

Response Format for Framing Team Submission

Framing Team: Athletic Programs

1. College's Purpose:

To serve as a liberal arts institution that values the full development of the individual via teaching, encouraging, monitoring, and re-teaching. The foundation of the service to the students is based on "compassion"; as being defined through the core values of concern, consideration, and care.

2. Athletic Programs Core Values:

- a. **Create a Student/Athlete Enhancement Center.**
- b. **Prepare for future athletic conference alignment.**
- c. **Employ an athletic fundraising and athletic marketing team.**

3. Key Opportunities:

- a. **Create a Student/Athlete Enhancement Center:** *Create a program that houses and leads our Champions of Character Educational Programming, Life Skills Recognition, Career Placement Counseling, and Academic Advising Point.* This center will serve as a tremendous foundation for a successful collegiate experience and prepare the student/athlete to be a productive member of society. The by-product of this center is a "win-win" for the entire campus community. As student/athletes represent 40% of the student body, this center will enable Martin Methodist to recruit and engage top tier student/athletes that sincerely desire to be successful, graduate, and live a productive, meaningful adult life while acquiring the habits, values, education, and skills to accomplish these goals. Ultimately, this experience will teach the importance of being a cooperative member of a team and of society. This center will help produce graduates who will have strong opportunities for employment while creating a valuable alumni base.

- b. **Prepare for future athletic conference alignment:** *Preparing for conference affiliation can be the most important avenue for a successful athletic department.* Quality conference affiliation does not come by chance. First, facilities must be above standards and current while under a well planned maintenance and renovation blueprint. First-rate facilities will provide opportunities to showcase our department and student-athletes. New facilities will allow for future growth of sport teams when necessary. Secondly, adequate staffing must be in place for both coaching and staff positions.

- c. **Employ an athletic fundraising and athletic marketing team:** Increased athletic branding and funding are vital to the continued success of our athletic department. Given that 40% of our student body is composed of student-athletes, 75% of our media recognition comes from athletics, the majority of off-campus visitors come for athletic events, and athletic teams represent the college in over 100 cities annually, additional funding has become necessary. In addition, these types of assets, resources, and exposure require marketing, promotion, and branding initiatives to maximize the brand's visibility.

4. Key Challenges:

- a. **Create a Student/Athlete Enhancement Center:**

Moderate challenges:

1. Two full-time staff members (Center Director and Assistant)
2. Shared office space, in addition to advising space and team space

- b. **Prepare for future athletic conference alignment:**

Significant challenges:

1. Construction of athletic facilities Master Plan
2. Facility upkeep
3. Staff additions with competitive salaries
4. Sport budget supplements for operations
5. Sport team travel costs

- c. **Employ an athletic fundraising and athletic marketing team:**

Moderate challenges:

1. Two full-time staff members (Development and Marketing Director)
2. Shared office space
3. Identifying prospective athletic donors vs. institutional donors
4. Creating a sponsorship financial base without a major media market

5. Methodology of Engaging Identified Key Opportunities and Overcoming Key Challenges:

- a. **Create a Student/Athlete Enhancement Center:**

1. Obtain a grant
2. Locate donor(s) to underwrite

- b. **Prepare for future athletic conference alignment:**

1. Budget for success
2. Realize and rationalize the benefits

- c. **Employ an athletic fundraising and athletic marketing team:**

1. Integrate with the institutional Development Team
2. Incorporate with the institutional Marketing Team

6. Broad Goals:

- a. **Create a Student/Athlete Enhancement Center:**
 - 1. Develop a plan and mentality for the development of the whole person.
 - 2. Monitor and improve the student/athlete experience while expecting accountability.
- b. **Prepare for future athletic conference alignment:**
 - 1. Identify and prioritize the importance of facilities while reaping the benefits of the investment.
 - 2. Ensure that we are staffing and providing the “tools” to achieve our goals.
- c. **Employ an athletic fundraising and athletic marketing team:**
 - 1. Hire qualified personnel
 - 2. Surround them with the “team” concept and support.

7. Financial Implications Associated with Goals:

- a. **Create a Student/Athlete Enhancement Center:**
 - 1. Initial Input: MODERATE Cost
 - 2. Long Term: HIGH Return
- b. **Prepare for future athletic conference alignment:**
 - 1. Initial Input: SIGNIFICANT Cost
 - 2. Long Term: HIGH Return
- c. **Employ an athletic fundraising and athletic marketing team:**
 - 1. Initial Input: MODERATE Cost
 - 2. Long Term: HIGH Return