



Dear Colleagues:

I want to personally thank you for the dedication and passion that you brought to the Vision 2020 Athletics Committee. It is evident that you made this work a priority as your report is well written, comprehensive, and provides the template to build brand loyalty and a robust fan base at Belmont.

We realize that such ambitious goals will require the extraordinary efforts of many and believe that Belmont Athletics is poised for this challenge. The strategies that you propose will require strong leadership, collaboration, and campus-wide partnerships to ensure success.

Senior leadership is pleased to approve the following recommendations:

- Use of the engagement ladder, similar to the Admissions funnel, to generate and sustain fan engagement
  - Community, faculty, staff and student involvement
  - Fan development
  - Fan relations
  
- Create a brand story
  - Develop a strategic marketing plan
  - Identify organizations/partnerships to engage with brand story
  - Create a “Street Team” to support branding efforts to the community
  - Create Admissions-specific marketing communication for Athletics
  - Create a more fan friendly game day website
  - Expand customer relations/guest services efforts

We anticipate the reallocation of resources within the Athletics budget to accomplish the proposed recommendations.

We discussed the CRM (Customer Relations Management) system and determined that Development and External Relations also have a need for a CRM system. Dr. Moulds will lead a team from Athletics, UMPR, and IT to explore options for an integrated system that will address the varied needs of each department.

Scott Corley and Renee Schultz, with assistance from George Plaster, Sean Sawyer, David Fish and Greg Sage, will lead the implementation of the approved recommendations. I will be responsible for the ongoing oversight of the approved recommendations. We look forward to working with you as we enhance the Bruin experience for our loyal supporters.

With appreciation,

A handwritten signature in blue ink that reads "Susan West". The signature is fluid and cursive.

Susan West