

NOVEMBER ACTION PLANS

Goal: Increase Ticket Revenue and Attendance: To enhance the game atmosphere multiple steps were used to create and unveil a superior mascot. By working with a graphic design class on campus, the marketing staff was able to create a new and improved “Swoop image.” The new Swoop was unveiled to the general public on September 15th, prior to the Miami - Cincinnati Football game. The new Swoops has a more muscular, taller, and meaner appearance. The video used to introduce the new Swoop is located on YouTube at <http://www.youtube.com/watch?v=M9dCZfTiDCI>.



Goal: Expand Media Coverage: In order to maximize the use of internal media outlets, a part-time broadcast media staff member was hired and successfully trained to assist with internal video production for the department. In late August, Kevin Cady was hired as a student-assistant to Steve Baker within the video production area. Kevin is responsible for shooting a lot of the game footage from a variety of our programs; allowing Steve to create the Miami all-access pieces that play on our website and TV in the Millett Concourse.

Goal: Build Quality Relationships: In order to improve department unity, a weekly Red & White Spirit Day was created for staff members to wear their RedHawk apparel. The Social Activities committee decided that Friday's throughout the course of the year are deemed “Red & White” day. All employees are encouraged to wear red and white every Friday throughout the school year as a fun way to display their school spirit and unified department.