



NCAA Mission Statement (COIA Proposal)

“Our mission, or core purpose, is to regulate intercollegiate athletics in a manner that enhances the role of US higher education as a critical national enterprise in a competitive global environment; ensuring that competition is fair, safe, sportsmanlike, and an enrichment of the academic experience for student-athletes and campus communities.

In this regard, we honor the unique American linkage of intercollegiate athletics and academics, and the responsibility to ensure that it contributes to the national mission of higher education. We further honor the collegiate model of athletics; a model in which students participate as an avocation, and where the educational experience of the student-athlete is paramount.”

Rationale

COIA believes that the NCAA, as a consortium, has to go beyond respect for the autonomy and welfare of its membership, as well as the educational experience of its student-athletes, and take responsibility for the impact of the enterprise on the welfare of the US higher education system. Our proposed mission statement suggests that doing so will accomplish several things: 1) introduce a foundational rationale for maintaining the collegiate model and the primacy of academics, 2) reposition the NCAA as an agent of the public interest, and 3) provide a framework for reasonably constraining the institutional (as opposed to team) pursuit of winning in a zero-sum context.

NCAA Current Purpose and Mission Statements

Core Purpose:

Our purpose is to govern competition in a fair, safe, equitable and sportsmanlike manner, and to integrate intercollegiate athletics into higher education so that the educational experience of the student-athlete is paramount. (www.ncaa.org)

“Our mission is to be an integral part of higher education and to focus on the development of our student-athletes.” (President Mark Emmert quoted on www.ncaa.org)

The Coalition on Intercollegiate Athletics is an alliance of faculty governance bodies from the academic institutions in the Football Bowl Subdivision. COIA’s mission is to promote the academic integrity of our universities, and to represent the interests of our faculties, non-athlete students and student-athletes in matters related to college sports that can significantly affect the health, sustainability and educational missions of our institutions.