



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.



NAIA Strategic Plan – Overview

9-26-07

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

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

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

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

Performance Objectives:

Members will commit to **minimum standards** for the conduct of character-driven athletics programs as a condition of membership.

The association will implement **best practices** and resources for member institutions' improvement.

Member institutions and conferences will work to ensure **accountability** to agreed-upon standards.

Champions of Character will function throughout the NAIA trust-based system as a standard for excellence and the basis for continuing education.

NAIA **competition** will reflect the core tenets of character-driven intercollegiate athletics.

Performance Objectives:

Chief executive officers will assume an **active leadership** role in governance affairs within each conference.

Conference administrators will serve as **primary agents** in delivery of key services and programs to conference members.

Conference commissioners and CEOs of conference members will take the **initiative in NAIA membership recruitment** and retention.

Affiliated conferences and member institutions will assume a **leadership role in delivering Champions of Character** to student-athletes, coaches and communities.

Performance Objectives:

NAIA members will become **advocates** for the NAIA.

NAIA will gain more **exposure** through national media.

Secondary school administrators and coaches will gain awareness and understanding of the NAIA through **Champions of Character programming adapted for younger student-athletes**.

Performance Objectives:

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.

The association will form sustained relationships with **increased numbers of corporate partners** that support character-driven intercollegiate athletics.