MISSION
The mission of the Liberty University Athletic Department, and the cheerleading program by extension, is to produce Christ-centered men and women with the values, knowledge, and skills required to impact tomorrow’s world.

VISION
The vision of the Liberty University Athletic Department is to develop champions for Christ by providing a high-quality student-athlete experience and achieving victory with integrity.

- Develop champions for Christ
  - Glorify God in all things
    - “So whether you eat or drink or whatever you do, do it all for the glory of God.” 1 Corinthians 10:31
  - Demonstrated through Christ-like behavior from coaches and team members
    - Team prayer, chaplains, and devotions
    - Christian attitude of love and respect toward all
  - Train student-athletes to be mature followers of Christ who desire to serve God and others with their lives
- Provide a high-quality student-athlete experience
  - Attend the world’s largest, non-profit, Christian university
  - Participate in Division I athletics
  - Grow together as a family in Christ through successes, failures, challenges, and setbacks
    - “But grow in the grace and knowledge of our Lord and Savior Jesus Christ. To him be glory both now and forever! Amen.” 2 Peter 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
    - “If it’s Christian, it should be better.” –Dr. Jerry Falwell, Sr., school founder
    - “Whatever you do, work at it with all your heart, as working for the Lord, not for men…. It is the Lord Christ you are serving.” Colossians 3:23-24

CORE VALUES
- Christ-Like Love
  - We are a family in Christ first, cheerleaders second.
  - We aim to be transparent in our joys and in our struggles.
  - We give each other the benefit of the doubt when we are unsure of motives or reasons.
- Christ-Like Character
  - We willingly serve the needs of one another and the program to our utmost ability.
  - We work hard for each other and encourage one another in the process.
  - We choose to speak only words that build each other up.
- Christ-Like Work Ethic
  - We seek excellence, not merely what is acceptable or what has been accomplished in the past.
  - We seek to motivate, to challenge, and to make each other better on a daily basis.
  - We strive to finish every task, every day, every time.
IDENTITY
A Liberty University cheerleader is:

- A Christ-follower
  - Seeks to glorify God in both word and deed
  - Ministers to others through relationships established within athletics
  - Shares the Gospel with those who do not know Christ
- An Ambassador
  - Reflects the university’s spiritual, academic, social, and emotional values and goals
  - Improves brand recognition and loyalty to Liberty University
- A Spirit Raiser
  - Provides positive support for athletic teams
  - Participates in various university and community events
- A Crowd Leader
  - Cheers for various sporting events
  - Leads the crowd in Liberty chants and traditions
  - Boosts student morale and enhances fan experience
- An Athlete
  - Represents the university at the highest level of competition
  - Participates in fundraising activities to support the program

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, volleyball, 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.
  - 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 required, 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 scholarships are available for some who are selected to the team. Others may be offered a non-scholarship position on the team. Scholarship amounts are determined by the coaching staff and are awarded on the basis of skill level. Typical scholarships range from $1,000-$5,000 per year. Other financial aid, such as an academic scholarship, can be combined with a cheerleading scholarship.
- Gear
  - All gear is provided by the university, including uniforms, shoes, pom-poms, megaphones, fleeces, practice shorts and shirts, warm-ups, backpacks, and athletic bags.
  - The official sponsor of Liberty University Athletics is Nike®.
- Travel
  - A travel squad will attend away football games and basketball tournaments.
  - The coaching staff determines selection of travel squads.
Camp
- A select group of cheerleaders will attend a college summer camp.
- The coaching staff determines the camp dates and the camp group.
- The university pays for all expenses at present.

Competition
- Red Squad competes at the UCA College National Championship in the IA division.
- White Squad is our secondary competition team and may compete in the spring depending on funding and the skill level of the team.
- There are no sideline-only or non-competition spots on the team. Expect to compete.
- The university pays for all expenses at present.

Fitness
- The team is provided with strength coaches who design specific training programs and who oversee each training session.
- The team trains in a facility designated for athletes only.

Nutrition
- Healthy snacks are provided for football game-day and competitions.
- Cheerleaders have access to the registered dietician for consultation.

Medical
- Cheerleaders are provided with an athletic trainer to care for injuries and illnesses.
- The trainer makes appointments with the doctors, specialists, and counselors as needed.

Academic
- Cheerleaders have the privilege of early registration for classes.
- An academic coordinator works with the team to schedule classes and monitor grades.
- Tutors, textbooks, laptops, and calculators are available upon request.
- Academic Enhancement (study hall) is available for all team members.

FREQUENTLY ASKED QUESTIONS
HOW MANY CHEERLEADERS ARE ON THE TEAM?
The total number of team members ranges from 30–40 cheerleaders each year.

FOR WHICH SPORTS DO YOU CHEER?
Our primary sports are football, volleyball, and basketball. The team also cheers for other NCAA athletic teams upon request (e.g., soccer, field hockey, lacrosse, tennis, baseball). The team’s top priority is to support the Liberty University athletic teams.

ARE THERE BOTH COED AND ALL-GIRL CHEERLEADERS?
Our program is currently coed-only. Therefore, we are only recruiting male bases, not all-girl bases, and female flyers who have coed experience.

DOES YOUR TEAM COMPETE?
Yes! Our Red Squad competes at the UCA College National Championship and placed 7th in 2019. Our White Squad competed at the UCA College National Championship in the Game Day division in 2019. Both teams compete in the Coed IA division.

WHEN IS THE TRYOUT? WHAT SKILLS DO YOU REQUIRE?
We do not hold a traditional tryout but instead recruit directly to the team. Please visit the Join the Team link at our website to learn more about our recruiting process and skill requirements.

WHAT MAKES LIBERTY UNIVERSITY CHEERLEADING UNIQUE?
The most unique feature of the Liberty University cheerleading program is experiencing the Christian atmosphere of the campus and team. At Liberty University, our team prays together and studies God’s Word in an effort to glorify God with the talents and abilities He has given each person. The team strives to be a Christ-centered family that loves and supports one another.