NATIONAL LEADERSHIP

ACADEMICS

WELL-BEING

FAIRNESS

Dr. Mark Emmert
President, NCAA

Dr. Sue Henderson
NCAA Board of Governors, Vice Chair
Chair, NCAA DIII President Council
The vision of NJCU Athletics is to be national leaders across all NCAA Divisions in our relentless pursuit of developing, enriching, challenging, empowering, and championing our student-athletes, coaches and administrators to achieve their core purpose. We believe every individual that walks onto an NJCU campus has purpose and destiny inside of them and competing in Division III athletics at NJCU will serve as a lifelong valuable step in the journey of becoming the person they were destined to be.
To execute the vision, the mission of NJCU Athletics is to create an environment and foster a culture of success in the areas of academics, athletics, personal, professional, social, campus and community. Led by passionate, driven and knowledgeable coaches, while surrounded by an engaged support system, student-athletes will have every opportunity to maximize their collegiate experience in a value-driven department.
May 2018  
Shawn Tucker hired as AVP & Director of Athletics

June 2018  
adidas partnership

July 2018  
Track is Back!

August 2018  
Launched Rising Knight Institute (RKI)

November 2018  
Formalized new Faculty Knights Mentor Program

March 2019  
Men’s Basketball selected to 3rd straight NCAA Tournament

April 2019  
1st Annual NJCU Athletics Leadership Symposium
The Golden Circle

**WHAT**
Every organization on the planet knows WHAT they do. These are products they sell or the services

**HOW**
Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

**WHY**
Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.
<table>
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<tr>
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<th>2017-2018</th>
<th>2027-2028</th>
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<tr>
<td>12</td>
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<td>25</td>
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<td>181</td>
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Key Drivers

- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities
Key Drivers

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15 years of higher education, intercollegiate athletics, managerial and leadership experience
One of only two Division I program directors on the NCAA Leadership Academy Action Team
Assisted with securing largest donor gift (15M) in Rutgers University Athletics history
Formulated and instituted the nationally recognized Rutgers Leadership Academy (RLA) in 2009-2018
Annually 75-85% of Rutgers student-athletes landed full-time positions or were accepted into a graduate school
Coordinated over 40+ career, leadership and personal enrichment events annually 650+ student-athletes
Co-facilitated at the 2012 NCAA Student-Athlete Leadership Forum
Key Drivers

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New Jersey City University
Department of Intercollegiate Athletics
Organizational Chart

SENIOR ADMINISTRATION

Shawn Tucker
Associate Vice President
Director of Athletics

Danielle Beam
Associate Athletic Director
Student-Athlete Development
& Community Engagement

JUNE 2019
Associate Athletic Director
Internal Operations &
Business Management

TBD
Associate Athletic Director
External Operations

“I must lead by example and be the example”
Key Drivers

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Key Drivers
Faculty Knights Mentor Program

Louise Stanton | Political Science

Dr. Ansley Lamar | Psychology

Lukas Helikum | Accounting

Jason Martinek | Political Science

Robert Prowse | Music

Dr. William Westerman | Professional Studies

Michael Edmonson | Professional Education

Not Pictured: Denise Serpico
Key Drivers

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Mission Statement
The Rising Knight Institute is bound by five essential pillars of success: academics, personal enrichment, leadership, community outreach and career preparation. We support the holistic growth of each student-athlete’s intellectual development, academic excellence, social responsibility and self-empowerment. Our goal is to build character, stimulate motivation and foster strong community relations, while preparing student-athletes to succeed as leaders.

RKI’s Five Pillars

Academics
On Site Tutoring
Study Hall
Degree Progress Training
Academic Advisement

Personal Enrichment
Title IX Training
Financial Literacy Workshops
Social Media Training
Mind, Body and Spirit Workshops

Leadership
SAAC Development Day
Annual Welcome Back Rally
Team Building Seminars
Leadership Symposium

Community Outreach
National Girls and Women in Sports Day
Cans Across the Conference
JC Families Volunteer Partnership
Embrace Kids Foundation
Make-A-Wish Foundation

Career Preparation
Resume
Interview Preparation
Professional Headshots
Self-Branding Seminar
Dress4Success
Key Drivers

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- Executive Leadership
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- Academics
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Phase II
Men’s & Women’s Wrestling
Women’s Golf
Men’s & Women’s Tennis
Key Drivers

- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
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- New Sport Programs & Clubs
- Facilities
ATHLETIC PLANNING STUDY
VISIONING & BENCHMARKING
MAY 14, 2018
BENCHMARKING
INDOOR FACILITIES - ONLINE IDENTITY

RAMAPO: SPORTS AND REC CENTER
- Basic weights room (not branded)
- Large lobby has climbing wall and social hangout space
- Cardio exercise room
RUTGERS CAMDEN: COMMUNITY PARK

- Constrained site: softball outfield straddles soccer field and limited spectator/athlete facilities (but turf)
- Baseball play in minor league stadium. However, stadium to be replaced by three Rutgers fields ($15M project)
- 6 tennis courts
Key Drivers

Faculty Knights Mentor Program

Louise Stanton | Political Science
Dr. Ansley Lamar | Psychology
Dr. William Westerman | Professional Studies
Lukas Helikum | Accounting

Jason Martinek | Political Science
Robert Prowse | Music
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Not Pictured: Denise Serpico
NEW JERSEY CITY UNIVERSITY

NJCU ATHLETICS

Program Forecast
2019