

Task Force Reports - Visioning Project

East Tennessee State University

Athletics Task Force

December 5, 2012



Judge Kenneth Bailey &
Dave Mullins, AD

| The Charge

We were asked to apply our collective expertise to identify “what if?” opportunities within the ETSU Athletics Department, which include the following areas:

1. Campus and Community **Engagement**
2. Athletic **Facilities**
3. Athletic **Finances**
4. Sources of Revenue and Allocation of Resources
- 5. Competition and Branding**
6. Marketing
7. Enhancement of Existing Programs
8. Possible New Programs



| The Theme

Adopting the front-porch philosophy, ETSU athletics will significantly engage the campus and the community, and through excellence will attract new students, faculty, staff and friends.



| Visionary Opportunities

- 1. Foster a culture of inclusion through athletics that elevates the student experience and develops a stronger identity and lasting connection with students, faculty and the community.**
 - Promote a culture of excellence to engage the campus community and individuals in this region.
 - Assess and evaluate conference affiliation and build on strengths to best position the university to be attractive to conferences wishing to expand
 - Enhance and raise the level of basketball to a Championship Caliber Program and clearly focus on basketball to strengthen the brand
 - Begin the planning and implementation of a Championship Level Football Program



| Visionary Opportunities

2. **Maintain existing facilities and build new spaces that engage the community, attract high-quality student athletes and provide an unparalleled fan experience.**

- Develop a new multi-purpose facility for basketball that will accommodate other activities and events
- Construct an outdoor football facility with the integration of track and field
- Integrate the Olympic Training Site with the Athletic department to enhance student-athlete performance and attract recruits with Olympic training, technology and expertise
- Increase campus housing and student recreation options to encourage more students to live on campus and engage with athletics and the university



| Visionary Opportunities

3. Develop sound, innovative business and financial models that sustain and enhance current athletic programs and prioritize expansion of future programs.

- Develop and implement a sustainable financial model for Athletics that will focus on programs that will generate the maximum return on investment for the entire ETSU community and individuals in the region
- Continue to seek innovative funding models and partnerships to build facilities and enhance programs
- Plan and implement the addition of emerging athletic programs and remain in compliance with Title IX



| Visionary Opportunities

4. **Pursue a powerful, recognizable and sustainable brand that distinguishes the university from our competitors and elevates the profile of ETSU Intercollegiate Athletics to national significance.**
 - Build a strong and lasting relationship with the City of Johnson City, Washington County and surrounding municipalities
 - Develop a fully integrated university marketing and branding plan that aligns athletics, the university, student life, alumni and other key constituencies



| Visionary Opportunities

Theme: Adopting the front-porch philosophy, ETSU Athletics will significantly engage the campus and the community, and through excellence will attract new students, faculty, staff and friends.

- 1. Foster a culture of inclusion through athletics that elevates the student experience and develops a stronger identity and lasting connection with students, faculty and the community.**
- 2. Maintain existing facilities and build new spaces that engage the community, attract high-quality student athletes and provide an unparalleled fan experience.**
- 3. Develop sound, innovative business and financial models that sustain and enhance current athletic programs and prioritize expansion of future programs.**
- 4. Pursue a powerful, recognizable and sustainable brand that distinguishes the university from our competitors and elevates the profile of ETSU Intercollegiate Athletics to national significance.**



| Comments & Questions



Committee for 125 • Task Force Presentation
East Tennessee State University • December 5, 2012

The Committee for 125

December 5, 2012



**Committee for 125 • Task Force Presentation
East Tennessee State University • December 5, 2012**

| Multiyear Activities

5 year

- Promote a culture of excellence to engage the campus community and individuals in this region.
- Assess and evaluate conference affiliation and build on strengths to best position the university to be attractive to conferences wishing to expand
- Enhance and raise the level of basketball to a Championship Caliber Program and clearly focus on basketball to strengthen the brand
- Develop a new multi-purpose facility for basketball that will accommodate other activities and events
- Integrate the Olympic Training Site with the Athletic department to enhance student-athlete performance and attract recruits with Olympic training, technology and expertise



| Multiyear Activities

**5 year,
continued**

- Develop and implement a sustainable financial model for Athletics that will focus on programs that will generate the maximum return on investment for the entire ETSU community and individuals in the region
- Begin the planning and implementation of a Championship Level Football Program
- Develop a fully integrated university marketing and branding plan that aligns athletics, the university, student life, alumni and other key constituencies
- Construct an outdoor football facility with the integration of track and field



| Multiyear Activities



10 year

- Plan and implement the addition of emerging athletic programs and remain in compliance with Title IX
- Continue to seek innovative funding models and partnerships to build facilities and enhance programs
- Increase campus housing and student recreation options to encourage more students to live on campus and engage with athletics and the university
- Build a strong and lasting relationship with the City of Johnson City, Washington County and surrounding municipalities

