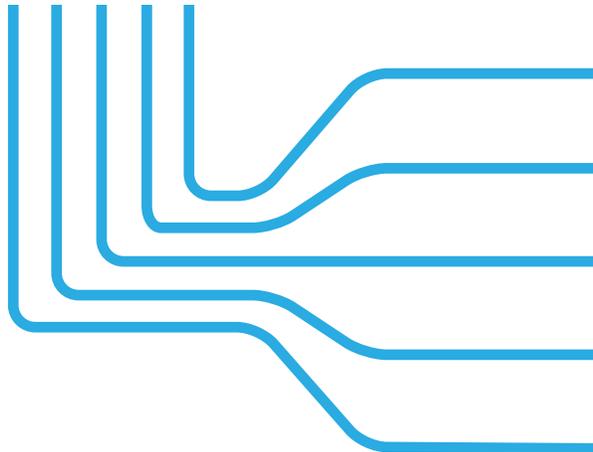


“WE TIP WITH EXCELLENCE AND INTEGRITY”

OUR VISION

Unify and grow the women's basketball community; empower student-athletes to achieve their full potential; celebrate and elevate the game; and create an inspiring experience for all involved.



TEAMWORK

We define success in terms of what we accomplish together.

INCLUSION

We embrace diversity and celebrate differences.

PASSION

We aspire to be the best we can be in all we do.

EXCELLENCE

We succeed in education, basketball and our lives.

INTEGRITY

We honor and respect the game and each other.

We're building our plan on the following goal areas:

○ **Leadership**

NCAA Women's Basketball leads within and beyond the sport to unify and strengthen the game and our community.

○ **Transformational Student-Athlete Experience**

NCAA Women's Basketball shall be the gold standard for how participation in intercollegiate athletics serves as an integral component of the higher education experience and prepares student-athletes for life after college.

○ **Quality Competition**

NCAA Women's Basketball shall administer and shape the game to showcase the commitment student-athletes and coaches devote to skill development and team play at the highest level.

○ **Memorable Championships**

NCAA Women's Basketball Championships are the pinnacle of the student-athlete experience. We commit to providing the best and brightest stage on which to celebrate our game.

○ **Building Affinity**

The unique identity of NCAA Women's Basketball is all about the connection people feel to the game, student-athletes and coaches.

It's the time to execute strategies that lead us to victory.

With those as our guideposts, our strategic plan will elevate our game and our community. We're intentional about the steps we're taking to achieve our goals. We've set a course that will benefit those who play the game — and those who oversee it — in all three divisions for years to come.

PROGRESS TO DATE

LEADERSHIP

Diversity, Professional Development and Retention.



Women's basketball established a committee to advance diversity, professional development and retention of coaches, and increase opportunities for women and minorities.

USA National Team Collaboration.



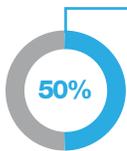
NCAA women's basketball teams were granted a waiver to allow exhibition competitions against the USA Basketball national team during the 2019-20 season. This collaborative effort celebrates and promotes the growth of women's basketball, and provides the opportunity for student-athletes to compete at the highest level of competition while preparing the USA Women's National Team for the 2020 Olympics in Japan.

Coaches Credentialing Pilot.



Women's basketball coaches participated in the inaugural NCAA Coaches Credential Pilot study. This collaborative effort between the NCAA, WBCA and NABC was administered to inform future efforts to extend credentialing across NCAA sports. Evaluation of the first-year coaches credentialing pilot program will assess its effectiveness and help further define the program moving forward.

WBB Key Stakeholders Collaboration and Youth Basketball Participation.



Monthly teleconferences are held with leadership of key stakeholders of the game (e.g., WBCA, USA Basketball, WNBA and ESPN) on ways to further engage and grow women's basketball fans, including a focus on youth sport development.

QUALITY COMPETITION

Innovative Technology.



Regular-season and conference tournaments received a playing rules waiver to use new technologies (e.g., live stats). Work continues with sport and playing rules committees to explore innovations to elevate the game.

MEMORABLE CHAMPIONSHIPS

New Division I Regional Format.



A new two-site, eight-team per site regional model will be implemented for the 2023 championship. The new model will elevate and enhance the student-athlete experience, provide focused efforts to grow the sport in host cities, increase programming opportunities and align with strategic priorities (e.g., coach and officiating pipelines, student-athlete career development, health and well-being).

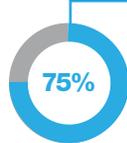
Conference Monitoring Program and Regional Advisory Committee (RAC).



An annual evaluation program has been implemented to solicit conference feedback on the impact and success of the Conference Monitoring Program and RACs and ensure integrity in the team selection and seeding process.

BUILDING AFFINITY

Digital Road Trip.



To build interest in the game, the NCAA digital team evolved the Division I Women's Basketball National Media Day platform. The team produced a road trip highlighting women's basketball student-athletes and coaches, evaluating preseason awareness, and capturing content to deeply connect the women's basketball community through telling the sport's compelling story.

UPCOMING PRIORITIES

LEADERSHIP

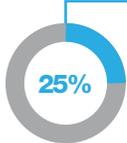
Coaches Credentialing Phase II



Women's basketball coaches from all three divisions are engaged in a process to create the framework for a Women's Basketball Coaches Credential as the model for coaches credentialing across other NCAA sports.

QUALITY COMPETITION

Experimental Playing Rules Review.



Review current experimental playing rules used during regular-season and conference tournaments, and evaluate the opportunity for use during women's basketball championships.

2021 NCAA Playing Rules Cycle.



Review and recommend playing rule change(s) specific to the use of technology during competition in the 2021 NCAA rules cycle.

BUILDING AFFINITY

Media Advisory Group.



Launch a media advisory group for national media to engage quarterly on women's basketball issues and the state of the game.