

Augsburg Athletic Department: Advancing the Mission of Augsburg College

The Augsburg College Athletic Department strives to advance, support and nurture the college mission. There are three ways that the Athletic Department advances the mission; department initiatives, connecting with other departments and the community, and finally carrying out the success of the four areas of the Augsburg mission statement.

The Athletic Department has **nine initiatives** for every athletic team that ensures progress and success for each program.

1. Academic Success – To maintain a high academic standard.
2. Alumni Involvement - Involving alumni through communication and events.
3. Athletic Development – Fundraising for each sport.
4. Athletic Success – Success and excellence in sports competition.
5. Camps and Clinics
6. Community Service
7. Recruiting
8. Retention
9. Team Commitment – Commitment to the department and campus community.

These nine initiatives form a strong foundation that builds the success of 18 athletic teams. **The Athletic Department intersects with other departments and the community to work together to successfully meet these goals and to provide a supportive environment for the Augsburg community.**

- *Academic Success* - The Athletic Department teams up with Academic Support Services, the tutor center and faculty to ensure the academic success of each student – athlete.
- *Alumni Involvement* - The Athletic Department brings alumni on campus for special events and connects with them through newsletters and mailings. Close work with the alumni office and Institutional Advancement is critical.
- *Athletic Development* - The Athletic Department and the Development Office focus on coordinating fundraising opportunities such as golf tournaments, community rummage sales, and working at professional sporting events.
- *Athletic Success* - The athletic teams strive for success by providing opportunities for the community to enjoy sporting events.
- *Camps and Clinics* - Coaches run camps that are open to junior high and high school athletes from across the Midwest and high school coaches are invited to attend clinics from across the state. The department works closely with facilities and event services to provide a wonderful experience for participants.
- *Community Service* - Athletics works with Mary Laurel True in the Center for Service Work and Learning on various community service projects. This has aided the programs in reaching out into the community. Every athletic team is required to do at least one community service project.
- *Recruiting* - Augsburg had 390 new students this year. Athletics recruited 205 first year students.
- *Retention* - Each team provides a support system for their student – athletes. This involves working with Resident Life, Student Affairs, and Ethnic Services to ensure the well – being of each student throughout their college career.
- *Team Commitment* - The department maintains a commitment and support for the Augsburg community by participating in many events and activities throughout the year.

How does the Athletic Department reflect and advance the Augsburg mission?

Athletics demonstrates the liberal arts...

- Athletics contributes to the overall approach to physical and mental wellness.
- There are various philosophical lessons to be learned from the athletic programs for example; life lessons, dealing with success and adversity, overcoming challenges, good preparation, leadership and ethical development.
- Sportsmanship and good ethics in sports and representing how you conduct yourself on and off the court.
- Community service teaches the student – athletes about the importance of being a part of the community.
- Representation of oneself and the college through competition, and a sense of pride is developed in the campus and the community.

Athletic programs incorporate faith and values in the following ways...

- For each athletic program, faith and family are top priorities.
- Athletes serve as role models and are held to higher standards.
- There is a commitment for each team to participate in chapel.
- Each individual program incorporates faith on an individual basis: bible study, devotions, etc.
- Each team has respect for and accepts all faiths.

The Athletic Department is committed to involvement in the metropolitan setting by...

- Coaches run camps and clinics for local youth on campus.
- Teams get actively involved in community service projects.
- The athletic programs provide top – notch sports entertainment for the local community.
- The department strives to promote the opportunity of the city, ie. Light rail, pro sporting events, theater, museums, art and entertainment, etc.
- The Athletic Department recruits inner – city high school students and minority student – athletes.

The Athletic Department contributes to a Diverse Campus Community...

- There are 18 sports that make up a diverse range of backgrounds and who are dedicated to the common purpose.
- Each team is composed of a diverse group of students with various socio-economic backgrounds, cultures, age, gender, race, creed, and learning styles.
- Sport programs through travel, are exposed to various regional, national, and international experiences.
- Teams also participate in a variety of community service projects and expose students to the local community and vice versa.
- Athletics is the epitome of divergent view points.

In conclusion, the athletic department strongly supports and follows the Augsburg College mission. The athletic department has developed nine initiatives and includes other campus departments and the community in its mission to intersect with the entire campus. Through the success of meeting each initiative, the department is able to live the Augsburg mission through leadership and pride in the school and community.