

1.0 Mission, Vision, Value, Goals and Objectives



WHO WE ARE

The Drake Group is an academic think tank working to better educate the U.S. Congress and higher education decision-makers about critical issues in intercollegiate athletics.

At the heart of our purpose is generating fact-based research and recommendations that enable policy makers to advance legislation to make college sport a better place by ensuring that there is academic and ethical integrity in the conduct of college athletics programs.

We believe that the promise of college athletics is its continuing contribution to the development of participants and the excitement and community it brings to the higher education campus, alumni, and fans. We believe that this promise is only fulfilled if athletes who create this excitement are protected from educational and economic exploitation, discrimination on the basis of sex, race, and gender identification, and physical and mental abuse.

OUR VISION...

- The primary functions of college sports are to provide extracurricular individual development opportunities for students and contribute to the building of campus community and alumni/fan relationships.
- All athletes who exhaust their collegiate athletics eligibility have a genuine opportunity to graduate with a meaningful educational degree.
- College athletes are protected from educational and economic exploitation, sex, race and other forms of discrimination, and physical and mental abuse.
- All college athletes are fully integrated into diverse and inclusive campus communities and have the time and freedom to enjoy higher education's vibrant social and intellectual environment.
- The cost of athletic programs is appropriate for a student extracurricular activity within a tax-exempt non-profit educational institution.
- The corrosive aspects of commercialized college sports are eliminated.

WE ARE COMMITTED TO THE IMPORTANCE OF...

All college athletes in all competitive divisions— because athletics at all competitive levels plays an important role in student development.

Treating all persons with **dignity, respect and kindness**.

Demonstrating **academic integrity and fiscal responsibility** in the conduct of intercollegiate athletic programs.

Acting in the best interest of the **education, health and welfare of all college athletes**

Demonstrating **transparency, accountability and honesty** in all communication and decision-making.

Diversity – valuing **stakeholders** of every age, race, color, religion, disability, marital status, national origin, sex, sexual orientation, and gender identity.

Stewardship – carefully utilizing the resources available to us.

MISSION

To ensure that the promise of college athletics is realized for all stakeholders

GOALS

PUBLIC EDUCATION

Influence public discourse on current issues and controversies in college sport.

REFORM

Lobby for federal legislation that furthers academic integrity and athlete well-being, emphasizing the imperative of ensuring quality education for college athletes.

FAIRNESS

Support faculty and staff whose job security and professional standing are threatened when they defend academic standards and students who expose exploitative athletics practices.

OVERVIEW 2018-23 OBJECTIVES

- Issue fact- and principle-based position statements on current issues and controversies in college sport.
- Cause the writing and publication of editorials, commentary and feature articles on current issues and controversies in college sport.
- Mobilize media coverage of current issues and controversies in college sport via access to academic experts who can provide the most accurate information.
- Secure sufficient funding to engage a professional public relations firm to execute an aggressive public education campaign and create awareness and visibility for The Drake Group positions, thought leadership and awards.
- Advance federal legislation that would compel revisions in athletics governance necessary to eliminate or reduce the corrosive aspects of commercialized college sports, including conditioning Higher Education Act funding, a limited antitrust exemption, and subpoena and discovery powers on the implementation of an educationally sound model of intercollegiate athletics.
- Develop and execute a five-year action plan to raise sufficient funds to drive legislation, engage a professional lobbying firm and recognized public spokesperson/"faces," pursue alliances with like-minded organizations, and establish a Congressional Commission on Intercollegiate Athletics Reform by 2023.
- Advocate for federal legislation that requires higher education institutions to make transparent data related to educational, equity, and fiscal responsibility outcomes of intercollegiate athletic programs.
- Advance federal legislation that provides college athlete short- and long-term athletic injury and health protection, eligibility and financial aid due process rights, and rights to be treated as other students regard to outside employment.
- Actively defend through press releases and position statements those faculty, staff and athletes who are targets for retaliation for upholding basic academic principles or exploitative athletic practices.
- Annually present the Robert M. Hutchins Award to a faculty or staff member who takes a courageous stand to defend academic integrity in athletics at their institution.
- Annually present other national awards that recognize allies and others who contribute to progress in achieving our mission and goals.