



ACTION PLAN FOR COMPETITIVE SUCCESS

Connecticut College Athletics



ONE CAMEL. ONE TEAM. THE POWER OF MANY.





KATHERINE BERGERON

*President,
Connecticut College*

From the President

Fully-fifty percent of Connecticut College students compete in varsity and club sports every year. That is why our strategic plan, *Building on Strength*, makes elevating athletics a major goal. Strong teams are as vital for admissions as they are for the education of the whole person, developing many of the skills associated with leadership: collaboration, focus, tenacity, execution, and, above all, resiliency.

This plan outlines the actions necessary to make Camel athletics more competitive

through new approaches to recruitment, facilities, and team support. We want to engage the whole community—students, faculty, staff, alumni, parents, and friends—in the life of athletics at Conn to heighten the student experience and foster a culture of excellence.

Yours,

A handwritten signature in black ink that reads "Katherine Bergeron".

Katherine Bergeron



MAUREEN “MO” WHITE

*Director of Athletics and
Chair of Physical Education at
Connecticut College*

From the Director of Athletics

This is an exciting time to be the Director of Athletics at Connecticut College. Our scholar-athlete experience offers students the opportunity to be a part of a rigorous intellectual community with a distinctive curriculum while also competing in the NESCAC, one of the most competitive Division III conferences in the country.

In recent years the College has been developing a long-term plan for athletics. This review and analysis included an external review, a trustee-led taskforce, an athletics facilities master plan, and a department strategic planning process. This work led to the *Action Plan for Competitive Success*.

The plan builds on the legacy of Charlie Luce, the College’s first athletic director who facilitated Conn’s membership into the NESCAC in 1982. We are now poised to take our teams to new levels of competitiveness and success. The plan calls for an important evolution in athletics—the coming together of the campus and extended Conn community as “one camel” and “one team,” and channeling the collective “power of many” to achieve our ambitious goals.

Sincerely,

Mo White

Mo White



Elevate THE STUDENT-ATHLETE EXPERIENCE

Prepare athletes for optimal performance

- Create **comprehensive strength and conditioning** program that prepares athletes for and sustains them through their competitive season(s)
- Develop **enhanced sports medicine** program that supports athletes through preventative medicine and effective care
- Ensure **proper nutrition** and effective support for athletes' **physical and mental health** to facilitate competition at the highest level

Equip teams to excel

- Establish **safety equipment replacement cycle** to protect athletes and adhere to NCAA Sports Medicine Guidelines
- Create **department-wide gear and uniforms** program to enhance Camel pride and provide an equitable experience for athletes and coaches

Develop scholar-athletes and leaders for the future

- Expand **leadership development programs** to prepare athletes for competition and life beyond athletics
- Inspire **academic excellence** by connecting faculty and athletes and celebrating the intellectual and athletic achievements of our students
- Create a more **diverse and inclusive climate** in athletics
- Develop more **engagement opportunities** for athletes on campus and in New London



Elevate **COACHING EXCELLENCE**

Build a stronger NESCAC level coaching and staffing model

- Appoint **full-time head coaches** for all teams to ensure consistent oversight
- Hire **full-time, first assistant coaches** to enhance the recruitment and coaching support necessary for success
- Hire **part-time, second assistant coaches for select teams** to maintain optimal student-to-coach ratios
- Expand **administrative and support staff** to develop a more competitive Division III athletic department

Empower coaches with dynamic professional development opportunities and coaching tools

- Develop new **communication tools** to support recruitment, alumni engagement and critical intra-squad communication
- Leverage **trained facilitators** to enhance team dynamics and communication
- Implement **video performance analysis software** to study team performance and analyze opponents
- Send coaches to **regional and national professional development** conferences and programs



Elevate **ATHLETE RECRUITMENT**

Leverage the athletic recruitment plan to support College enrollment goals

- Expand travel to target strong **sport-specific regions and untapped markets**
- Increase recruitment of **students from historically underrepresented groups**
- Consider establishment of **new athletic programs** to support enrollment goals

Strengthen coaches' recruitment and marketing tools

- Implement **department-wide recruitment software**
- Coordinate **software and marketing materials** with Admissions and Communications
- Focus messaging on **distinctive Conn programs**
- Maximize on-campus recruiting events to **showcase the College**



Elevate ALUMNI AND PARENT ENGAGEMENT AND FUNDRAISING

Engage alumni and parents through the Camel Athletics Network

- Create Alumni/parent **campus and regional events** to bolster Camel pride
- Expand existing **career and professional development events** to include alumni and parents
- Develop **new opportunities** for alumni and parents to contribute their time and talent in support of the College's athletics program

Launch the Camel Athletics Fund

- Provide a **comprehensive fundraising platform** to increase resources for Camel Athletics

Expand communication about Camel Athletics

- Implement a **multi-channel communication strategy** to more actively engage internal and external constituents (print, digital and social media)
- Send **tri-annual reports** to the College's leadership boards (Board of Trustees, President's Leadership Council, Alumni Association Board of Directors, and Parents Council)



Elevate OUR ATHLETICS FACILITIES

Develop and advance an athletic facility master plan

- Create **phased plan** that can be implemented over time
- Include **support spaces** for our athletes, staff, and visiting teams
- Emphasize facilities for **health, wellness, strength and conditioning**
- Improve **connectivity of buildings and landscape**
- Enable Conn to **host quality events and championships**
- Offer facilities that enable the College to **maximize competitive rosters**
- Capitalize on the College's **waterfront assets**
- Make the Athletics Complex a **point of pride** for Camel athletes and the campus community

Implement a facility branding strategy

- Design uniform **branding scheme** for all Connecticut College athletic facilities
- Create **sport-specific branding** in key locations
- Establish **new Hall of Fame**
- Feature **history of Camel Athletics** in prominent location
- Visually highlight **athlete accomplishments**
- Make **NESCAC and NCAA branding** prominent throughout all athletic facilities



CAMELS

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CONNECTICUT
COLLEGE
ATHLETICS

270 MOHEGAN AVENUE
NEW LONDON, CT 06320