

## EXECUTIVE SUMMARY

NCAA Women's Basketball engaged more than 1,000 stakeholders in the development of a comprehensive strategic plan. The result is a document that will guide NCAA Divisions I, II and III in collaboration with their key stakeholders to fully express a shared vision for the future of women's basketball.

The process evolved over a 12-month period and engaged coaches, administrators and current and former student-athletes across all three NCAA divisions. The leadership of the Women's Basketball Coaches Association, USA Basketball, ESPN, numerous media personnel and other strategic partners actively participated in the feedback and planning process.

There is significant stakeholder agreement that the following values drive the unique identity of NCAA Women's Basketball: Teamwork, Inclusion, Passion, Excellence and Integrity. Values drive behavior and sharing the values across all of NCAA Women's Basketball is important. Therefore, a creative way to remember and share the values was developed:



The vision developed through stakeholder feedback is to: **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.**

Five goal areas are used to focus the plan: Leadership, Transformational Student-Athlete Experience, Quality Competition, Memorable Championships and Build Affinity. Within each goal area, objectives and strategies have been developed to leverage the strengths and opportunities and to mitigate the weaknesses and threats that were identified by stakeholders.

In collaboration with the NCAA Women's Basketball staff, a cross-divisional Steering Committee will lead and oversee the plan implementation. The Steering Committee composition includes the Divisions I, II and III Women's Basketball Committee chairs, the Women's Basketball Oversight Committee chair, the vice president for women's basketball, and all three divisional staff liaisons.

The plan officially tips off on April 29, 2019, following final review by the governing bodies for NCAA Divisions I, II and III. A unique webpage is available on [ncaa.org/WBBStrategicPlan](http://ncaa.org/WBBStrategicPlan) with all pertinent information regarding the NCAA Women's Basketball Strategic Plan.

Continued feedback, questions and comments regarding the strategic plan will be accepted throughout the duration of the plan at [wbbstrategicplan@ncaa.org](mailto:wbbstrategicplan@ncaa.org).



**WOMEN'S BASKETBALL**

2019-24 STRATEGIC PLAN