



ETSU 125

Progressing toward ETSU's 125th 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**



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- 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



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