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
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.

- 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
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.

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| Comments & Questions |
The Committee for 125

December 5, 2012
Multiyear Activities

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Multiyear Activities

5 year, continued

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