INSPIRING GREATNESS, Furman Athletics Strategic Plan 2022-2026 builds on the University’s extraordinary history and distinguished national brand. Our expectations of Greatness are grounded in Furman’s culture of excellence, the passion of the Furman family and desire to excel in all we do.

Furman Athletics’ Vision, Mission, and Core Values define who we are and where we are going. We strive to inspire, educate, and develop remarkable student-athletes while continuing to compete on the national Division I stage.

This plan provides the framework for Furman Athletics’ sustained success in the classroom, on the field of play, and as a catalyst for uniting and celebrating Furman. Eight priorities or Success Factors are vital to achieving our Vision. Achieving these Success Factors requires campus-wide collaboration combined with a continued commitment of external support and philanthropy from all Paladins.

I sincerely thank the Furman Family for its support as we strive to Inspire Greatness in everything we do. We look forward to sharing updates on each of these key initiatives.

Go Paladins!

Jason Donnelly
Director of Athletics


GREATNESS is what we expect to achieve. It is our strategic vision. It is something we earn. It inspires us individually and collectively to accomplish our goals. Our desire for GREATNESS guides our journey — it defines us.
COLLABORATION INSPIRES GREATNESS

14 MONTHS, hundreds of hours, and over 100 stakeholders who passionately contributed to shaping INSPIRING GREATNESS. Those key participants included Athletics personnel, coaches, current and former student-athletes, faculty, University staff, financial supporters, alumni, and community members. Furman’s senior leadership and Board of Trustees were instrumental in ensuring the alignment of Athletics’ Vision, Mission, and Values with those of the University.

INSPIRING GREATNESS is a living document that emphasizes eight strategic priorities or Success Factors with accompanying goals spanning a five-year period, 2022-2026. It is driven by a compelling and bold Vision: Inspire Greatness through our passion for excellence.

“Furman Athletics embodies the University’s mission, vision, and values through its culture of excellence and passion for living, learning, and leading as champions.”

Elizabeth Davis, President
Furman University

THE STRATEGIC PLANNING PROCESS

MISSION, VISION & CORE VALUES
PLANNING ASSUMPTIONS
SITUATION ANALYSIS
SUCCESS FACTORS
GOALS & STRATEGIES
IMPLEMENT THE PLAN
REVIEW & ASSESSMENT

INSPIRING GREATNESS
FURMAN ATHLETICS STRATEGIC PLAN 2022-2026
INSPIRE GREATNESS through our passion for excellence.

DIVERSITY, EQUITY, AND INCLUSION STATEMENT

We contribute to a diverse and inclusive campus community by purposely integrating diversity, equity, and inclusion into the Core Values and actions of Furman Athletics.
INTEGRITY
We strive to always do the right thing.
We unconditionally hold ourselves to the highest standards of honesty, accountability, and ethical conduct.

RESPECT
We treat everyone with dignity and respect.
We inherently champion respect through a culture that promotes diversity, equity, and inclusion.

ENGAGEMENT
We unite, connect, and engage - we bring people together under the Purple and White.
We intentionally facilitate opportunities on campus, in Greenville, Upstate South Carolina, nationally, and beyond. We cultivate meaningful relationships and inspire a lifelong love, passion, and affinity for Furman University.

EXCELLENCE
We live, learn, and lead as champions.
We purposely foster the holistic development of each Furman student-athlete and we passionately pursue excellence in our actions, behaviors, and competitive achievement.

INCLUSION
We intentionally and thoughtfully invest in the lives of the Furman Family.
We individually and collectively embody a culture of compassion, trust, loyalty, and teamwork that includes and celebrates every member of the Furman Family and beyond.
SUCCESS FACTORS

EIGHT SUCCESS FACTORS readily evolved from the strategic planning process. Collectively, these eight priorities celebrate Furman Athletics’ 131-year history while effectively managing the challenges of achieving sustainable success in an increasingly fluid NCAA Division I environment.

- Student-Athlete Well-Being and Performance
- Academic Success and Cultivating Leaders
- Financial Sustainability and Accountability
- Competitive Excellence
- Best-In-Class Facilities
- Diversity, Equity, and Inclusion
- Marketing, Fan Engagement, and Branding
- Culture of Excellence and Collaboration
Overarching Objective

Capitalize on a proven blend of industry-standard services and dynamic partnerships to provide for the health, safety, well-being, and maximum performance of Furman’s student-athletes.

Goals
• Provide the foremost health and performance services for all student-athletes
• Enhance student-athlete mental health and well-being services
• Lead in fostering an environment founded on civility and respect
• Enhance student-athlete career development and leadership opportunities

An Exceptional Student-Athlete Experience

“My experience as a student-athlete at Furman helped form the foundation for my future, both personally and professionally. Balancing the academic rigor and the expectation of athletic excellence at Furman allowed me to develop characteristics and intangibles that have transferred far beyond the success in the classroom and on the court.”

Kelly Kirby Picardi - Volleyball | Class of 2012

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Support the academic success of Furman’s student-athletes by providing unparalleled educational opportunities, individualized support services, and professional development leading to career satisfaction or post-graduate education.

Overarching Objective

- Strengthen Furman Athletics’ alignment with The Furman Advantage
- Continue Furman’s exemplary record of student-athlete academic success
- Provide student-athletes adaptive registration and enhanced advising
- Enhance student-athlete career and professional development

Unparalleled Educational Opportunities

- NCAA Division I Graduation Success Rate exceeds the NCAA Division I national average of 90%
- Furman Athletics led the Southern Conference with 5 teams achieving a perfect 1000 APR*
- 94% post-graduation placement rate

*Most recent NCAA data

Furman Athletics Strategic Plan 2022-2028

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SUCCESS FACTORS

Achieve transparent financial sustainability by combining enhanced revenue generation and strategic resource allocation with cost containment, accountability, and exemplary customer service.

Goals
• Strategically align Athletics External Affairs’ operations
• Maximize revenues from Athletics’ sales and customer engagement activities

Overarching Objective
Design and implement the optimal athletics fundraising model
Strengthen Athletics’ fiscal management and accountability procedures

FINANCIAL SUSTAINABILITY AND ACCOUNTABILITY

Strategic Revenue Generation and Cost Containment

Overarching Objective

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SUCCESS FACTORS

BEST-IN-CLASS FACILITIES

Provide first-class athletics facilities that advance Furman’s ability to deliver an elite and equitable Division I FCS student-athlete experience and serve as a catalyst for enhancing institutional prestige, competitiveness, revenue generation, and brand recognition.

Overarching Objective

Goals

• Develop an Athletics Facilities Master Plan
• Advance near-term Athletics facilities projects
• Incorporate Athletics’ facilities priorities in the University’s comprehensive campaign
• Establish an Athletics facilities maintenance and repair plan

Catalyst for an Elite Division I Environment
SUCCESS FACTORS

Furman Athletics’ winning tradition and commitment to the holistic development of its student-athletes consistently compete for Division I conference championships and post-season opportunities.

- Establish competitive expectations and accountability measures for Paladin sports
- Define appropriate resource allocations for each Paladin sport
- Recruit, develop, and retain the best, brightest, and diverse student-athletes
- Attract, employ, and promote excellence in the most qualified, talented, and diverse coaches and staff
- Develop formal consistent Sport Administrator responsibilities

Champions On and Off the Field

- Attract, employ, and promote excellence in the most qualified, talented, and diverse coaches and staff
- Develop formal consistent Sport Administrator responsibilities

Overarching Objective

Goals

COMPETITIVE EXCELLENCE

ncaa division i

tournament appearances

southern conference championships

ncaa division i

all-americans

ncaa division i

tournament appearances

JENNINGS

Clint Dempsey

2005 Furman University – NSCAA All American and Captain of United States Men’s National Team

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CONTRIBUTE TO A DIVERSE AND INCLUSIVE CAMPUS COMMUNITY BY PURPOSELY INTEGRATING DIVERSITY, EQUITY, AND INCLUSION INTO THE CORE VALUES AND ACTIONS OF FURMAN ATHLETICS.

- Align Athletics and University diversity, equity, and inclusion goals
- Collaborate with University and Greenville community on diversity, equity, and inclusion initiatives
- Identify and advance student-athlete diversity, equity, and inclusion services

OVERARCHING OBJECTIVE

- Align Athletics, NCAA, Conference, and University diversity, equity, and inclusion initiatives
- Promote principles of equal opportunity and nondiscrimination - lead in gender equity
Strengthen affinity and support for Furman Athletics through dynamic marketing, strategic communications, integrated fan engagement, and brand initiatives.

Overarching Objective

Goals
- Strengthen the effectiveness of Athletics’ marketing, fan engagement, and branding.
- Enhance game day and fan engagement.
- Strengthen marketing outreach and customer service.
- Develop an Athletics branding initiative.

Our Brand Speaks to Who We Are
SUCCESS FACTORS

Foster a distinctive and inclusive high-achieving culture that unites and inspires pride among Furman Athletics, University, and community stakeholders.

• Foster a distinctive culture that defines Furman Athletics
• Honor Furman Athletics’ success, history, and traditions
• Enhance professional and personal development opportunities
• Promote a culture of athletics and community engagement

Overarching Objective

Goals

CULTURE OF EXCELLENCE AND COLLABORATION
“It’s been exciting to work with the Athletics Department to think intentionally and creatively to ensure student-athletes are able to compete at a high level and have full access to all The Furman Advantage offers.”

Danielle Vinson, Faculty Athletics Representative

A PATHWAY FOR SUCCESS

PARTICIPANTS
- Board of Trustees
- University President, Senior Administrators, and Academic Leaders
- Faculty Athletics Representative
- Faculty and Staff
- Athletics Staff
- Head Coaches and Assistant Coaches
- Current and Former Student-Athletes
- Furman Alumni, Donors, and Fans
- Community Representatives

STAKEHOLDER PLANNING GROUPS
- Board of Trustees
- University President
- Senior Administrators
- Academic Leaders
- Faculty Athletics Representative
- Faculty and Staff
- University Athletics
- Head Coaches and Assistant Coaches
- Current and Former Student-Athletes
- Furman Alumni
- Donors
- Fans
- Community Representatives

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