



# WOMEN'S BASKETBALL

STRATEGIC POSITIONING

**"WE TIP WITH  
EXCELLENCE AND  
INTEGRITY"**

## OUR VISION

*Women's Basketball is a preeminent collegiate sport culminating with extraordinary national championships.*

*The vision will be accomplished by unifying and growing the women's basketball community, empowering student-athletes and teams to achieve their full potential, celebrating and elevating the game, and creating an inspiring experience for all involved.*

## OUR VALUES

### **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.*

## OUR GAME. OUR COMMUNITY. OUR TIME.

## OUR COMMITMENTS

### **THE GAME**

*NCAA Women's Basketball guides and shapes the game to showcase the commitment of student-athletes and coaches excelling in team play at the highest level.*

- Innovative and modern approaches will be used to showcase the true essence of the women's game.
- Excellence will be elevated throughout each championship game to foster growth and enhance safe competition.
- The foundation of women's basketball will be enhanced by investing in its infrastructure, coaching and officiating.

### **THE CHAMPIONSHIPS**

*NCAA Women's Basketball provides the pinnacle of the student-athlete and team experience on the the brightest stage on which to celebrate our game.*

- Student-athlete and team experiences are optimized at our championships by providing a premier experience from invitation to the crowning of champions.
- Growth of the fan base will take place throughout our championships and the fan experience will be elevated.
- Achieve excellence in financial stewardship by focusing on cost management, maximizing revenue, and delivering sustainable funding.

### **THE BRAND**

*NCAA Women's Basketball actively advances the elite brand of women's basketball to create a transformational experience for student-athletes, teams and fans.*

- Innovative and data-driven strategies will be implemented to expand the ecosystem of college women's basketball while growing the fan database and utilizing it for strategic decision-making.
- The essence of the game year-round will be amplified by promoting women's basketball, building excitement towards championships, and inspiring the next generation of athletes and fans.
- Opportunities will be provided for media to gain insights into the players, coaches and the game while leveraging the media influence of Division I to foster growth in Divisions II and III.