**History of the Program**

The University of Never Land (UNL), located in Fairy Tale, California, is a comprehensive university that offers both bachelors and masters degrees. It has a world-renowned graphic arts program, as well as a cinema school. The university has a rural campus that includes a number of athletic fields, a gym, and athletic offices. The gym where the basketball and volleyball teams play can hold 1,500 people. It has an equipment room, laundry area, athletic trainer’s room, and a small concession stand. A separate student recreation center serves the approximately 2,600 students on campus. Only 100 graduate students are enrolled, and they pay fees that amount to $1,000 a year. Tuition at the university is $25,000 per year. Room and board is $12,000 per year. Every student is charged $1,500 a year for fees, but none of the fees go expressly to support athletics on campus. The university has been generous in supporting athletics from its general funds, which can come from tuition, fees, and other sources because the university uses a centralized budget and all money goes into the same revenue pool. The university was founded in 1930. Some of its famous supporters were among the top executives in the movie industry. Mr. Walt Disney himself is rumored to have given the initial money to start the institution. The university has more international students and student athletes than any other university in North America.

Athletics at the university started in 1949 but was discontinued in 2015 due to receiving the “Death Penalty” for recruiting violations. UNL was a Division II member of the NCAA and a member of the Fighting Eight Conference. All the schools in the conference were located in California to hold down travel costs; there are no overnight trips. The University has satisfied the sanctions and would like to re-start their athletic department as an NCAA division III institution by September 2019. As the newly hired athletic director, the president of the University has tasked you with developing a three-year strategic plan. Year 1will be the development year and years 2 and 3 will be implementation years.

The university has a rural campus that includes a number of athletic fields (baseball, softball, soccer, and football), a gym, and athletic offices. The gym where the basketball and volleyball teams play can hold 1,500 people. It has an equipment room, laundry area, athletic trainer’s room, and a small concession stand. The facilities have been properly maintained during the program’s hiatus.

**Mission Statement and Goals**

* **University Vision Statement**
  + The University of Neverland will continue to be a learner-centered community. It will continually provide support, developmental activities and modern equipment for faculty, staff and students. This support enables the faculty and staff to increase the ongoing learning and academic achievements of the students. UNL will consistently provide an environment where learning is the priority and excellent teaching is honored. The institution will respond quickly to regional, state, national and international needs.
* **University Mission Statement** 
  + The University of Neverland is America's unique private institution of higher education designed to provide learners the opportunity to attain a high-quality, high-value education. Our personalized, learner-centered environment promotes successful lives, careers, and responsible citizenship.