

Sun Devil Athletics Manual (SDA)

SDA 101: Mission of Sun Devil Athletics

Effective: 1/15/2000

Revised: 3/1/2025

Purpose

To explain the mission of Sun Devil Athletics

Source

Sun Devil Athletics

Policy

Sun Devil Athletics' vision is to be a comprehensive perennial top ten NCAA Division I athletics program, that empowers Sun Devils to maximize their human potential and make a positive impact on our university, community, and the world.

Our mission is to empower Sun Devils to achieve championship performance, in the classroom, in their sport, and in the community, as they actively pursue graduation and prepare for life after intercollegiate athletics with the highest priority on integrity.

The vision and mission of Sun Devil Athletics are achieved through strategic and measurable unit goals held within four interrelated focus areas that encompass our dynamic approach for empowering Sun Devils. These focus are to provide structure to Sun Devil Athletics' strategic goals and enable us to mark together, Onward to Victory.

SDA is fully committed to the principles of student-athlete welfare, institutional control, nondiscrimination, and sportsmanship. This commitment includes creating an environment where student-athletes contribute to a winning tradition while enhancing the campus and local community and competing in a program having integrity and high ethical standards. SDA is committed to a leadership role within the university, community, the Big 12 Conference, and the nation.