

JANUARY ACTION PLANS

Goal: Increase Ticket Revenue and Attendance: Having student-athletes engage in more student activities on campus, we have increased our connection with our student-body. The purpose of this action plan was to show the rest of campus that Miami University Athletes are invested in participating in activities that involve the rest of the student-body. In the marketing department's effort to create a sense of community among all members of Miami University (students, faculty, staff, and community members), we have involved our student-athletes in more student activities on campus. Some activities that our athletes have been involved with over the past fall semester have been: Move-In Day Assistance, Miami-Cincinnati Pep Rally, Homecoming Pep Rally, Red Alert's Miami Madness, and Miami Traditions. The plan is to increase the amount of campus activities we involve our student-athletes and staff in order to create "One Campus, One Community."

Goal: Increase Ticket Revenue and Attendance: In order to enhance Game Atmosphere, the marketing and sales staff, in conjunction with ISP and physical facilities, has been working hard to improve the overall atmosphere at Millett Hall. This past year a new video screen and projector has been installed to provide fans replays during the game, a live feed of the game broadcast, and information about upcoming events. A hospitality tent has also been constructed for six games throughout the year to provide fans with a catered meal and a hospitable atmosphere that you would not normally find at a Miami basketball game. In an attempt to get our fans closer to the action, court-side seats have been installed on the east side of the court. The court-side seats provide fans with a close view of the action. Red Alert has added to the environment within the building by claiming the traditional "Red and White" bleachers as the Red Alert section. Having passionate students cheering for the team close to the court helps create that home-court advantage for our team. ISP has also been instrumental in adding to the atmosphere of Millett Hall. This year we have been able to install a new LED scorer's table. The new table provides our marketing department and corporate agency the ability to promote in-game events, future events, or sponsor spots with full motion LED capability.



Goal: Increase Ticket Revenue and Attendance: In order to implement aggressive ticket sales strategies, the marketing and sales staff has been working hard to develop a program to utilize direct mail, phone solicitation, and alumni email. Aggressive grassroots initiatives have been developed to ensure that the message of our brand and what Miami Athletics has to offer is heard.



Direct mail pieces have been created, targeting different demographics of fans throughout southwest Ohio. Each piece of direct mail is "themed" to match the recipient and their specific demographic, mostly based upon age. The sales staff has instituted a phone solicitation program with renewing season ticket holders, former season ticket holders, individual game purchasers, and group targets. The sales staff has also instituted an alumni email program, targeting Miami alums in the tri-state region with season, individual, and group packages for our four ticketed sports. We have also had the ability to send messaging on numerous occasions through the development office in Murstein to thousands of Miami alumni across the region. This is something that previously was not allowed within the university.

Goal: Strengthen Resource Development: The function and purpose of the Red & White Club Board has been restructured in an attempt to increase our annual giving. The role of the Red and White Club Board is to generate ideas and help mold policies as they relate to the annual giving of the Miami Athletics Department. The Board has 5 separate committees; each focused on an important function of the Red and White Club. By utilizing these committees and the guidelines of the University, we plan to achieve our goal of increasing our membership numbers and membership dollars each year to help offset the continued sky-rocketing cost of higher education. The group is currently meeting monthly through conference calls and in-person meetings at least twice in a calendar year.

