



Strategic Plan - Athletics External Operations

MISSION STATEMENT

Athletic External Operations provides support through increased awareness for the athletics program by establishing positive relationships with the general public, media and corporate community.

VISION STATEMENT

The Athletics External Operations will provide support for the department to meet its goals by providing a sales philosophy that financially supports it while maintaining integrity; by creating a method of building awareness and interest, which results in attendance for our individual programs; by enhancing the image of Texas Tech Athletics by fostering university pride and spirit; and, by creating an environment that emphasizes the highest standards of customer service and stewardship.

CORE VALUES

External Operations, like the Texas Tech Athletic Department, is committed to the core values of leadership, excellence, and integrity.

Goal I. Engagement: Enhance the image of the Athletics Department by developing and maintaining relationships.

Benchmarks for Goal I

1. Provide donation items to charitable organizations.
2. Work with coaches to schedule community public appearances.
3. Create awareness and interest in public appearances and programs and promote awareness of how Texas Tech gives back (both by coaches and student-athletes) to the community.
4. Utilize the football stadium club and United Spirit Arena at each home event (football, men's and women's basketball) to enhance business relationships.
5. Maintain a quality relationship and good standing with business partners by providing miscellaneous gifts on a quarterly basis.



Goal II. Pride and Partnership: Provide superior customer service and stewardship for internal and external constituents.

Benchmarks for Goal II

1. Continue to make enhancements to the Athletics Department fan site, and update Web site capabilities and advancements to help increase awareness and the fan experience.
2. Generate corporate partnerships each year to benefit all sports and programs.
3. Meet monthly with campus constituents.
4. Increase Web based promotions and e-mails of promotional opportunities.
5. Continue to work to expand use of emerging technologies in partnership with other groups to create additional entertainment and information streams.
6. Promote to all appropriate media information about our teams' and their successes.
7. Create positive media exposure for head coaches and student-athletes.

Goal III. Increase base of support at all events and create an enjoyable fan experience at each venue.

Benchmarks for Goal III

1. Increase attendance at all sporting events.
2. Conceptualize and create promotional enhancements to events which help foster excitement in a sports' total entertainment product.
3. Promote and distribute key information about all events via all avenues available about all sports programs.



Goal IV. Advancement and Accountability: Maximize production quantity and quality of external operations.

Benchmarks for Goal IV

1. Increase licensing royalty revenue.
2. Continue to educate vendors on licensing policies and procedures.
3. Enforce licensing practices.
4. Create and produce compelling, appropriate posters, programs and cover materials for all sports.
5. Create and produce compelling, appropriate news stories, media guides, schedule information and respond to all media inquiries appropriately.
6. Maintain the Athletics Department Web site content to reflect most current information.

Goal V. Human Resources: Invest the human and financial resources necessary to maintain a quality work environment for the office and a quality event experience for all sports.

Benchmarks for Goal V

1. Staff members to attend professional conferences and training seminars.
2. Update software and computers for all staff—full and part time.
3. Hire and maintain an engaged work force to include internship opportunities for students, both graduate and undergraduate level, especially in the areas of event marketing and promotions and graphic design.
4. Increase the Texas Tech Sports Network to include broadcasting all appropriate events
5. Train staff to effectively use technological tools available to them