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 Wilhjelm, 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
• Facilities
  o **Vision Statement:** To build the best athletic facilities which enables the university to recruit the highest level student athletes,
  o To build first rate athletics facilities that will aid in recruiting high quality student athletes and provide an unparalleled fan experience.
  o 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
  o Best game day experience vs. recruiting student athletes discussion = chicken vs. egg

• Financial
  o **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.
  o 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
  o 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