

Real Samples of Why (or vision) Statements

“Your Why” is your vision or what you want your program to be in the future. Below are a few examples from high school programs we have worked with to get you thinking:

- Our vision is to set the standard of excellence in our conference.
- We will graduate all our players and be the most respected program in the state.
- We are the most successful program and will consistently compete for championships.
- Win the right way both on and off the court & be the program others aspire to be.
- We value success in the classroom as much as success in sports.
- We prepare our student-athletes to make a meaningful impact in their sport & in their careers.
- We will be leaders on the field and in our service to the campus and community.

Below are some additional examples from college programs:

- Strive to be an elite Division I institution in providing support to all areas of the student-athlete experience. (Clemson University)
- Be nationally recognized for excellence in the classroom, in competition and in the community. (University of Rhode Island)
- To be a model program excelling in academics and athletics. (University of Montana)
- A championship-caliber athletics organization that is excellent in all respects and is a consistent member of the "25/85 Club. (Purdue University)
- To be the preeminent mid-major program in the nation. (East Tennessee State University)
- Define what it means to be the world's best intercollegiate athletics program, instilling the passion, knowledge, and character for all student-athletes to compete to win, to succeed academically, to achieve their dreams in life, and to contribute to society. (University of Texas)
- We will be a community of men and women who, through our unique culture of care and love for each other, are known for academic success, championship performances, leadership in athletics, and service to others. (Marquette University)
- Serve as the model amongst FBS-level athletics programs for comprehensive excellence in athletic achievement, academic success and affinity development. (Arizona State University)
- Be Florida's preeminent athletic program representing UCF and our community with distinction on the national stage as... *"Orlando's Hometown Team"* (University of Central Florida)
- Be committed to excellence in athletics as part of a larger commitment to excellence in education. (Duke University)
- We serve as a source of pride and inspiration to our University, our state, our nation, and the world, by relentlessly competing for championships with integrity, character, and passion. (University of South Carolina)