

OUR STRATEGIC PRIORITIES

1. FOSTER EXCEPTIONAL STUDENT EXPERIENCES

GOAL #1: Cultivate Leaders through Student-Athlete Development

Ryerson Athletics is dedicated to supporting the development of the whole person - physical, mental and spiritual well-being. Experiences help shape the next generation of change-makers leading to engaged student-athletes and alumni with lifelong connections to Ryerson.

- 1.1 Academic achievement is our top priority. Continue to strengthen the relationship between student-athlete success in the classroom and their success as competitive athletes.
- 1.2 Deliver innovative and nationally recognized student-athlete performance enhancement support and services.
- 1.3 Support student-athletes in gaining valuable life skills and being engaged citizens.

GOAL #2: Become National Champions

Opportunities to compete at national championship levels provide exceptional experiences for student-athletes. We will work hard to enhance our performance while staying true to all of our core values including commitment to excellence, integrity and accountability.

- 2.1 Attract and retain the best student-athletes.
- 2.2 Hire and retain the best coaches, leadership and support team.
- 2.3 Maintain and invest in facilities of championship quality.

GOAL #3: Actively Engage Ryerson Students

A priority of the University is active student engagement and a welcoming, vibrant university life that can make a tremendous difference to students' learning. Ryerson Athletics will deliver exceptional experiences through co-curricular activities.

- 3.1 Diversify our programming and scheduling based on the cultural and geographical needs and interests of our students.
- 3.2 Rejuvenate the Recreation and Athletics Centre.
- 3.3 Deliver innovative recreational programming throughout and beyond the campus.
- 3.4 Offer leadership development and life experience opportunities to students through student leader staff positions and co-curricular activities.

2. CHAMPION VIBRANT COMMUNITY ENGAGEMENT

GOAL #4: Unite Our Community with Rams Spirit and Pride

Ryerson Athletics, through sport and varsity, is an avenue to bring people together with a common sense of belonging and to contribute to a vibrant campus life. Ryerson RAMS is one of the most visible faces of the University.

- 4.1 Create a RAMILY culture of inclusiveness, equity and a sense of belonging that extends to all students, staff and faculty.
- 4.2 Build a strong tradition of engagement and pride for all to celebrate in our accomplishments. WE ARE ALL RAMS!
- 4.3 Collaborate with Ryerson faculty and departments to provide valuable experiential learning.

GOAL #5: Build Strong Community Connections and Partnerships

Athletics provides transitional pathways leading current students to be engaged alumni and youth to be Ryerson student-athletes. Expanding external engagement will bring opportunities to the University, increase reciprocal benefits in the community and strengthen our connectors.

- 5.1 Be role models to youth. Connect with youth and build transitional pathways to encourage and inspire them to achieve athletic and academic success.
- 5.2 Cultivate relationships within our community and create programming that meets their needs and ensures inclusiveness and educational experiences.
- 5.3 Reflect the diversity of our university and city within our leadership, students and programming.

3. BUILD CAPACITY & OPERATIONAL EXCELLENCE

GOAL #6: Implement Operating Standards of Excellence

Ryerson Athletics will build internal capacity through the pursuit of operational excellence. Achieving excellence requires constant attention, reflection, assessment and evaluation, and a commitment to change, adapt, and lead.

- 6.1 Develop leading processes, systems, communications, and evidence-based decision making.
- 6.2 Deliver outstanding customer service to our students and patrons.
- 6.3 Be innovative in our adoption and utilization of technology.

GOAL #7: Foster a Culture of Philanthropy

Increased philanthropy is essential to the University's ability to realize ambitions. Donor support helps to build a strong varsity athletics program and helps Ryerson Athletics and the University to continue to deliver emerging programs.

- 7.1 Expand connections with alumni, individuals and organizations, involving them in the life of the University.
- 7.2 Grow financial resources to support a nationally ranked athletic department.

GOAL #8: Develop an Entrepreneurial Mindset and Work Toward Financial Self-Sustainability

Ryerson Athletics has experienced revenue generation and growth in several areas including fitness programs, day camps, skate training, and venue rentals. Ryerson Athletics will continue to foster the development of new and innovative revenue generation opportunities that can be financially self-sustainable.

- 8.1 Expand and diversify our revenue generating programs and partnerships.
- 8.2 Evaluate business operations to ensure they contribute to financial sustainability and align with the department's core activities.