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## Soaring To New Heights

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Soaring To New Heights  
Georgia Southern Athletics releases its new strategic plan  
General  
Posted: 8/2/2021 1:00:00 PM  
Dear Eagle Nation,

The opportunity to serve each of you since my arrival in April 2020 has been one of the greatest blessings in my life. I have had the pleasure of meeting countless members of Eagle Nation and your **PASSION** for this great institution is **CONTAGIOUS**. The support each of you provides to Georgia Southern University and our athletic programs ensures that we can achieve **COMPREHENSIVE EXCELLENCE** in the years ahead.

With great enthusiasm, we invite you on our journey "[Soaring to New Heights](#)" – our strategic plan for Georgia Southern Athletics. This plan will serve as our blueprint for the next five years (2021-2026) as we have a **UNIQUE OPPORTUNITY** to write the next great chapter in our storied history!

"[Soaring to New Heights](#)" was developed over a six-month process and engaged student-athletes, coaches, staff, faculty, and Athletic Foundation Board members. It consists of a newly created mission and vision statement as well as new guiding principles for Georgia Southern Athletics. The plan identifies five **strategic priorities** for the next five years:

- **Student-Athlete Success**
- **Competitive Excellence**
- **Resource Optimization**
- **Brand Engagement / Fan Experience**
- **Do Right: Diversity & Integrity**

These five areas of focus highlight 29 objectives and 128 initiatives.

Georgia Southern Athletics operates in an ecosystem that is constantly changing. Therefore, this strategic plan is a living document that will require continual **ASSESSMENT** and **FLEXIBILITY**. We will report annually on our progress towards completing these objectives. Our assessments toward goal completion will be communicated transparently with accountability; you will know exactly how we are tracking our progress.

The best days of Georgia Southern Athletics are ahead! **TOGETHER** we can each play a part in helping us reach the goals outlined in this plan!

As always, I welcome your feedback and ideas. The **STRENGTH** of Eagle Nation is its members. **Thank you for your continued support!**

Hail Southern! G.A.T.A.!



[Jared Benko](#)  
Georgia Southern Director of Athletics

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