

# DECEMBER ACTION PLANS

**Goal: Enhance and Develop Athletic Facilities:** In order to enhance and develop the athletic facilities, a formal process for departmental input into facility development was created. This process was put into action by having bi-monthly meetings to provide continuous assessment, progress reports, and status updates on facility needs. Steve Cady is leading the facility goal for Cultures of Champions. Steve has established a 17-member committee made up of constituents from various areas of the athletic department and across campus in Planning and Construction. The committee is focused on updating the ICA Facility master plan to encompass projects that will take anywhere from 6 months to 20 years to complete. Feel free to contact any member of the facility committee if you have a facility need that you would like to address. Committee Members include: Karen Baker, Steve Cady, Rich Ceronie, Lisa Dankovich, Maria Fantanarosa, Jim Haley, Don Lowe, Jay Lowe, Warren Mandrell, Shane Meredith, Shane Montgomery, Gale Newton, Mike Owens, Ryan Pedon, Dan Simonds, John Wiler, and Randy Stephens.



**Goal: Winning Championships:** By providing strategic support to the head coaches through an efficient organizational structure, we will be closer to achieving the goal of Winning Championships. To help provide this support, the Athletic Department Organizational Structure was assessed, finalized, and communicated. On August 22nd a new organization structure was provided to the athletic department. The focus of the new organizational structure is to establish some traditional structure and improve overall efficiency of the department operations. Coupled with improved departmental operations, the new organizational structure will also allow us to re-prioritize administrative time dedicated to development, President Hodge's five year strategic plan, Implementing the Culture of Champions Goals, and finalizing the Sport Administrative model.

**Goal: Increase Ticket Revenue and Attendance:** By utilizing the ROTC program in game-day activities, we have been able to enhance the game atmosphere. ROTC members have been contributing to the experience by helping ring the Harrison Bell after a Miami score. The ROTC started a new tradition in 2007 by lifting a "Miami-branded" log over their heads for each point Miami scores throughout the game. This exercise has replaced the traditional push-up exercise the ROTC previously conducted after a Miami score at Football games.

**Goal: Expand Media Coverage:** By establishing a consistent and timely communication plan for "selling" stories to national media outlets, we are expanding regional and national media coverage. The media relations department has been working extensively to promote our programs on a national level. This action plan will be ongoing, but we have made significant progress toward displaying some of our programs in a national spotlight. Two examples of expanding our media coverage is with Ice Hockey and Football. The Associated Press ran a story on Miami Ice Hockey that found its way across the country in newspaper outlets including the New York Times, the Minneapolis Star and Tribune, and the Chicago Sun Times. Miami Football's November 14th game vs. Akron was televised on ESPN2. The network did a fantastic job depicting Miami University and what it has to offer. Football has appeared twice on ESPN2 and once on ESPN throughout the year.

**Goal: Incorporate and Efficiently use Technology & Increase Ticket Sales and Attendance:** In order to market Miami Athletics through more effective uses of technology, in conjunction with the University Advancement office a comprehensive mass email database was developed to market and promote athletic events. The marketing department and sports information office have been able to utilize University Advancement's database to market and promote our athletic events through email to our alumni. On November 17th, within one hour of Miami Football clinching a spot in the MAC Championship Game, several thousand alumni were sent a message and a video link that advertised ticket availability for the championship game.



**Goal: Increase Ticket Revenue and Attendance:** To connect with our student body, the marketing and sales department has done a terrific job creating a "Game Day Experience" for various student groups to enjoy Miami athletic events. The creation and evolution of the Miami Student fan group Red Alert has given students access to premium game-day experiences that would not normally be available to students. Some examples are preferred seating locations, private viewing parties, and team scouting report discussions. Specific Game Day experiences have been created at Yager Stadium, Millett Hall, and Goggin Ice Center. At Yager, students can experience Tailgate Town, the only place to be on Miami Football Game Days for all your tailgating action. Students can take full advantage of Tailgate Town by purchasing a tent for their group to enjoy the game-day atmosphere. Experiences at Millett include court-side seating in the bleachers on either end of the court. At the Goggin Ice center students can use the Red Lounge to host a party during the Miami Ice Hockey games. They also have access to the Red Pit standing room area along the glass.



**Goal: Winning Championships:** To coordinate the use of Sport Administrators for enhanced operations, a regular meeting and communication plan has been formalized between the Sport Administrators. After clearly defining to each Administrator which program they would be working with, the administrative group was able to establish a weekly meeting with the Sport Administrators to discuss items related to each program. The meeting is driven by an agenda related to issues our programs currently face. The issues are also anchored in the twelve goals of the strategic plan. The discussion revolves around how each program handles the issue and how that information may be shared amongst programs by sport administrators to enhance the overall operations.

**Goal: Build Quality Relationships:** In order to improve department unity, an activities committee was established in September to elevate the importance of attending ICA events. Keanah Smith and Darcy Shriver make up the committee to manage the interdepartmental events. The focus of the committee is to plan, organize, and execute events that allow our department to come together throughout various times of the year. The committee has already been successful with a Thanksgiving dinner and a Holiday Party at the Goggin.