

Milford Athletic Department Strategic Plan Summary

2015-16

Milford Exempted Village School District Vision Statement

The vision of the Milford Exempted Village School District is to inspire and prepare our students to reach their fullest potential in a diverse and dynamic world.

Athletic Department Value Statements

In addition to the MEVSD values, as a Milford Athletics community, we believe in and value...

- Athletes as students, first and foremost
- Developing character in each person, making them the best they can be in mind, body, and spirit
- Developing meaningful relationships in our athletic "family" and broader society
- Developing sports specific skills to maximize the potential and success of players, teams, and programs
- Healthy life styles, including freedom from substance abuse
- Hard work, teamwork and sportsmanship which contribute to success and the achievement of goals
- Mutual respect and tolerance

Athletic Department Strategic Intentions

As a Milford Athletics community, we will...

- Emphasize high expectations for academic achievement and support athletes as students
- Expand and sustain an open and proactive communications network that impacts all stakeholders
- Continually maintain, upgrade and add athletic facilities to enhance the student and community experience
- Increase participation and balance competitive intent for all levels and programs
- Improve the funding of athletic programming through a variety of sources
- Aggressively develop and preserve an increased sense of school spirit and support with all stakeholders

Athletic Department Mission Statement

The mission of the Milford Athletic Department is to be an integral part of the educational process by providing the means and resources for students to be involved in competitive sports. We develop the whole person, promote teamwork, and create positive social interactions and a positive community environment.

Athletic Department Strategic Objectives

As a Milford Athletics community, through our action plans, we will...

1. Maintain a 3.0 or higher in-season G.P.A. for at least 90% of all MHS athletic programs as measured quarterly either during or at the conclusion of each program's season.
2. Reach a social media exposure level of at least 25,000 average monthly website visits, 2000 Twitter 'Followers' and 1000 Facebook 'Likes'.
3. Upgrade/Expand the high school weight room by August, 2017.
4. Upgrade the soccer and football complexes (team rooms, bathrooms, etc.) by August, 2018.
5. Finish in the top 3 of the ECC All-Sports Trophy standings.
6. Win at least 5 ECC team championships.
7. Attain at least 300 multi-sport/season athletes (grades 7-12).
8. Realize a 40% or higher distinct athlete participation rate for grades 7-12 overall student population and a 70% or higher distinct extracurricular participation rate for grades 9-12 overall student population.
9. Achieve an overall gate revenue (including season passes) of at least \$175,000.
10. Achieve an overall game attendance/admission level of at least 40,000 spectators.