Dear Cajun Nation,

Since arriving as Director of Athletics for the Louisiana Ragin’ Cajuns in March 2017, I have been extremely honored to serve in this leadership capacity while also becoming a part of your family. Getting to know the amazing people of Acadiana and the University community has been an absolute pleasure, and it is the relationships built to date that continuously reinforce to me the pride and passion that is instilled within the Cajun culture.

It is with great excitement and enthusiasm that I present to you LET’S GEAX — the Strategic Plan for Louisiana Athletics! This document was created over a seven-month process with input and guidance from coaches, faculty, student-athletes, staff, RCAF members, and community leaders. LET’S GEAX consists of newly established vision and mission statements, as well as core values that will serve as the guiding principles for Ragin’ Cajuns Athletics. This 3-year strategic plan has three priorities: Student-Athlete Experience, Fiscal and Facility Management, and cULture. There are 9 specific goals and 27 measurable objectives.

The future of Louisiana Athletics is bright! I am glad to be sharing this plan with Cajun Nation and encourage everyone to be a part of what will be the most exciting and transformative years in our history. Our staff has begun work on many of the objectives outlined in this plan, and we look forward to sharing the progress made each year. Thank you for all you do for the Louisiana Ragin’ Cajuns and our amazing University. Our time is now, LET’S GEAX!

Bryan Maggard, Ph.D.
Director of Athletics
OUR VISION: To be a nationally prominent Division I athletics program that promotes a cULture of excellence for our student-athletes, coaches, and staff

OUR MISSION: To geaux beyond by inspiring elite performance and achieving greatness

CORE VALUES

INTEGRITY
SERVICE
AUTHENTICITY
INCLUSION
EXCELLENCE
STRATEGIC PRIORITY 1  
STUDENT-ATHLETE EXPERIENCE
Create an invaluable experience that will inspire all student-athletes to reach their highest levels of academic, athletic, and personal success.

GOAL 1 - ACADEMIC ACHIEVEMENT:
Provide an environment that positions all student-athletes to achieve academic excellence.

OBJECTIVES:
1) Achieve an overall semester GPA of 3.0 or higher.
2) Achieve a single-year Academic Progress Rate of 985 or higher.
3) Graduate 100% of all student-athletes who exhaust athletic eligibility.

GOAL 2 - COMPETITIVE SUCCESS:
Position all athletic programs to compete for and win championships.

OBJECTIVES:
1) Attract and retain successful coaches and staff who establish positive relationships, recruit relentlessly, and win championships.
2) Achieve a Top 3 Sun Belt Conference finish amongst all sport programs.
3) Annually increase the number of teams participating in NCAA post-season competition.

GOAL 3 - STUDENT-ATHLETE DEVELOPMENT:
Promote a culture of service and holistic wellness while focusing on personal development and post-graduation success.

OBJECTIVES:
1) Achieve the top finish in the Sun Belt Conference standings in community service.
2) Develop health-related educational programming and present information to all sport programs every semester.
3) Implement career development programming for all student-athletes to enhance opportunities for professional success.

STRATEGIC PRIORITY 2  
FISCAL & FACILITY MANAGEMENT
Generate the resources necessary to compete for and win championships.

GOAL 1 - BUDGET DEVELOPMENT:
Implement a budget allocation process that fosters a culture of fiscal responsibility.

OBJECTIVES:
1) Develop an organizational structure within business operations to promote financial stability.
2) Establish a budget development process that promotes efficiency, transparency, and open communication.
3) Create dynamic reporting systems that enable budget directors to make fiscally responsible decisions.

GOAL 2 - RESOURCE GENERATION:
Increase and maximize revenue streams while identifying additional resource opportunities.

OBJECTIVES:
1) Increase Annual Fund revenue to $3 million per year by end of fiscal year 2022.
2) Surpass $2.75 million in annual ticket revenue by the end of fiscal year 2022.
3) Achieve departmental fundraising goals for the University Capital Campaign as established by the Office of Advancement, the Department of Athletics, and the Ragin’ Cajuns Athletic Foundation.

GOAL 3 - FACILITY ENHANCEMENT:
Create short- and long-term facility plans that outline priorities and costs.

OBJECTIVES:
1) Develop a comprehensive facilities master plan that outlines capital priorities and associated costs over a 10-year period.
2) Establish a deferred maintenance plan that preserves championship caliber facilities.
3) Create a furniture, fixture, and equipment replacement plan for all athletic facilities and venues.

STRATEGIC PRIORITY 3  
CULTURE
Develop an authentic culture that enhances meaningful connections between Ragin’ Cajuns Athletics, the University, and the community.

GOAL 1 - INTERNAL CULTURE:
Promote an atmosphere of trust, communication, and inclusion that creates value for all members of the Department of Athletics.

OBJECTIVES:
1) Develop and incorporate engagement opportunities between departmental leadership and staff and student-athletes that foster an environment of authenticity and transparency.
2) Provide monthly professional development opportunities to student-athletes, coaches, and staff in the areas of compliance, respect, diversity, and inclusion.
3) Design and implement a long-term staffing and compensation plan to align with institutional and industry standards.

GOAL 2 - BRANDING:
Position the Ragin’ Cajuns as a prominent athletics program and industry leader by advancing the brand locally, regionally, and nationally.

OBJECTIVES:
1) Develop consistent branding amongst all internal and external communications.
2) Achieve a ranking in the top 65 in earned media mentions and digital media impressions.
3) Rank in the top 100 nationally in followership of all social media accounts.

GOAL 3 - EXTERNAL ENGAGEMENT
Broaden base of supporters and create a first-class experience for Cajun Nation.

OBJECTIVES:
1) Utilize a fan satisfaction survey to create a personalized game-day experience that embraces the Louisiana Culture.
2) Identify and implement customer relationship management tools (CRMs) to better engage and communicate with fans.
3) Develop new campaigns, programming, and affinity groups to increase fan engagement.
Dr. Bryan Maggard — Director of Athletics
Duane Bailey — Co-Chair, Deputy Director of Athletics, Chief Financial Officer
Dr. Jessica Leger — Co-Chair, Deputy Director of Athletics, Senior Woman Administrator

Danika Arenibas — Assistant Director, Athletic Development
Ben Berthelot — President & CEO, Lafayette Convention and Visitors Commission
Josh Brunner — Director, Athletics Communications
Tom Burke — Associate Director of Athletics, Compliance
Lexie Comeaux — Student-Athlete Representative, Softball
Kerry Conner — Director, Equipment Operations
Lee De León — Deputy Director of Athletics, Executive Director RCAF
Lelanya Douet — Director, Human Resources Compliance and Equal Employment Opportunity Programs
BJ Duplantis — Associate Director, Sports Medicine
Tiffany Harris — RCAF Board Member and President, Foster Marketing
Dr. Anita Hazelwood — Faculty Athletics Representative, Department Head and Professor, Health Information Management
Kayla Hebert — Assistant Director, Marketing, Promotion, and Fan Engagement
Ruben Henderson — Assistant Director, Student Activities
Dr. Taniecea Mallery — Director of Equity, Diversity and Community Engagement
Megan Ruiz — Administrative Assistant, Athletics Human Resources
Theo Sliman — Head Men’s Golf Coach
Jessica Trahan — Associate Director, Event Management
Candice Walls — Assistant Director of Athletics, Athletic Performance
Connor Whelan — Director, Marketing, Promotions and Fan Engagement
Dominique Williams — Student-Athlete Representative, Track & Field
Kevon Wilson — Assistant Director of Athletics, Broadcast Services
Nico Yantko — Deputy Director of Athletics, External Operations