

NEW JERSEY CITY UNIVERSITY

NJCU ATHLETICS

Program Forecast

2019



NATIONAL LEADERSHIP

ACADEMICS

WELL-BEING

FAIRNESS



Dr. Mark Emmert
President, NCAA

Dr. Sue Henderson
NCAA Board of Governors, Vice Chair
Chair, NCAA DIII President Council



VISION



The vision of NJCU Athletics is to be national leaders across all NCAA Divisions in our relentless pursuit of **developing, enriching, challenging, empowering, and championing** our student-athletes, coaches and administrators to achieve their core purpose. We believe every individual that walks onto an NJCU campus has purpose and destiny inside of them and competing in Division III athletics at NJCU will serve as a lifelong valuable step in the journey of becoming the person they were destined to be.

MISSION



To execute the vision, the mission of NJCU Athletics is to create an environment and foster a culture of success in the areas of **academics, athletics, personal, professional, social, campus** and **community**. Led by passionate, driven and knowledgeable coaches, while surrounded by an engaged support system, student-athletes will have every opportunity to maximize their collegiate experience in a value-driven department.





June 2018
adidas
partnership

August 2018
Launched Rising
Knight Institute (RKI)

March 2019
Men's Basketball selected
to 3rd straight NCAA Tournament

May 2018
Shawn Tucker hired
as AVP & Director of
Athletics

July 2018
Track is Back!

November 2018
Formalized new
Faculty Knights Mentor
Program

April 2019
1st Annual NJCU Athletics
Leadership Symposium

The Golden Circle

WHAT

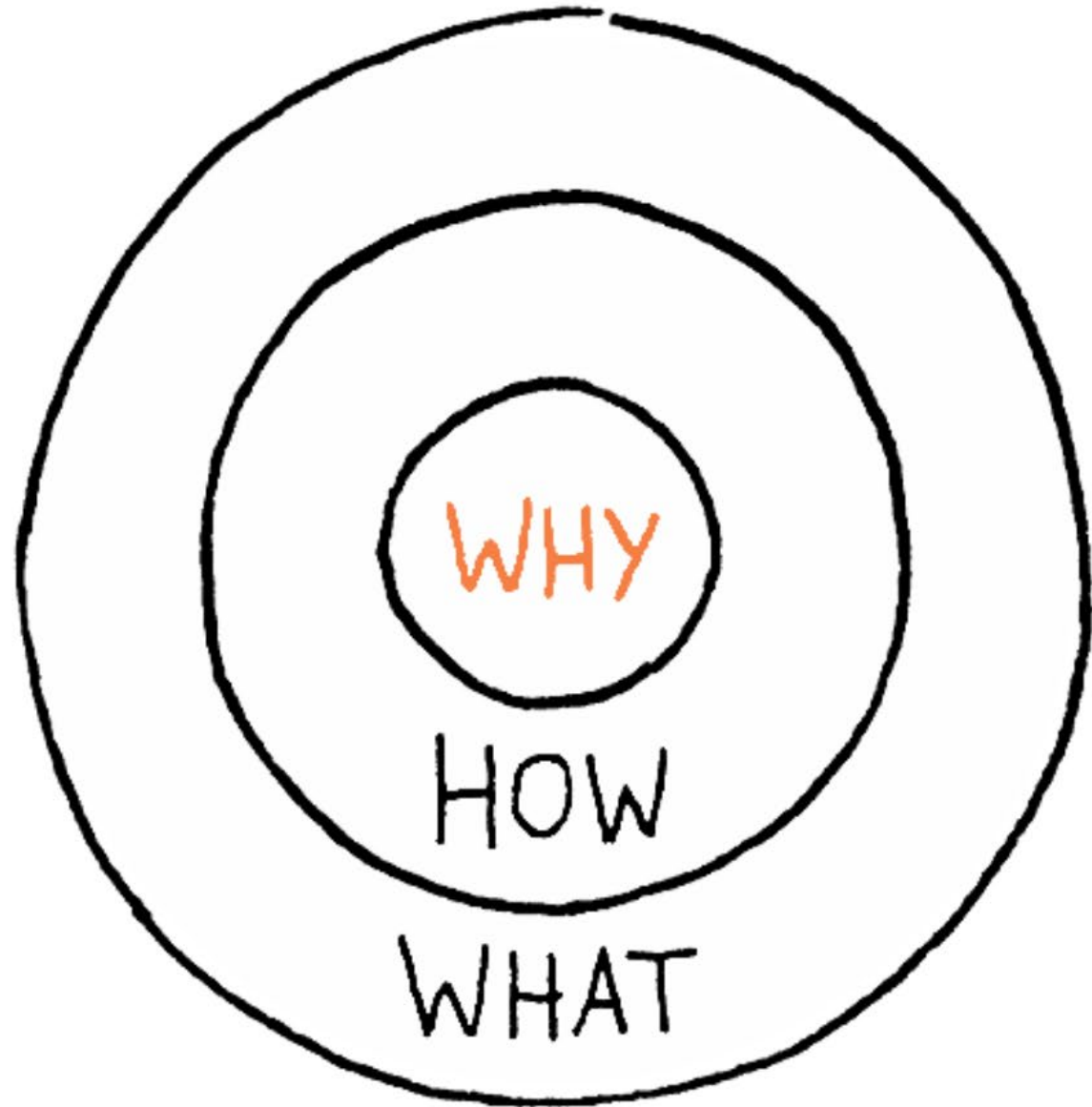
Every organization on the planet knows WHAT they do. These are products they sell or the services

HOW

Some organizations know HOW they do it. These are the things that make them special or set them apart from their competition.

WHY

Very few organizations know WHY they do what they do. WHY is not about making money. That's a result. WHY is a purpose, cause or belief. It's the very reason your organization exists.



2017-2018

12

181

2027-2028

25

600+

KEY DRIVERS



- **Executive Leadership**
- **Senior Level Personnel**
- **Budget**
- **Entrepreneurship & Strategic Partnership**
- **Academics**
- **Student Development**
- **Recruitment/Retention (Brand)**
- **New Sport Programs & Clubs**
- **Facilities**

KEY DRIVERS



- **Executive Leadership**
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities

EXECUTIVE LEADERSHIP



NCAA Board of Governors, Vice Chair
NCAA Division III, Chair

- 15 years of higher education, intercollegiate athletics, managerial and leadership experience
- One of only two Division I program directors on the NCAA Leadership Academy Action Team
- Assisted with securing largest donor gift (15M) in Rutgers University Athletics history
- Formulated and instituted the nationally recognized Rutgers Leadership Academy (RLA) in 2009-2018
- Annually 75-85% of Rutgers student-athletes landed full-time positions or were accepted into a graduate school
- Coordinated over 40+ career, leadership and personal enrichment events annually 650+ student-athletes
- Co-facilitated at the 2012 NCAA Student-Athlete Leadership Forum



Jason Kroll
Vice President & Chief Strategy Officer

KEY DRIVERS



- Executive Leadership
- **Senior Level Personnel**
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities

SENIOR LEVEL PERSONNEL



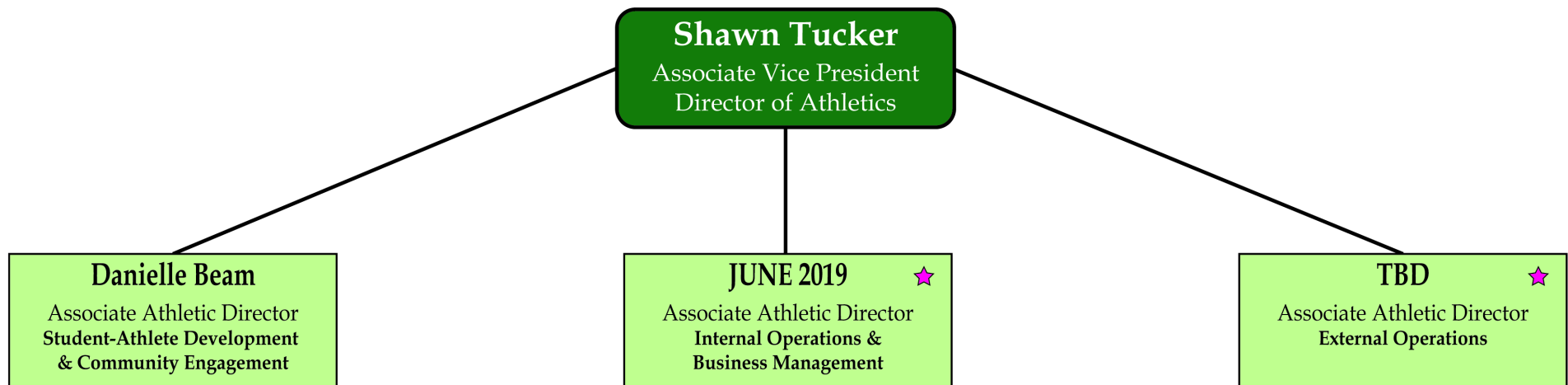
New Jersey City University

Department of Intercollegiate Athletics

Organizational Chart

SENIOR ADMINISTRATION

- AVP & Director of Athletics
- Associate Athletic Director
- Assistant Athletic Director
- ★ Proposed New Position



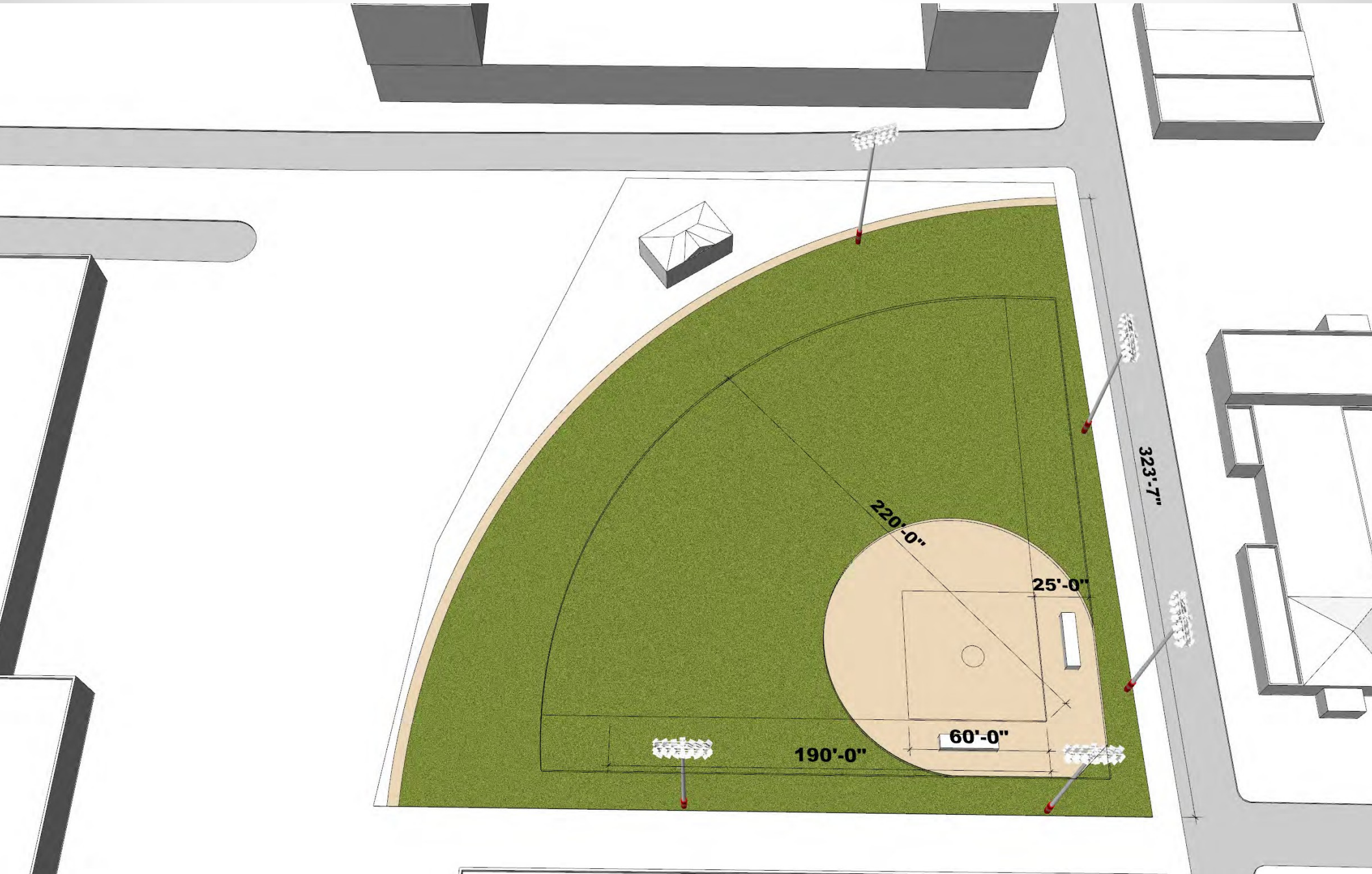
“I must lead by example and be the example”

KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- **Budget**
- **Entrepreneurship & Strategic Partnership**
- Academics
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities

NJCU SOFTBALL – HOME 2020



KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- **Academics**
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities

KEY DRIVERS



FACULTY KNIGHTS MENTOR PROGRAM



Louise Stanton | Political Science

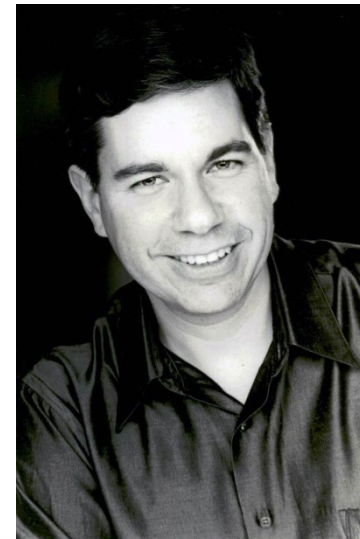


Lukas Helikum | Accounting

Jason Martinek |
Political Science



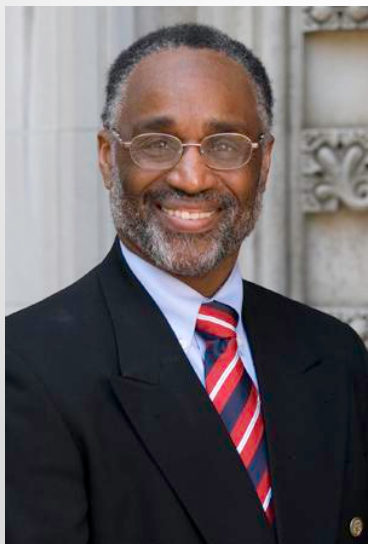
Robert Prowse | Music



Michael Edmonson |
Professional Education



Dr. Ansley Lamar | Psychology



Dr. William Westerman | Professional Studies

Not Pictured: Denise Serpico

KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- **Student Development**
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- Facilities

RISING KNIGHT INSTITUTE

Mission Statement

The Rising Knight Institute is bound by five essential pillars of success: academics, personal enrichment, leadership, community outreach and career preparation. We support the holistic growth of each student-athlete's intellectual development, academic excellence, social responsibility and self-empowerment. Our goal is to build character, stimulate motivation and foster strong community relations, while preparing student-athletes to succeed as leader.

Academics

On Site Tutoring
Study Hall
Degree Progress Training
Academic Advisement

Personal Enrichment

Title IX Training
Financial Literacy Workshops
Social Media Training
Mind, Body and Spirit Workshops

RKI's Five Pillars

Leadership

SAAC Development Day
Annual Welcome Back Rally
Team Building Seminars
Leadership Symposium

Community Outreach

National Girls and Women in Sports Day
Cans Across the Conference
JC Families Volunteer Partnership
Embrace Kids Foundation
Make-A-Wish Foundation

Career Preparation

Resume
Interview Preparation
Professional Headshots
Self-Branding Seminar
Dress4Success



NJCU
SCHOOL OF BUSINESS

FEAR OF ALL

LAZINESS

NJCU
Athletics

KNIGHTS
VOLLEYBALL

NJCU
ATHLETIC KNIGHT
VOLLEYBALL
LAZINESS





ECAC
EASTERN COLLEGE ATHLETIC CONFERENCE
EST. 1930
HOME OF CHAMPIONS
WWW.ECACSPORTS.COM
f t i y e c a c s p o r t s

NJCU

period

player

fouls

NEW JERSEY ATHLETIC
CONFERENCE
MEN'S BASKETBALL
CHAMPIONS
2010-11 19-10



NJCU
GOTHIC KNIGHTS



EXIT

NJCU
NEW JERSEY CITY UNIVERSITY

78

8

20

KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- **Recruitment/Retention (Brand)**
- New Sport Programs & Clubs
- Facilities



adidas®

The Adidas logo, consisting of three slanted parallel bars above the word 'adidas' in a bold, lowercase sans-serif font, with a registered trademark symbol (®) to the upper right.







@seanpgibney

DAVE
ETIENNE

22.41 SECONDS

200 METERS (1ST PLACE)

49.91 SECONDS

400 METERS (2ND PLACE)



2019 ECAC CHAMPION



KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- Recruitment/Retention (Brand)
- **New Sport Programs & Clubs**
- Facilities



GENERAL

MORE



TRACK IS BACK



NJCU Athletic Communications



**Track Is Back! New Jersey City University
Announces Elevation of Track and Field to
Varsity Status for 2018-19**

Phase II

Men's & Women's Wrestling

Women's Golf

Men's & Women's Tennis

KEY DRIVERS



- Executive Leadership
- Senior Level Personnel
- Budget
- Entrepreneurship & Strategic Partnership
- Academics
- Student Development
- Recruitment/Retention (Brand)
- New Sport Programs & Clubs
- **Facilities**



ATHLETIC PLANNING STUDY

VISIONING & BENCHMARKING

MAY 14, 2018

BENCHMARKING

INDOOR FACILITIES - ONLINE IDENTITY

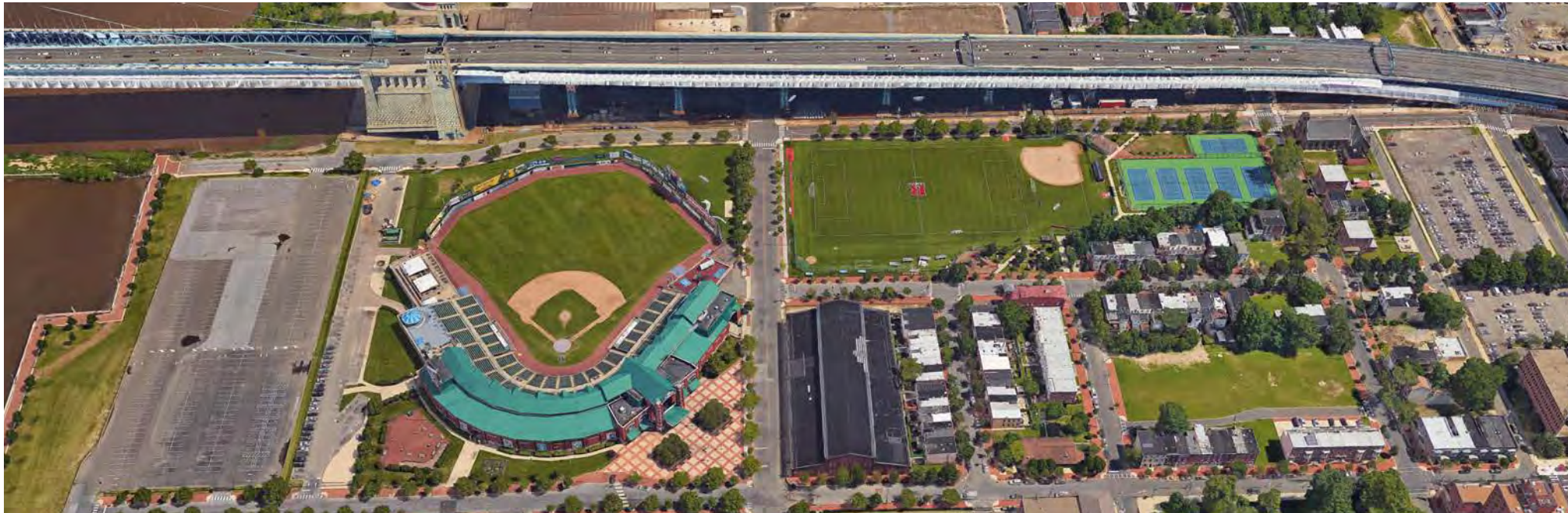


RAMAPO: SPORTS AND REC CENTER

- Basic weights room (not branded)
- Large lobby has climbing wall and social hangout space
- Cardio exercise room

BENCHMARKING

OUTDOOR FACILITIES - ONLINE IDENTITY



RUTGERS CAMDEN: COMMUNITY PARK

- **Constrained site: softball outfield straddles soccer field and limited spectator/athlete facilities (but turf)**
- **Baseball play in minor league stadium. However, stadium to be replaced by three Rutgers fields (\$15M project)**
- **6 tennis courts**

KEY DRIVERS



FACULTY KNIGHTS MENTOR PROGRAM



Louise Stanton | Political Science

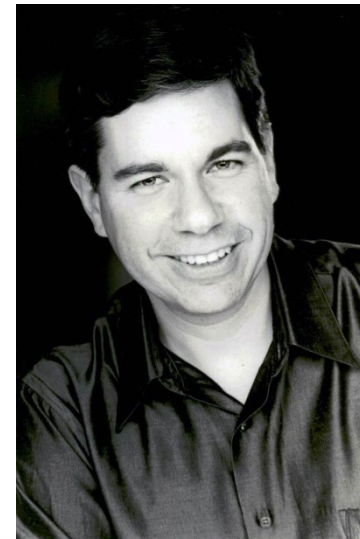


Lukas Helikum | Accounting

Jason Martinek |
Political Science



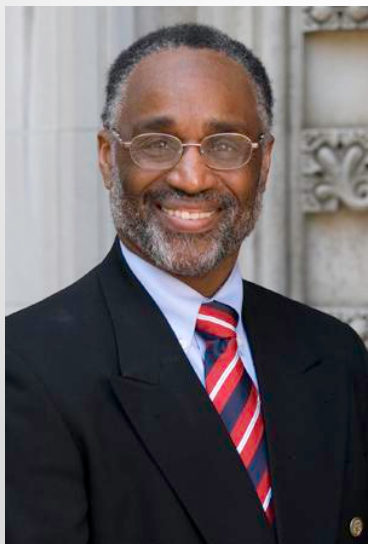
Robert Prowse | Music



Michael Edmonson |
Professional Education



Dr. Ansley Lamar | Psychology



Dr. William Westerman | Professional Studies

Not Pictured: Denise Serpico

NEW JERSEY CITY UNIVERSITY

NJCU ATHLETICS

Program Forecast

2019

