



ETSU 125

Progressing toward ETSU's 125th Anniversary

Athletics

Task Force Meeting

Date: October 2, 2012

Time: 1:30 – 3:30 PM

Location: President's Conference Room

MINUTES

Ken Bailey, Chair

Dave Mullins, Athletic Director, Staff Resource

Adam Hall, Scribe

Brainstorming:

- To list of items on Task Force Development Matrix, add:
 - Funding
 - Foundational role of athletics and what does that mean within life of university
 - How athletics serves the non-athlete student
 - Impact of athletics on student recruitment (and increasing campus residential life) and on student-athlete recruitment
 - Community partnerships/community engagement
 - Effect on women's sports, Title 9, minority populations and how that enhances what we are doing
- Case Studies – Gonzaga in basketball; Appalachian State (NC) in football; UAB in basketball; University of Arizona
 - Focus and intentionality – purposeful
 - Branding – our identity

Summary of overarching questions and issues for Task Force discussion:

1. Level of competition/new competition
 - a. Resources to support that ambition
2. Role of athletics – overall value to university
3. What do you want your program to do
 - a. Education – holistic student development
 - b. Role of intercollegiate athletics in higher ed in 20 years
 - c. Level of investment in athletics/revenue generation for university
4. Student experience-campus engagement
 - a. Visibility of student-athletes as role models and ambassadors for ETSU – e.g., Preview Week
5. Profile, reputation, presence, enrollment, impact on recruitment of faculty; a unified and unifying contribution to the university
6. Accessible athletics activities and presence, close in, intimacy - bring people in, feeling part of the experience



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7. Facilities – top notch facilities (e.g., the Dome) - athletics as the front porch of university
 - a. Quality of facilities and impact on recruitment and retention
 8. Creating “the best” program/ student athletes
 9. Regional pride and reasons to stay in area – Johnson City; linkages to stay here; rallying point for region and community
 10. Branding – from national/regional presence to issues of colors and logos
 - a. Note – integration with new marketing/branding consultant
 11. School spirit/pride among students – athletics as a source of that
 12. Winning
11. Conference memberships – right ones?
 12. Football – can we afford not to do that?

ETSU in 25 years:

1. Like Gonzaga or Butler in basketball or big division 1 football program (or 1AA) and all that goes with it
2. Engaged student body [community “game day” rallies and activities in Boone, NC because of App. State]
3. Outdoor stadium [atmosphere, setting, facilities, setting]
4. National exposure – this is one of the fastest-growing areas in TN
5. College town feel along State of Franklin Road (venues for pre- and post-game social life)
6. City more integrated with the university; community support of ETSU athletics (not leaving town to go elsewhere); relationships with local political leadership; shared facilities with high schools
7. Basketball arena – enhancing student-athlete recruitment
8. Multiple sports, with visible facilities of excellence; multiple options
9. Competing in difference conferences or in non-conference games that draw national attention – where should we be (data-gathering)
10. “To be in the dance” at a national level in one of our priority sports and bring national not just local attention, supporting/funding; need further investment to build up programs to achieve that
11. Significant increase in athletics scholarships supported by athletic booster organizations
12. If football, excellent marching band - brings families to games and adds participation
13. Successful alumni athletes be connected to us, talk to us, be spokespeople, add pep and school spirit – excitement by alumni and students about being here
14. Teams that are fun to watch, successful – keep moving

Next Steps:

4 subcommittees –

1. Competition (conferences, Olympic Training Center, branding, etc)
 - a. Peer institutions – based on academics and/or athletics
2. Financial assessment - impact of adding a sport, changing conference affiliations, Title 9 ramifications; scholarships
3. Level of support (financial, engagement, vocal, attendance) from students, faculty and staff, alumni and the community



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4. Facilities – what, where, cost, how used to bring people to campus – relationship to facilities master plan

Other:

- Availability of data
- How the athletic strategic plan fits with the overall strategic plan of the university and its health mission
- Internal feedback loops with constituencies during task force work – e.g., Faculty Senate
- Sources of peer review research and other comparative or informational data