FAMU ATHLETICS: HIGHLIGHTS

ACADEMICS

➢ The overall cumulative GPA of Rattler student-athletes stands at 3.03

➢ Fourteen Rattler student-athletes earned a perfect 4.00 GPA for the semester

➢ 73 Rattler student-athletes finished the semester with a GPA of 3.50 or higher

➢ 167 Rattler student-athletes earned a GPA of 3.00 or higher for the semester

➢ Thirty-one (31) student-athletes also received their degrees during the fall commencement, including four that earned their Master's degrees

➢ 70% Percent Graduation Success Rate

PERFORMANCE

➢ Ryan Stanley MEAC Offensive – POY

➢ Head Coach Willie Simmons – POY

➢ The Simmons Effect

➢ Men’s Basketball Iowa State win

➢ $50 Million in media and advertisement

➢ 31 Years Since Football & Men’s Basketball have been undefeated at home.

➢ Baseball MEAC Conference Champions

➢ Coach Wiggins Retirement

➢ 2500 Community Service Hours

➢ Florida Classic - $30 Mil in economic impact on Orlando
When a school rises from mediocre to great on the gridiron, applications increase by 18.7 percent.

A institutions fame in athletics increases general awareness of those institutions—brand advertising. A sports-heavy American culture: Prospective students might find it appealing to be part of a college's social whirl around a winning program.

The primary form of mass media advertising by academic institutions in the United States is, through their athletic programs," says Harvard Business School.

Boston College's greatest marketing campaign lasted about six seconds.

It's called the "Flutie Effect." In a 1984 game against the University of Miami, BC quarterback Doug Flutie threw a last-second "Hail Mary" pass 48 yards that was miraculously caught for a game-winning touchdown—a climactic capper on one of the most exciting college football games ever.

Ever since, marketing experts and school deans have acknowledged the power of the Flutie Effect's ability to transfer a successful collegiate athletic program into a hot ticket for admission. Georgetown University applications multiplied 45 percent following a surge of basketball success. Northwestern University applications advanced 21 percent after winning the Big Ten Championship in football.
This fall, the four-time All-MEAC Academic Team selection earned his bachelor's degree in business administration from the School of Business and Industry. His celebration was heightened after receiving an award for recording the highest GPA within the department. Saffold posted a 3.96 GPA for his four years at FAMU. "I knew football would end one day. My education will last forever. I made sure I prioritized and made great relationships with professors. If not for football this opportunity would not have happened".
FAMU ATHLETICS: DEPARTMENT GOALS

➢ HIGH ACADEMIC ACHIEVEMENT
Rings & Degrees for our student-athletes

➢ COMPETITION DOMINANCE
Dominate the MEAC and peer group competition

➢ CULTURE OF COMPLIANCE
We WILL follow the rules

➢ FISCAL INTEGRITY
We WILL be good stewards of resources

➢ STRENGTHEN & PROMOTE THE FAMU BRAND
We WILL grow the brand

➢ HIRE & RETAIN THE BEST COACHES AND STAFF
We WILL hire the best in the business to make FAMU the best in the business
FAMU Athletics Executive Leadership

FLORIDA A&M UNIVERSITY

WELCOMES

KORTNE GOSHA

VICE PRESIDENT & DIRECTOR OF ATHLETICS

STRIKE, STRIKE AND STRIKE AGAIN
FLORIDA A&M UNIVERSITY WELCOMES KEITH McCLUNEY DEPUTY DIRECTOR OF ATHLETICS CHIEF OF STAFF
FLORIDA A&M UNIVERSITY WELCOMES KARAI LOCKLEY

SENIOR ASSOCIATE ATHLETIC DIRECTOR - CFO/SWA
FLORIDA A&M UNIVERSITY
WELCOMES
RON REEVES
ASSOCIATE ATHLETIC DIRECTOR
- REVENUE GENERATION
Florida A&M University welcomes Michelle Harper, Associate Athletic Director for Student-Athlete Welfare and Competitive Excellence.
Promoted

Kentrell Kearney

Associate Athletic Director for Compliance and Diversity

Florida A&M University
FAMU ATHLETICS

GROWTH STRATEGY

COMMIT. ENGAGE. INVEST.
INTERNAL OPERATIONS

- Implement industry best practices
- Create efficiencies
- Invest in our facilities
- Leverage our assets (academically)
- Fiscally responsible
- Understanding of policy and procedure
- Hire qualified personnel
- Use technology and digital record retention
- Understand Compliance (NCAA, University, Federal)
- Catch Up Work

Public Private Partnerships
Corporate Partnerships
Allied Health Human Performance
SBI
Student Government
Sorority & Fraternity Life
School of Journalism and Communications
Armed Forces & Veterans
Food Services
Housing
Campus Rec
FACILITIES

➢ Institutional will to improve and maintain facilities
➢ Facilities recruit students, partners, and support
➢ Build facilities that serve multiple interest and university missions
➢ Assessment of Current Infrastructure
➢ Future Opportunities (Academic Programs, Revenue Generation)
➢ Life Safety & Environmental Health
The new home for PVAMU Athletics is the 55,000 square feet Athletics Administration Building, located in the north end zone of Panther Stadium.

Opening in the summer of 2016, the multi-level facility features offices and meeting rooms, a weight room, and class rooms for academic support and team meetings. It also has a reception room that overlooks the field at Panther Stadium that is used for team meetings, press conferences, receptions, and University functions.

$65,000,000 Investment in 2016
The $62 million multi-purpose facility has a synthetic turf playing surface and is among the best state-of-the-art stadiums in the country. It is complete with 20 suites, loge and club seating, academics labs and five locker rooms. The press box has multiple coaches booths, media broadcast areas, writers’ press area, and scoreboard operations including instant replay. The multi-purpose facility also has the ability to host soccer matches, concerts and other
Installation of the turf in 2018 was the first major enhancement to the facility since 1983. The current condition is in critical condition, no sounds system, and numerous functional issues.
FAMU ATHLETICS: FUNDRAISING

EXTERNAL OPERATIONS
BRAND IS PERCEPTION. BRAND DRIVES CHOICE. STORIES DRIVE PERCEPTION.

DEVELOPMENT AND FUNDRAISING

- Commitment to relationship building.
- Engage stakeholders, donors, and constituents.
- Exhibit a deliberate effort to partner with alumni affairs and university advancement.
- Aggressively pursue departmental goals.
- Commitment to service by cultivating meaningful relationships at every level.

TICKETING

TAKE YOUR SEAT

1. Activating group sales.
2. Referral programs.
3. Developing a sense of community.
4. Continue to increase season ticket holders.

2014 - 7,567
2017 - 26,719

2014 - 11,768
2017 - 16,895

2014 - 442
2017 - 5,030
EXTERNAL GROWTH STRATEGY: DEVELOPMENT

OUR “TO DO” LIST:

- Meet with University Advancement to determine what accounts exist for athletics (sport funds)
- Set up UNRESTRICTED “RATTLER ATHLETICS FUND” for athletics (all other organizations must be folded into one central source of fundraising)
- List of all alums who have made gifts to athletics and establish communication about enhancements
- Work closely with University Advancement
JOIN THE RATTERL ATHLETIC FUND:

FAMU Athletics

OUR MISSION:

FAMU

The mission of the Rattler Athletic Fund (RAF) is to provide critical financial support to the Department of Intercollegiate Athletics. Your commitment helps enhance the intercollegiate athletic experience of more than 300 student-athletes.

"WHY SHOULD I INVEST?"

Rattler Athletic Fund (RAF) members help provide the financial resources that make our mission possible through scholarships, academic services, facilities, operational support and by hiring championship-caliber coaches. Your investment, most importantly, provides a life-changing educational and athletic experience for our extremely talented student-athletes.

"WHERE DO I FIT IN?"

- INVEST TODAY AND HELP US MOVE TO THE NEXT LEVEL
- TUTORIZING / DODS CAREER RESOURCES ACADEMIC GUIDANCE
- INCREASE RECRUITING INCREASING RECRUITING / FITS & SUCCESS
- FULLY-FUND SCHOLARSHIPS THAT HELP OUR ATHLETES SUCCEED

YOUR INVESTMENT HELP US:

1. EXPAND ACADEMIC SUPPORT TO OUR STUDENT-ATHLETES
2. ENHANCE RATTERL SPORTS PERFORMANCE
3. INCREASE RECRUITING INCREASES ACADEMIC OPPORTUNITIES
4. FULLY-FUND SCHOLARSHIPS THAT HELP OUR ATHLETES SUCCEED

THANKS TO:

FLORIDA A&M UNIVERSITY

JOIN THE RATTERL ATHLETIC FUND ONLINE:

1. GO TO FAMURISING.COM
2. CLICK ON AREAS OF INTEREST / RATTERL ATHLETICS
3. CLICK ON "DONATE NOW"

HOW DO I PURCHASE FOOTBALL SEASON TICKETS?

CALL THE FAMU BOX OFFICE AT 1-850-599-3741 OR LOG-ON TO YOUR TICKETMASTER ACCOUNT
FAMU ATHLETICS: DEVELOPMENT

EXTERNAL GROWTH STRATEGY: DEVELOPMENT

OUR “TO DO” LIST:

- Educate donors and fans on why a seat donation with ticket purchase for areas identified as “premium areas” will be absolutely necessary for us to compete for MEAC Championships and close the gap in the conference in EVERY sport
- Capitalize on premium inventory (football & basketball) as opportunities to generate revenue
- Establish brand:
  - Name
  - Print pieces/Messaging
  - Signature events with Alumni Affairs
  - Gift processing guidelines
  - Acknowledgement process
  - Online giving
  - Community engagement
  - Benefits structure
  - Communication plan
- Identify immediate/future staffing needs:
  - Director of Development
  - Development Coordinator
  - Development Assistant (Student)
- Establish/leverage strategy with ticket operations (feasibility)
- Establish communication strategy with media relations (website, social, graphics, etc)

(Giving levels and benefits to be determined based on inventory)
FAMU can no longer afford to be the “Best kept secret in Tallahassee, Florida”!

**EXTERNAL GROWTH STRATEGY: MARKETING**

**WE MUST:**

- Promote our product/brand at a HIGH level
- Commit to making our product and everything surrounding our product attractive to current and potential partners
- Establish our department brand as a valuable partner for the local business community
- Present ourselves as a partner that will help them yield high return on their investment
- Promote our partners in a way that is strategic and professional
- Have the ability to assist them with product activation and on campus promotions that will expose them to our fan base, our students, and our community

It is absolutely necessary that we have marketing staff in order to activate campus marketing promotions and successfully fulfill our partnership agreements.
EXTERNAL GROWTH STRATEGY: MARKETING

OUR “TO DO” LIST:

- Social media strategy
  - EVERY team must have their own account
- M/W Basketball game day promotions
- Spring & Fall Sports marketing plan
- Posters/Schedule cards/magnets
- Learfield/Van Wagner (Licensing rights holders)
- Meet with College of Business (Dean)/SAA/Student Orgs
  - Marketing students
  - On campus/game day activation
- P/A announcements/In game music
- Address staffing needs
  - Director of Sports Marketing
  - Marketing Coordinators (Students)

TICKETING

- Pricing structure
- Packages
- Group sales
- Season ticket sales numbers
  - FB/MBB
- Ticket renewal process/Coordinate with donations
- Aspire Group/ticket sales team
- Fan experiences (high-five tunnel)
MEDIA RELATIONS/SOCIAL MEDIA

Clear, consistent communication is the key to effectively telling our story to the community, alums and to all external stakeholders of FAMU.

EXTERNAL GROWTH STRATEGY: MEDIA RELATIONS/SOCIAL MEDIA

WE MUST:

- COMMIT to a high level of writing that reflects professional knowledge and thought
- FOCUS on stories and profiles that highlight the academic and athletic accomplishments of our student-athletes
- ENGAGE the reader on a daily basis
- ESTABLISH a content calendar that is unified across all departments

Our brand/image in this area is vital to presenting our story in the manner in which we want it presented.

EXTERNAL GROWTH STRATEGY: MEDIA RELATIONS/SOCIAL MEDIA

OUR “TO DO” LIST:

- ALL TEAMS must have their own twitter account
  - We will keep our fans, recruits and alums engaged with all teams
- Establish RELEVANT hashtags consistent with our department tagline/theme
- Resolve Website/Social Media issues
  - Double check for grammar, slang and typos
  - No random retweets/messages
- Student workers (Journalism/Mass Comm)
- Department Graphic design/Creative content intern (unpaid)
  - Templates/brand standard
30-DAY PLAN

- Meet with President to discuss departmental goals and objectives.
- Meet with each head coach and senior athletic staff member individually
- Rattler Town Hall
- Meet with athletic teams for formal introductions
- Hold an all athletic staff meeting.
- Meet with key donors/supporters.
- Meet with local officials
- Meet with Provost and all University Vice Presidents for introductions.
- Review athletic department budgets
- Solidify administrative team
- Review/Revise departmental organizational structure
- Contact/Meet selected former FAMU student-athletes
- Meet with faculty athletic representative
- Visit with MEAC Commissioner
- Meet with members of the University Board of Directors
FAMU ATHLETICS: 60 DAY PLAN

TRANSITION PLAN

60-DAY PLAN

- Begin to develop departmental strategic plan for athletics
- Launch fundraising plan/external strategy
- Contact peer institution Athletic Directors
- Meet with all University Deans
- Meet with University Police Chief
- Meet with Mayor & government officials
- Meet with select corporate sponsor representatives
- Review radio and television contracts
- Review apparel contract/shoe contract
FAMU ATHLETICS: 90 DAY PLAN

TRANSITION PLAN

90-DAY PLAN

- Attend team practice sessions and/or competitions
- Hold individual meetings with athletic department staff members
- Review athletic department compliance and student-athlete support systems.
- Meet with the Student Government officers
- Attend Student-Athlete Advisory Committee meetings
- Host coaches’ dinner and invite President, Vice Presidents, and various faculty members
FAMU ATHLETICS: STUDENT-ATHLETE FOCUSED

LEADERSHIP FOCUS
TRANSLATING VISIONS INTO REALITY.

WINNING IN THE CLASSROOM

1. Putting the student before the athlete. Academic Integrity
2. Ensuring ALL athletes graduate with a degree in one hand and a ring on the other.
3. Engage athletic and academic partnerships from recruiting to graduation.

WINNING ON THE PLAYING SURFACE

1. Developing and maintaining a championship mentality.
2. Provide the best resources, coaches, and staff.
3. Ensuring state-of-the-art facilities.

LET’S WIN TOGETHER!

FLORIDA A&M UNIVERSITY
“At FAMU, Great Things are Happening Every Day!”