



CREATING A CULTURE OF EXCELLENCE

To build a winning team and a successful organization you must create a *culture of excellence*. It's the most important thing a leader can do because culture drives behavior, behavior drives habits and habits create the future (vision).

When you create a culture of excellence you create a collective mindset in your organization that *expects* great things to happen—even during challenging times. You expect your people to be their best, you make it a priority to coach them to be their best and most of all you create a work environment that *fuels* them to be their best.

A culture of excellence creates an expectation that everyone in the organization be committed to excellence. It requires leaders and managers to put the right people in the right positions where they are humble, hungry, and willing to work harder than everyone else. A culture of excellence dictates that everyone uses their gifts and strengths to serve the purpose and mission of the organization. Cultivating this culture means that you don't just bring in the best people, but you also *bring out* the best in people.

A culture of excellence requires that you find the right people that fit your culture. Then you coach them, develop them, mentor them, train them, and empower them to do what they do best. As part of this process you develop positive leaders who share positive energy throughout the organization because positive energy flows from the top down. You also don't allow negativity to sabotage the

moral, performance, and success of your organization. You deal with negativity at the cultural level so your people can spend their time focusing on their work instead of fighting energy vampires and you find countless ways to enhance communication, build trust, and create engaged relationships that are the foundation upon which winning teams are built.

Through extensive collaboration with stakeholders (Coaching staff, Administration, Athletes Booster club, etc.) we have created a strategic plan with eight goals and numerous objectives, which in turn will begin the process of transforming ideas into action.

How does the strategic plan relate to the vision and mission of Eugene Ashley High School and New Hanover County Schools? All of these goals and initiatives have common elements and common origins in the mission statement of Dr. Markley, Superintendent of New Hanover County Schools. They include a strong commitment to creating lifelong global learners; through teaching life lessons, mentoring and community service to create servant leaders, provide diverse educational opportunities, and enhance educational opportunities outside the classroom.

Mission, Vision, and Core Values Statements

The Athletic staff focused its initial efforts on developing new Mission, Vision, and Core Values Statements for Athletics.

The Strategic Planning Committee spent considerable time and effort developing these important documents. The new Mission, Vision, and Values statements drafted by this group were reviewed by the EAHS Administration, Coaching Staff (Athletic Advisory Council), Student-Athlete Advisory Council (Varsity Club), and the Athletic Booster Club.

MISSION STATEMENT

Consistent with NHCS and Ashley's mission and values, the Athletic Department provides student-athletes with opportunities for success in education based athletics while supporting their personal growth as students, citizens, and leaders. In drafting a new Mission Statement for the Athletics Department the Committee reviewed mission-appropriate documents from a number of sources and developed the following Mission Statement for Ashley Athletics:

ATHLETICS' MISSION STATEMENT

The Mission of Ashley Athletics is to guide our student-athletes to become better people both on and off the court and to enhance their leadership and critical thinking skills.

Beliefs

We believe that high level competitiveness is a by product of strong leadership, focused discipline, and a commitment to pursue excellence.






VISION STATEMENT

Using similar methodology, including efforts to align, control and motivate all stakeholders of the Athletic Department we developed the following Vision Statement for Ashley Athletics:

ATHLETICS' VISION STATEMENT

Ashley Athletics will be recognized as a model program and as a source of campus and community pride and respect by inspiring every athlete to pursue excellence.

To achieve this vision we are committed to building traditions and our reputation through the creation of an environment and culture characterized by:

-  **Student First, Athlete Second...** High Student Performance (GPA), High Graduation Rates (100%), and Academic Honors (Scholarships and Recognition)
-  **Culture of Excellence, Integrity, and Character...** Adherence to NHC, NCHSAA, and NFHS regulations
-  **Eagle Pride and Respect...** All Stakeholders (Student-athletes, coaches, fans, etc) model appropriate behavior
-  **Nationally Certified Coaches and Staff...** Lifelong learners, teachers, role models, and mentors
-  **Quality Facilities and Equipment...** Continue to maintain and improve facilities and equipment

STATEMENT OF CORE VALUES

Using similar methodology we developed the following Statement of Core Values for ASHLEY Athletics that we will never compromise:

CORE VALUES of ATHLETICS

EXCELLENCE

We are committed to the pursuit of excellence and inspiring others. We will create and maintain an environment that is fair, embracing, and caring, open and accessible to all people. Our most important asset is our student-athletes and we will never compromise their health, safety or welfare.

ACHIEVEMENT

We are committed academic achievement by using educational athletics as an extension of the classroom and creating educational partnerships (Student-athlete, Faculty staff and parents).

HONOR

We are committed to and intentional about our expectations of always showing Eagle Pride and Respect for opponents, officials, teammates, coaching staff, fans, and ourselves. Athletes feel a sense of honor and value the work of the team and themselves.

SERVICE

We are committed and intentional about coaches and student-athletes exhibit a “serving heart”- not self-serving, but other-serving. Leadership is serving, and serving is sacrifice. A servant leader thinks “we” not “me”. We will find ways to share our gifts and talents with others. We will take an active role in service opportunities in the school and community and celebrate involvement. Real Students, Real Service!

Priorities, Goals and Strategies

Focal points for the Strategic Plan:

1. Service
2. Communication
3. Facilities
4. Finances
5. Community Involvement
6. Participation and Support
7. Awards and Recognition
8. Staff/Professional Development

Action Steps

Goal: Service to Student-athletes and Community

Provide support services needed for all student-athletes to reach full potential as athletes, students, and citizens. To provide support service to all stake holders within our community.

Strategy A.1: Access the strengths and weaknesses of our program and identify areas of concern for our program as it relates to the needs of our community.

Action Step A.1: Conduct a survey of all services and access the results to determine our plan of action.

Strategy A.2: Build relationships with our community through community service and special events.

Action Step A.2.a: Identify program/season-wide community service event (or cause)

Action Step A.2.b: Allow/encourage each team to sponsor an annual community program.

Action Step A.2.c: Conduct a Pep-Rally (Meet the Eagles) before each sport season as part of a preseason meet/greet and Booster Club membership drive.

Action Step A.2.d: Create an award for community outreach.

Strategy A.3: Actively and aggressively promote and sell the value of educational athletics.

Action Step A.3.a: Use website, mass e-mail, social media, alert now and signage to recognize the accomplishments of our student-athletes and teams.

Strategy A.4: Create and organize a student support group.

Action Step A.4.a: Design and distribute a t-shirt to members each year.

Action Step A.4.b: Publically recognize group and create rewards program.

Leadership and Advocacy

Education and Development

Health, Safety and Well Being of Student-Athlete

Public Relations and Communication

Funding and Revenue Streams

Policies and Procedures

- Continued improvement into the top half of the Wells Fargo standings by 2015.
- A greater emphasis on off-season strength and conditioning programs
- Enhancing academic tracking and monitoring academic tutorials
- Using technology to streamline administrative tasks, maximize productivity and improve communication within the staff (faculty, non-faculty, booster members and volunteers).
- A concerted effort to improve student and faculty attendance at all varsity contests
- Provide specific season ticket goals
- Expanding our marketing plan to better utilize digital media and social media
- Initiate a media campaign to effectively build brand equity and community support