principle No. 1: NAIA programs and competition have as their foundation and are conducted in a manner consistent with the five core tenets of *Champions of Character*: respect, responsibility, integrity, servant leadership and sportsmanship.

Principle No. 2: NAIA member institutions and the association as a whole share a dual commitment to high caliber competition and total student development for participating student-athletes.

Principle No. 3: NAIA chief executive officers and the NAIA Council of Presidents are guarantors of institutional integrity in intercollegiate athletics, effective leadership among affiliated conferences, and strength of purpose, accountability and fiscal responsibility in national program administration.

Principle No. 4: NAIA member institutions conduct their intercollegiate athletics programs within the regular framework of governance, planning, finance and academic oversight established for the institution as a whole.

Principle No. 5: NAIA member institutions make an affirmative commitment and are held accountable to established standards of quality and best practices in academics, eligibility, competition and character education for participating student-athletes.

Priority Strategies

The NAIA will focus resources, development efforts, programs, activities, and evaluation on the following *priority strategies* to advance character-driven intercollegiate athletics:

Strategy No. 1: NAIA member institutions will conduct their intercollegiate athletics programs with high integrity.

Strategy No. 2: We will increase the level of engagement of all NAIA colleges in NAIA programs.

Strategy No. 3: We will communicate outcomes and benefits of character-driven intercollegiate athletics for increased national and local publicity.

Strategy No. 4: We will secure resources to increase the impact of character-driven intercollegiate athletics on society.



Performance Objectives



Strategy No. 1: NAIA member institutions will conduct their intercollegiate athletics programs with high integrity.

Objectives:

1. NAIA members will commit to minimum standards for the conduct of character-driven intercollegiate athletics programs as a condition of membership.
2. The association will identify and implement best practices and resources for member institutions' improvement in the administration of a character-driven intercollegiate athletics program.
3. Member institutions and affiliated conferences will work in concert to ensure accountability to agreed-upon standards for character-driven athletics.
4. *Champions of Character* will function throughout the NAIA trust-based system as a standard for excellence and the basis for continuing education.
5. NAIA competition will reflect the core tenets of character-driven intercollegiate athletics.

Strategy No. 2: We will increase the level of engagement of all NAIA colleges in NAIA programs.

Objectives:

1. Chief executive officers of NAIA members will assume an active leadership role in governance affairs within each affiliated conference.
2. Conference administrators will serve as primary agents in delivery of key services and programs to conference members.
3. Commissioners of affiliated conferences and chief executives of conference members will take the initiative in NAIA membership recruitment and retention.
4. Affiliated conferences and member institutions will assume a leadership role in delivering *Champions of Character* to student-athletes, coaches and local communities.



Performance Objectives

Strategy No. 3: We will communicate outcomes and benefits of character-driven intercollegiate athletics for increased national and local publicity.

Objectives:

1. NAIA members will become advocates for the NAIA.
2. Build NAIA brand to key stakeholders in higher education community.
3. NAIA gains more exposure through national media.
4. Secondary school administrators and coaches will gain awareness and understanding of the NAIA through *Champions of Character* programming adapted for younger student-athletes.

Strategy No. 4: We will secure resources to increase the impact of character-driven intercollegiate athletics on society.

Objectives:

1. A comprehensive financial development plan that supports the advancement of character-driven intercollegiate athletics will be based on the benefits and outcomes for enrolled student-athletes. Increase philanthropic giving.
2. The association will form sustained relationships with increased numbers of corporate partners that support character-driven intercollegiate athletics.