2017-18 CONFERENCE STRATEGIC GOALS

Academic

- Increase the number of student-athletes achieving SSAC All-Academic Team status. Must have a 3.25 GPA and be in the third or later term of attendance.
  During the 2014-15 season, there were 548 SSAC All-Academic honorees.
  During the 2015-16 season, there were 510 SSAC All-Academic honorees.
- Increase the number of student-athletes achieving Daktronics-NAIA Scholar-Athlete distinction. Must had a 3.50 GPA and be a junior or above in academic standing.
  During the 2014-15 season, the SSAC produced 162 Daktronics-NAIA Scholar-Athletes.
  During the 2015-16 season, the SSAC produced 159 Daktronics-NAIA Scholar-Athletes.
- Provide the opportunity for the Musco Lighting Scholar-Athletes of the Year to address the athletic directors, coaches and athletics staff at the SSAC Annual Meetings.
- Develop scheduling strategies based on membership and sport sponsorship that limit missed classes for student-athletes, including game dates and times, divisional play, etc.

Athletic

- Continue to enhance the conference championship student-athlete experience with excellent facilities, awards, banquets, spectator attendance, media exposure and championship souvenirs.
- Increase the representation of SSAC coaches and administrators on national committees.
  2016-17 list includes: Chris Nelson (Bethel, NAIA Women’s Basketball All-American Committee); Jeff Britt (Bethel, NAIA/NABC Men’s Basketball Executive Committee Second Vice President); Jesse Watkins (Coastal Georgia, NAIA Men’s Basketball National Tournament Committee); Tim Wilson (Martin Methodist, NAIA Chair for the Council of Faculty Athletics Representatives & NAIA National Coordinating Committee); Jeff Bain (Martin Methodist, NAIA ADA Executive Board); Joe Niland (Mobile, NAIA/NABC Men’s Basketball Past President); Brian Person (Mobile, NAIA Women’s Soccer All-America Committee & Oversight Committee); Uwe Tittl (Mobile, NAIA Men’s & Women’s Tennis Oversight Committee); Steve Knight (William Carey, NAIA Men’s Basketball Oversight Committee); Bobby Halford (William Carey, NAIA Baseball Rules Committee); Tommy King (William Carey, NAIA Council of Presidents) and Mike Hall (SSAC, NAIA NAC & CCA & Women’s Golf Oversight Committee).
- Continue to develop the NAIA Southeastern Challenge between The Sun, Appalachian and Mid-South Conferences to enhance non-conference scheduling and strength of schedule.
- Increase the number of SSAC teams that qualify for NAIA National Championships.
  2015-16 included the following: Dalton State men’s cross country; Dalton State women’s cross country; Bethel men’s soccer; Martin Methodist, Mobile & William Carey women’s soccer; Coastal Georgia volleyball; Faulkner & William Carey men’s basketball; Auburn Montgomery, Bethel, Loyola & Martin Methodist women’s basketball; Auburn Montgomery, Coastal Georgia, Dalton State, Mobile & William Carey men’s tennis; Auburn Montgomery, Brenau, Middle Georgia State, Mobile & William Carey women’s tennis; Coastal Georgia & Dalton State men’s golf; Coastal Georgia, Dalton State & William Carey women’s golf; Auburn Montgomery, Faulkner, Middle Georgia State & William Carey baseball; and Auburn Montgomery, Brenau, Martin Methodist & William Carey softball.
- Improve the ranking of SSAC athletic departments in the Learfield Sports Directors’ Cup Standings.
  2015-16 included: William Carey (15th), Auburn Montgomery (38th), Dalton State (42nd), Brenau (60th), Mobile (64th), Coastal Georgia (67th), Martin Methodist (93rd), Faulkner (113th), Bethel (132nd), Middle Georgia State (137th), Brewton-Parker (164th) and Loyola (172nd).
- Increase the number of SSAC sponsored sports
The following departments have added sports for 2016-17: Blue Mountain (men’s & women’s tennis); Dalton State (women’s soccer); Loyola (competitive cheer & dance, swimming & diving); Middle Georgia State (volleyball & women’s cross country); Mobile (competitive cheer & dance) & William Carey (volleyball).


**Student-Athlete Experience**

- Provide leadership opportunities for high-achieving student-athletes through the SSAC Student Leadership Council.
- Promote and participate in a conference-wide Champions of Character event in conjunction with an SSAC Championship

**Communications, Marketing & Sponsorships**

- Increase social media following & engagement.
- Enhance SSAC Championship video streaming productions
- Increase number of corporate partners and sponsorship revenue.

**Membership**

- Through the SSAC membership taskforce, recruit two new members during the next academic year.