



**ETSU 125**

*Progressing toward ETSU's 125<sup>th</sup> Anniversary*

## **Athletics**

### **Task Force Meeting**

**Date:** October 26, 2012

**Time:** 3:00PM – 5:30 PM

**Location:** President's Conference Room, Burgin Dossett

**Attendees:** Ken Bailey (chair), Dave Mullins (staff representative), Emmett Essin, Ray Flynn, Leah Tilson, Jim Bitter, Russ Brown, Meg Stone, Brian Johnston, Murry Bartow, Matt Wilhjelm, Robby Vance, Dick Sander, Joe Grandy

**Absent:** Lorianne Mitchell, Lindsey Devine, Jerry Robertson, Adam Hall

### **MINUTES**

- **Distribution of previous minutes/Agenda for meetings**
  - Additions to minutes or questions?
  
- **Competition and Branding sub-group, distributed handout and presented following comments:**
  - To be a successful Division 1 athletics program, ETSU needs to create a true culture of excellence and needs to expand performance expectations
  - Suggested benchmarking for Sports Medicine and Performance Science faculty positions and programs could be University of Maryland and Oregon.
  
- **Discussion on conference affiliation**
  - Examination of how we are performing in the ASUN in basketball and all sports
  - Level of interest and support from Alumni base in regard to conference affiliation
  - Existing competition/rivalry levels with schools within the ASUN
  - Fan atmosphere/game day experience needs to improve – bring back fans, play rivals, conference games
  - What influence could ETSU have in recruiting other schools positioning the ASUN conference in an attractive light?
  - Travel costs related to ASUN conference games was discussed. Travel costs of other leagues needs to be considered for comparisons.
  - Use a visionary approach: Profile of an ideal athletic environment for ETSU: Brainstorm and name characteristics and attributes of an ideal setting for ETSU then benchmark institutions, athletic programs, and teams that fit inside these characteristics
  
- **Basketball recruiting efforts at ETSU was presented by ETSU staff**
  - During recruiting, conference does not usually come up as a specific issue. Student-athletes are more interested in the quality of school, housing, facilities, style of play, coaching relationships, schedule (location of games), athletic program
  - A new basketball facility and its impact on recruiting is important



- **Financial sub-group is polling 62 schools with budget-related questions and looking at benchmark institutions to inform what the ‘ideal situation’ athletic budget could look like.**
- **Athletic Director will distribute Title IX consultant reports and recommendations**
  - Valerie Bonnette
  - *Title IX and Intercollegiate Athletics: How it All Works – In Plain English*
  - Looking into a second analysis
- **Athletic Director volunteered to work on a summary estimate for different scenarios to help make decisions. The scenarios could include expanding basketball or existing programs, starting football at different levels of competition and researching associated costs.**
- **Levels of Support subgroup distributed handout**
  - Highlights:
    - Enrollment and average game attendance numbers within conference
    - Basketball game attendance has dropped off in the last couple years.
    - University of South Alabama Study – why are schools adding football?  
Examples of teams that added football =dynamic results. S.Alabama started with a club team – could be an option at ETSU?
    - Athletics helps define ETSU ‘fan’
- **Discussion on Facilities**
  - Quality of facility directly correlates to attendance numbers
  - Downtown revitalization of Chattanooga – needs to be a benchmark
    - Energetic, family atmosphere downtown, athletic facilities downtown, high attendance at sporting events
  - Chicken or the Egg situation: Team Success vs. Good Facility/Student & Community Engagement?
    - Group consensus – these two factors go hand in hand
    - ETSU is competitive in some sports, however we still do not have ideal student engagement.
    - Teams need a competitive atmosphere to get better. If you are in the middle of the pack, then you will work to get better. If best already or winning easily then you won’t feel the pressure to work harder/get better.
  - Facilities play a big factor in recruiting
  - Utilization of current and new athletic facilities more days out of the year.
    - Olympic Train Facility
  - Consideration of utilizing new facilities on campus versus existing facilities in off campus locations.
    - Share a facilities with the city / county / community



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- **Support begins at the Student Level.** It's all about student experience. If the students supported ETSU's athletic programs at our 'dreaming big' level, then the rest of this discussion is an afterthought.
  - Energized student fan base = beginning of solution
  - More student engagement activities are needed – 'Pack the House'
- **Discussion on Branding and Identity**
  - Give Buccaneers a history, create a story – something for fans to relate to