

# “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.



2020-21 WOMEN'S BASKETBALL YEAR TWO PRIORITIES

**GOAL AREA: LEADERSHIP**

**OBJECTIVES**

- ▶ Drive awareness of and advocate for women's basketball.
- ▶ Position coaches as ambassadors for the sport.
- ▶ Promote fiscal responsibility and sustainability.
- ▶ Engage with organizations that oversee and administer youth basketball.

**YEAR TWO GOAL AREA PRIORITIES**

- Continue collaboration with women's basketball key stakeholders, and further elevate discussions around youth basketball participation.
- Development and execution of a virtual women's basketball summit with key stakeholders.
- Explore legislation change for NBA Academy within Tourney Town.
- Considerations for a USA Basketball waiver in 2020-21 due to COVID-19 Olympic preparations.
- Coaches Credentialing Phase III. Women's and men's basketball coaches are engaging to inform the development of curriculum to provide a complete coaches credentialing program. The women's basketball credentialing program is expected to be developed within the year.
- The TIP with Excellence and Integrity Toolkit will share content and a process for coaches to engage in compassionate and courageous culture conversations, with the ultimate goal of creating solidarity within individual member teams and communities across women's basketball.

2020-21 WOMEN'S BASKETBALL YEAR TWO PRIORITIES

**GOAL AREA: TRANSFORMATIONAL  
STUDENT-ATHLETE EXPERIENCE**

**OBJECTIVES**

- ▶ Support and promote student-athlete well-being.
- ▶ Facilitate effective post-athletics transition, career preparation and leadership development.
- ▶ Actively lead positive and impactful change in the areas of culture, health and safety, and social justice for the betterment of the sport and student-athletes' experience.

**YEAR TWO GOAL AREA PRIORITIES**

- Women's basketball is collaborating with the Women's Basketball Coaches Association (WBCA) and the Sport Science Institute (GOALS Study) in a research-based transformational coach education program that will study coach-athlete relationships. Results of the study will be available in spring 2021.
- Development of a student-athlete engagement panel to drive the priorities of the game through the voice of the student-athlete.
- Continued development of the former student-athlete fellow designation for former basketball student-athletes to engage in limited coaching activities to become more qualified for future positions.

2020-21 WOMEN'S BASKETBALL YEAR TWO PRIORITIES

## GOAL AREA: QUALITY COMPETITION

### OBJECTIVES

- ▶ Improve competitive parity.
- ▶ Explore innovations to elevate the game.
- ▶ Enhance the existing national officiating program.

### YEAR TWO GOAL AREA PRIORITIES

- Hire a Division II national coordinator of officials.
- Divisions I, II and III are collaborating on virtual coordinators meetings and clinics. Offering virtual officiating clinics allows for increased participation across all three divisions, which provides consistent messaging and inclusion for all officials programming.
- Men's and women's basketball are looking to add a diversity regional advisor.
- Divisions II and III Women's Basketball Committees will review the work of the Women's Basketball Oversight Competition (WBOC) Committee and determine their divisional definition of competitive parity or adopt the one provided from Division I.
- Innovation and technology on the bench issue will continue to be reviewed in advance of the rules change cycle (live stats on the bench, three-point line extension, etc.).
- Through a partnership with the WNIT, women's basketball will experiment with the expanded depth of the three-point line to provide feedback to the Playing Rules Oversight Committee for final review of the updated rule, when necessary.

2020-21 WOMEN'S BASKETBALL YEAR TWO PRIORITIES

## GOAL AREA: MEMORABLE CHAMPIONSHIPS

### OBJECTIVES

- ▶ Ensure quality championship format, site selection and management.
- ▶ Ensure integrity in team selection, seeding and bracketing.
- ▶ Optimize the student-athlete experience at championships.
- ▶ Optimize the fan experience at NCAA championships.

### YEAR TWO GOAL AREA PRIORITIES

- Expand markets and drive increased interest for host cities to be involved and support the sport. Further grow the brand equity with potential hosts in new markets.
- Continue to integrate women's basketball mobile app ability, inclusive of Divisions II and III championship final sites.
- Selection criteria will continue to be assessed and examined, including the evaluation and/or adjustment of team sheets with usage of the NET and/or team sheets.
- Fall 2020 virtual multi-session women's basketball educational sessions to support visibility and integrity on selections, marketing the game and usage of the NET.
- Move to all digital tickets for 2021 women's basketball tournament (full activation at the Women's Final Four and encourage regional activation around the protocol as well as with regard to COVID-19).
- NCAA Corporate Champion and Partner (CCP) activations within Tourney Town and special events to grow the reach of women's basketball, provide additional fiscal resource assistance, and expand the overall on-site/virtual fan experience.

2020-21 WOMEN'S BASKETBALL YEAR TWO PRIORITIES

# GOAL AREA: BUILDING AFFINITY

## OBJECTIVES

- ▶ Build cohesion, vision and awareness to enhance the future of the game.
- ▶ More deeply connect the women's basketball community by telling our compelling story.
- ▶ Grow the fan base.

## YEAR TWO GOAL AREA PRIORITIES

- Advancement Committee to activate around the philosophy and priorities of its role in the governance structure to execute visible women's basketball brand affinity efforts.
- Continue collaboration with ESPN to enhance women's basketball coverage (regular and postseason) similar to what was planned for the 2020 postseason.
- Develop a broadcast plan for combined divisional 2023 women's basketball championships, with the addition of Division III being broadcast.
- Enhance women's basketball relationship with social/digital media companies to expand the brand of women's basketball to online audiences (e.g., Facebook, Instagram, Twitter).
- Leverage NCAA digital/social media assets to further tell the story of the sport and elevate the game for external audiences.
- Build the NCAA women's basketball Ambassador Program with key stakeholders (former women's basketball student-athletes, coaches, and key stakeholders) through local regional and/or preliminary events.