Our vision for Little Rock Athletics is to graduate student-athletes, build a champions culture, and become the premier program in the Ohio Valley Conference. It is our belief that the guiding principles aligned below will play a key role in this effort.
COMPONENT GOAL: ACCESS

Increase student access to transformative educational experiences that are affordable, versatile, and relevant.

Athletics

Component Goal 1: Increase educational access for student athletes.

OBJECTIVE 1: Create new opportunities and expand current modes of financial support to enhance opportunities for student athletes.

» Strategy 1: Develop an array of funding sources to support student athlete scholarships including institutional commitments, annual fundraising efforts, and endowed scholarship opportunities, among others.
INSTITUTIONAL GOAL: EXPERIENCE

Improve the student, faculty, and staff experience by cultivating an engaging campus community that promotes diversity, equity, and inclusivity.

Athletics

Component Goal 1: Promote the holistic development of student athletes.

OBJECTIVE 1: Enhance the comprehensive experience for Trojan student athletes.

» Strategy 1: Focus efforts on endeavors that create positive student athlete experiences which allows them to excel academically in the classroom, socially in the community, and competitively in their chosen sport, focusing on exemplary services in academic support, physical and mental health, and the development of athletic ability.
INSTITUTIONAL GOAL: ATTAINMENT

Strengthen educational attainment through academic programs leading to social and economic mobility and the achievement of students’ aspirational goals.

Athletics

Component Goal 1: Achieve comprehensive, competitive excellence when measured against fellow Division I institutions in Arkansas, regionally as a member of the Ohio Valley Conference and nationally in NCAA competition.

OBJECTIVE 1: Win the Governor's I-40 Showdown rivalry series with the University of Central Arkansas.
   » Strategy 1: Create incentives among Athletics staff, coaches, and student-athletes, emphasizing the importance of the rivalry series with UCA as a means of bringing pride and distinction to UA Little Rock.

OBJECTIVE 2: Annually finish in the top 3 of the OVC Commissioner's Cup standings and win the award at least once every four years.
   » Strategy 1: Develop a sense of pride and place an emphasis on attaining comprehensive excellence within the OVC.
   » Strategy: Recruit and retain exemplary student-athletes who embrace the ideal of comprehensive excellence in the classroom, the community, and in competition.
   » Strategy 3: Recruit and retain elite coaches and support staff who are passionate and committed to a culture that strives for comprehensive excellence with honor and integrity.

OBJECTIVE 3: Aggressively pursue and secure postseason opportunities on the national stage, particularly the flagship Men's and Women's Basketball programs.
   » Strategy 1: Establish budgets, schedules, and other support services and resources consistent with programs seeking to secure NCAA postseason bids and other national-level opportunities.

Component Goal 2: Maintain ambitious standards of academic excellence, using department GPA and the NCAAs APR (Academic Progress Rate) as indicators of success.

OBJECTIVE 1: Maintain a department-wide 3.0 GPA.
   » Strategy 1: Enhance academic support resources, including counseling, tutoring, and mentoring, to promote classroom success.

OBJECTIVE 2: Achieve a department-wide multi-year APR average of 960+ with all sport programs registering a 930+ score.
   » Strategy 1: Develop support services that focus on student athlete eligibility and retention.
INSTITUTIONAL GOAL: COMMUNITY ENGAGEMENT

Enhance community engagement through partnerships and collaborations involving faculty, staff, and students that address local, state, and regional needs.

Athletics

Component Goal 1: Elevate the Trojan Brand.

OBJECTIVE 1: Develop life-long affinity for UA Little Rock and the Trojans by engaging the communities of Central Arkansas, and those throughout the state of Arkansas, and beyond, like never before.

» Strategy 1: Strengthen relationships throughout the community, particularly with youth-focused organizations, to create experiences that bring them to campus and introduce them to UA Little Rock and Trojan Athletics.

» Strategy 2: Invite our key constituents, including current and prospective donors, current and prospective corporate partners, and others among Trojan Nation to form a partnership which brings pride and distinction to UA Little Rock while enhancing the overall athletics brand.

» Strategy 3: Create opportunities to build partnerships with local, regional, and national media (traditional – news, radio, television), as well as new media (social media influencers, etc.), to bring positive attention to UA Little Rock via Trojan Athletics.
Athletics Committee

Frank Cuervo – Director of Athletics

George Lee – Associate Athletic Director for Business Operations

Darius Maize – Deputy Athletic Director

Michael Gibbs – Associate Athletic Director for Compliance

Maggie Bailey – Associate Athletic Director, Senior Woman Administrator, Title IX Coordinator

Tyson Baldwin, Associate AD for External Operations