



**ETSU 125**

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

## **Athletics**

### **Task Force Meeting**

**Date:** November 8, 2012

**Time:** 5:00PM – 7:00PM

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

**Attendees:** Ken Bailey (chair), Dave Mullins (staff representative), Dick Sander, Emmett Essin, Ray Flynn, Leah Tilson, Lorianne Mitchell, Russ Brown, Meg Stone, Brian Johnston, Murry Bartow, Matt Wilhelm, Adam Hall

**Absent:** Jim Bitter, Lindsey Devine, Jerry Robertson, Joe Grandy, Robby Vance,

## **MINUTES**

- Judge Bailey instructed the task force to break out into sub-committees to discuss an overall visioning statement for each sub-committee and come up with priorities pertaining to each topic (Branding & Competition, Facilities, Engagement, Financial)
- Branding:
  - **Vision Statement: To pursue a powerful and sustainable commitment elevating the profile of ETSU intercollegiate athletics to national significance**
  - Wording Suggestions:
    - To achieve a national profile
    - Need the word recognizable/identifiable
    - To pursue an identifiable and recognizable brand,
    - Connection, Prominence, indelible impression,
    - To achieve a powerful, recognizable, and identifiable brand/connection
  - What is a brand? Symbol, sound, what people thinking about when you say ETSU.  
Look and know it's ETSU
  - Visioning = future words like achieve, foster
- Engagement:
  - **Vision Statement: To foster a culture of inclusion through athletics where students, faculty, alumni, and the community develop a stronger identity with and lasting connection to ETSU**



# ETSU 125

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

- Facilities
  - **Vision Statement: To build the best athletic facilities which enables the university to recruit the highest level student athletes,**
  - **To build first rate athletics facilities that will aid in recruiting high quality student athletes and provide an unparalleled fan experience.**
  - Wording Suggestions:
    - Use term stakeholder
    - To recruit quality student athletes,
    - Sense of engagement
    - Top level athletes competing in world class facilities
    - Recruiting and training top athletes
  - Best game day experience vs. recruiting student athletes discussion = chicken vs. egg
- Financial
  - **Vision Statement: To provide a reasonable range of financial estimates that allow for sound and informed decisions regarding the priorities for a successful athletics program.**
  - Wording Suggestions:
    - A nationally recognized athletics program,
    - To make reasonable financial decisions,
    - To develop a sound financial plan which takes into account current and additional programs...
    - To develop informative financial scenarios that allow for sound and informed decisions that sustain and enhance current athletic programs *and expansion of future programs*
  - How do you define a successful athletic program?
- Athletic Director discussed several possible scenarios for intercollegiate athletics program – budget, title IX, additional programs, scholarships, staffing



# ETSU 125

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