



## 2020-2021 PROGRAM INFORMATION

### MISSION

As an extension of the Liberty University Athletic Department, the mission of Liberty University Cheerleading is to train champions for Christ, provide a world-class experience for student-athletes, and achieve victory with integrity.

- Train champions for Christ
  - Glorify God in all things (1 Cor 10:31)
  - Christ-like behavior from coaches and team members
  - Develop mature followers of Christ who desire to serve God and others
- World-class experience for student-athletes
  - Attend the world's largest non-profit Christian university
  - Participate in Division I athletics
  - Grow together as a family in Christ through all circumstances—wins, losses, injuries, illnesses, successes, failures, challenges, and setbacks (2 Pet 3:18).
- Achieve victory with integrity
  - In the classroom, on the field, on the court, on the mat, and in the gym
  - Christian standard of excellence (Col 3:24–24)

### VISION

To build a Christ-centered, Division I cheerleading program that provides an amazing student-athlete experience while being competitive with the best programs in the country.

### CORE VALUES

- Family                      We are a family in Christ first, cheerleaders second.
- Diligence                    We work hard for each other and encourage one another.
- Excellence                 We seek excellence, not merely what is acceptable.
- Contribution                We seek to motivate, challenge, and make each other better on a daily basis.
- Integrity                     We strive to finish every task, every day, every time.
- Self-Control                We choose to speak only words that build each other up.
- Charity                      We give the benefit of the doubt when we are unsure of motives or reasons.
- Authenticity                We aim to be transparent in our joys and in our struggles.
- Respect                      We show proper respect to authorities, to teammates, and to ourselves.

### IDENTITY

A Liberty University cheerleader is:

- An Ambassador
  - Reflects the university's spiritual, academic, social, and emotional values
  - Improves recognition of and loyalty to Liberty University
- A Spirit Raiser
  - Provides positive support for athletic teams
  - Participates in various university and community events
- A Crowd Leader
  - Leads the crowd in LU chants and traditions
  - Boosts student morale and fan excitement
- An Athlete/Entertainer
  - Cheers for various sporting events, adding to the fan experience
  - Competes at the highest level to represent the university

## **PRIORITIES**

- Game day vs. competition
  - Game day is the top priority. Our first commitment is to our teams and fans.
  - Competition is secondary and is a reward for success with game day.
- Sporting events
  - Primary: football, basketball
  - Secondary: other NCAA sporting events upon request
- Student-athlete
  - Success in the classroom is a prerequisite to cheering.
  - The objective is to earn a degree, not to cheer indefinitely. Time management is key.
  - Cheerleading should enhance, not stifle, a student's college experience.

## **BENEFITS**

The Cheerleading program is fully funded through the Liberty University Athletic Department. At present, no fundraising is necessary, and the cheerleaders pay no dues. This is subject to change if the coaches decide to take more team members to camps or competitions.

- Scholarships
  - Partial athletic scholarships are available for some team members. Others may be offered a walk-on position.
  - Scholarship amounts are confidential, determined by the coaching staff, and awarded on the basis of skill level. Spring bonuses may be awarded if funds are available.
- Gear
  - Uniforms, shoes, pom-poms, megaphones, fleeces, practice shorts and shirts, warm-ups, backpacks, and accessories like lipstick, nail polish, beanies, basket gear, etc.
  - The official sponsor of Liberty University Athletics is Nike®.
- Travel
  - Travel to selected football games and basketball tournaments
  - The coaching staff determines the selection of travel teams.
- Camp
  - A select group of cheerleaders may attend a collegiate summer camp.
  - Camp dates and the camp group are determined each year by the coaching staff.
- Competition
  - Liberty normally competes at the UCA College Cheerleading National Championship.
  - The roster is limited to 16 competitors plus 3 alternates. Team members are not guaranteed to compete but must earn a spot on the mat.
- Fitness
  - The team is provided with a strength coach who designs a specific training program for the team and oversees each workout.
  - The team trains in a facility designated for athletes only.
- Nutrition
  - Healthy snacks are provided for football games and competitions.
  - Cheerleaders have access to the LU sports dietician for consultation.
- Medical
  - Cheerleaders are provided with an athletic trainer to care for injuries, illnesses, and mental health.
  - Trainers make appointments with the doctors and counselors as needed.
- Academic
  - Academic coordinator, early registration, academic enhancement
  - Tutors, textbooks, laptops, and calculators are available upon request.