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STRATEGIC PLAN FOR ATHLETICS

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DEAR MEAN GREEN FAMILY,

I want to sincerely thank each of you for your continued belief in our vision and your unwavering support of our coaches, staff, and student-athletes. As we build upon our previous plan, we can take great pride in the progress we have achieved together over the past three years. Your commitment has enabled meaningful growth for the Mean Green, and we look forward to the future with excitement and anticipation as we relentlessly pursue the goals and our vision outlined through this new strategic plan.

Guided by UNT's **Better Look North** strategic plan under the leadership of President Harrison Keller, Ph.D., UNT Athletics' new strategic plan centers on this transition and the priorities that will move our athletics programs into the top third of the American Conference over the next five years. We remain steadfast in our mission of **Building Champions** and **Preparing Leaders**, delivering transformative, life-changing experiences for our student-athletes while pursuing excellence in every facet of our operation.

The standard has been raised. With the collective strength of our coaches, staff, student-athletes, alumni, and loyal supporters, I am confident we are prepared to meet the challenges ahead.

This strategic plan will serve as our roadmap and the primary lens through which we set priorities and measure progress. Together, we will continue to elevate UNT Athletics, strengthen our competitive identity, and create lasting pride and value for The University of North Texas.

North Texas We Love,



Jared Mosley
Vice President and
Director of Athletics



MISSION STATEMENT

Building Champions and Preparing Leaders through the pursuit of perfection in academics, athletics, and life.



MEAN GREEN ATHLETICS VISION STATEMENT

Vision Statement:

We strive to unite and inspire the Mean Green Community through championship excellence, integrity, tradition, and meaningful connection. We are committed to becoming a national leader in collegiate athletics where every voice fuels our success.

Tagline:

Rooted in Tradition. Forged by Grit. United for Greatness.

MEAN GREEN ATHLETICS STRATEGIC PLAN

Aligning with the university's 2026-30 *Better Look North* strategic plan and framework under President Harrison Keller, Ph.D., the new Mean Green Athletics strategic plan positions UNT Athletics as a preeminent athletic program in the American Conference and a national model for student-athlete experience, competitive excellence, stakeholder engagement, and sustainable revenue generation.

PILLAR 1

STAKEHOLDER ENGAGEMENT

Transform every fan, alumnus, student, and community member into an active and engaged stakeholder of Mean Green Athletics and the student-athlete experience.

PILLAR 2

STUDENT-ATHLETE EXPERIENCE

Deliver an elite, holistic student-athlete experience that produces graduates who excel academically, compete at the highest level, and are prepared to lead.

PILLAR 3

COMPETITIVE EXCELLENCE AND CHAMPIONSHIP CULTURE

Build a department where excellence is the standard and championships are the expectation.

PILLAR 4

REVENUE GENERATION

Generate the resources required to fund excellence for the present and future.



STUDENT-ATHLETE EXPERIENCE

Deliver an elite, holistic student-athlete experience that produces graduates who excel academically, compete at the highest level, and are prepared to lead.

1

ENHANCE RESOURCES TO FOSTER ACADEMIC SUCCESS FOR ALL STUDENT-ATHLETES.

- Identify and prioritize addition of new programs, services and technologies available to successfully improve student-athlete academic success.
- Hold at least two (2) NCAA education seminars for campus and community partners to increase understanding of the student-athlete experience, NCAA rules, and the academic success support structure within the UNT Athletics Academic Services unit.

2

ACADEMIC EXCELLENCE

- Maintain multi-year APR \geq 985 and single year \geq 980 across all sports.
- Every sport achieves \geq 3.0 cumulative team GPA annually.
- Enhance academic tutoring opportunities for UNT student-athletes through a proactive engagement model.

3

LEADERSHIP DEVELOPMENT & CAREER READINESS

- Execute two (2) DFW site visits with employers each year.
- Conduct eight (8) engagement events/activities by the Student-Athlete Advisory Committee annually.
- Finalize programming and launch for a formal Leadership Academy program by Fall 2027.
- Collect and track post-graduate plans for all graduating or eligibility-exhausted student-athletes each semester to better understand and support their long-term success.

4

COMPREHENSIVE HEALTH, WELLNESS, AND PERFORMANCE

- Finalize expanded medical partnership model with leading DFW providers by Fall 2028.
- Deepen integration with UNT Center for Sport Psychology & Athlete Mental Health Performance; achieve 100% team participation and tiered mental health programming by Fall 2027.
- Implement new sports-nutrition staff model and fueling station enhancements by Fall 2027 as part of the Athletic Center Expansion Phase 1 project.

5

FIRST CLASS FACILITIES & SUPPORT SERVICES

- Update facility master plan to ensure quality of services provided and space allocation to maximize student-athlete development and program growth.
- Secure funding for Athletic Center Phase 2 Expansion by December 2028.
- Execute 4-5 major deferred maintenance projects by December 2028.
- Secure funding for Softball Phase 3 stadium and premium seating by December 2029.



STAKEHOLDER ENGAGEMENT

Transform every fan, alumnus, student, and community member into an active and engaged stakeholder of Mean Green Athletics and the student-athlete experience.

1

LETTERWINNER & LEGACY ENGAGEMENT

- Conduct 100 in-person letterwinner visits annually.
- Grow Athlete Network Membership to 3,600 members and Letterwinner Association active membership to 475 by Fall 2027.
- Launch the Mean Green for Life Mentorship program connecting current and former student-athletes for professional development and support by Spring 2026.

2

CAMPUS & COMMUNITY INTEGRATION

- Increase average student attendance: Football 7,000; Men's Basketball 1,000; Women's Basketball 500 by 2027.
- Every team complete one campus and one community service project annually.
- Establish a permanent campus activation team and a new on-campus marketing and student-engagement plan by Fall 2026.
- Participate in at least four (4) student organization events or gatherings on campus per academic cycle.

3

ELITE GAME-DAY & FAN EXPERIENCE

- Achieve second DATCU Stadium sellout by Fall 2026.
- Add premium seating inventory in Football, Basketball, and Softball.
- Integrate emerging technology to enhance game production and fan engagement.
- Install new LED lighting at DATCU Stadium by Fall 2028.

4

COMMUNITY & TRANSPARENCY

- Quarterly "Ask the AD" town halls (in-person + livestream).
- Annual State of the Department Address each Spring.



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COMPETITIVE EXCELLENCE AND CHAMPIONSHIP CULTURE

Build a department where excellence is the standard and championships are the expectation.

1

RESOURCE INVESTMENT

- Position all sport operating budgets in the top third of the American Conference by Fall 2029.
- Benchmark and align coaching staff compensation with conference leaders.

2

ON-FIELD/COURT SUCCESS METRICS

- Minimum of two (2) conference championships annually.
- Secure top-5 conference finishes in $\geq 70\%$ of sponsored sports.
- Achieve top-150 Learfield Director's Cup finish by 2029.

3

CHAMPIONSHIP CULTURE AND PEOPLE

- Embed UNT System Values and Gallup engagement principles across strategic department activities.
- Elevate department Gallup scores to ≥ 4.0 in all categories by 2028.
- Expand Star Performer recognition program and add department-wide values-based awards.



REVENUE GENERATION

Generate the resources required to fund excellence for the present and future.

1

PHILANTHROPY & MAJOR GIFTS

- Reach 3,000 total donors by end of FY27.
- Reach \$1.8M in Mean Green Scholarship Fund donations by end of FY27.
- Secure \$18M in commitments for Athletic Center Expansion Phase 2.

2

ENTERPRISE GROWTH

- Increase ticket revenue to \$2.5M annually by 2027.
- Grow outside event/facility rental revenue to \$500K annually by 2027.
- Licensing and royalty revenue to \$600K by the end of 2027.
- Enhance multimedia rights and structure to match top-third levels in the American Conference.
- Increase average attendance to 26,000 in Football, 4,000 in Men's Basketball, and 1,750 in Women's Basketball.
- Generate \$150,000 in revenue across all women's sports by end of FY27.
- Achieve the highest attended Women's Basketball game of 3,000+ by end of 2026-27 season.

3

RETURN-FOCUSED MARKETING

- Achieve $\geq 7:1$ ROAS on all paid digital advertising marketing campaigns.
- Launch comprehensive data-analytics strategy by the end of 2026.



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UNT ATHLETICS STRATEGIC PLAN

