

Athletics Team Charter

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Timeline: September 1 – November 30, 2016

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Student – Amy Zeronian, President SAC

Belmont University has successfully cultivated a culture of academic and athletic success among our student athletes. Having moved from the A-Sun to the OVC, our teams have competed well on the field, winning several conference championships, and have continued their success in the classroom. At the same time, while game attendance has been increasing, we believe that the engagement of faculty, staff, and students with our athletic programs could be better. In addition, we think that the message our athletes bring to the Nashville community – strong leadership, excellence on the field and in the classroom, and service to Nashville and the world – are messages and initiatives that need to be shared and developed more broadly.

Project Objectives:

- Research and document current opportunities for faculty, staff, and students to engage with Athletics at events, as well as outside of game days.
- Identify additional opportunities for faculty, staff, and student engagement at athletic events, as well as outside of game days, within existing structure of support and with our existing teams.
- Provide a recommendation to Senior Leadership that includes steps required over the next six months to more fully engage the campus community in Belmont Athletics and to engage Belmont Athletics with the Nashville community.

Athletics Notes: June and August Summits, August Board Meeting

Athletics (JUNE)

TABLE 12

- What is the disconnect to fill the seats?
- Need more alumni outreach
- Adult Degree Program: receives free tickets, tries to have the free tickets during Christmas break
- Engage alumni, graduate students
- Student population—practicing at night (music)
- Have student bands play prior to game
- Lots of commuter students who aren't on campus
- Model off a similar university
 - Trevecca: venue smaller, games were packed
- Try to make Curb arena feel more compact/fuller
- Student section: giveaways for students
- Food venues/concession @ basketball games
- Move games earlier to encourage more families
- Encourage graduate students to attend
- Service projects with athletic teams
- Shuttle service for residence halls to go to Rose Park
- Departments to adopt teams
- Promote the games to staff/faculty
 - Sidewalk chalk, floats, signs, banners
- Homecoming parade
- Residence Halls to games→contests & prizes

TABLE 10

- National trend is to be a separate unit
- Have various colleges adopt a team
- Introduce teams to the community
- Be identified as more than just a student athlete
- Most events/games happen off campus & after hours/evening
 - Can you put more opportunities in place for staff during the day?
- Relationships translate into attendance
- Hold special events where people can participate in them (i.e. tennis for dummies)
- Are we providing enough resources to connect in community (schools, etc)?
- Hurdle to get students interested in athletics rather than music or other interests
- Athletes support large student event then students support athletes
- Hosting an open house in Athletic office
- Running shuttle services from campus to games
- Have more show of spirit on game days (in the caf, etc)
- Have a designated event for each team where community participates
- Coaches make it a priority to get out into community in a variety of ways
- T-shirts, other collateral, give aways at beginning of season
- Birthday game with players from all teams playing a ball game
- Can you do an alumni game?

TABLE 11

- Does Admissions promote games in info sessions?
- Athletes and Residence life come together
 - RAs—more promo materials in dorms?
- Is Athletics part of student orientation?
 - Integrate athletics as part of orientation and welcome week and parent/family weekend
- How do faculty members get to know which students are student athletes?
- Use athletics promotion as part of marketing the U and student life
- Music & sports to come together
 - performance
- Sports and faith coming together
 - Chapel
 - Joint mission trip
- More tradition
 - Sweater vests on game days
 - Game pep rallies
 - Whiffle ball game
 - Team versus frats
- Outreach to faculty, students, staff through meetings
 - Scott to do more
 - Intentional outreach from sports to students, faculty and staff
- Belmont game day dress code for faculty/staff
- Student/faculty basketball game at halftime
- Promoting athletics more as part of overall student life
- Alumni connections/opportunities
 - Stronger, more frequent outreach and invitation/opportunity

Athletics (AUGUST)

TABLE 1

How do we compete with other options for students' attention?

Student Experience/Game day Experience

- Use of Curb and Beaman—maximizing available space
- Fan Experience—merchandise sales

Community Inclusion

- Relationships
- Identify with the school

Faculty engagement/Staff engagement

- Start times
- Family Experience
- Important to student athlete

Showcasing link of departments with Athletics
Focusing on Nashville ties/outside of Athletics

Student Athlete connection—not seen as just athletes but also their student connection to BU

What does BU Represent? Loyalty to the brand

TABLE 4

Become “Home Team” for Nashville

Make brand accessible

Get team in community and share accomplishments

Build fan base

Students

*Grad students

Faculty

Staff

Alumni

Prospectives

Tag line: “Anchors Up, It’s Bruin Time

- Integrating music students at games and performance
- Department Nights
- Residence Life Night
- Alumni Nights
- Grad Nights
- Highlighting
- Perfect Attendance Club: a shirt or award campus constituents can win for having perfect attendance at one of the teams’ games. A way to highlight them as “super fans.”
- Family Night Expansion: more family and school nights, etc
- First on the Floor replication for upper classmen

Create culture of attending games at Rose Park

- Ride share
- Busing
- Spirit walks
- FREE FOOD (MORE FREE FOOD!)

Alumni vendors

Integrate with Live on Fridays

How can Athletics engage more with the campus community?

- Word out for programs that are not basketball → Onus(sp?) on programs at Rose Park: soccer, baseball, softball, volleyball, tennis

Short Term

- Providing transportation to events at Rose Park
- Spirit Walks to Rose Park where students and staff can walk in groups or carpool
- Focus efforts to share information about events outside of digital communications
 - Promoting digital communications efforts
 - Signage on campus
- Make efforts to better promote women’s programs
 - Market those efforts
- Alumni gatherings @games

- Meet and greets for alumni and current students
 - Mixers that are faculty led
- Integrating student performances at games. Stage set up for performances prior to games
- Find ways to highlight players as more than just “student athletes”
 - Athletes need to engage and be a greater part of the community and show support for other programs.
 - Athletes need to be ambassadors
- Perhaps send “Bruin Insider” to all on campus as a way to highlight athletic achievements
- How do we hype the games more?
 - Better attendance
 - Create a culture of excitement
- Highlight athletic academic achievement in the community
 - Networks/donors, etc
- Make our teams “Nashville’s team”
 - Make Belmont brand accessible in stores
 - Make FANS
 - Go to local vendors and make our brand available in stores
- Make campus store shops across campus→Belmont Central
 - Increase sales of our brand
- Get communications to students more frequently and get them invested.
- Sports don’t seem to be a priority (especially outside of basketball)
- Replicate First on the Floor w/upperclassmen or Residence Hall Nights for all sports
- Create engaged students to build alumni engagement
- Athletes involved in campus activities
 - If they’re friends, the campus will support them
- Departments scheduling events around games
 - Bring alumni reunion to games
 - Departments nights
 - Highlight work of department and annual achievements by a video or at a media timeout announcement
 - Engage students/faculty/staff
- Graduate programs are not integrated. How do we involve them better?

Long Term

- Having facilities closer to campus
- Offer more **Alumni** and community events
 - Creating a culture of coming to the games for young families and children which will lead to increased Admissions efforts long-term
- Invite more students (elementary, middle, high) to games to create community
- How do we Make our teams “Nashville’s team”
 - Create and promote rivalries (outside Lipscomb)
 - Schedule other local games
- Make this brand in your face: “The Nashville Team”
- Make old Belmont Central space gift shop for quick purchases

TABLE 7

Student-Athlete should be models for the student body and source of inspiration. We want them to: 1) fulfill all their academic obligations, 2) be good citizens/role models on campus, 3) graduate on time, and 4) win championships.

TABLE 10

How do we integrate both ways?

- Health Services Initiatives
 - Athletes engage in all of the services
 - NCAA Initiatives: Mental Health, Substance Abuse, Anxiety
 - Engage athletics in already existing policies
 - QPK—bystander suicide prevention
 - Meeting with every team—how to engage services
 - Better engagement with people across departments
- Have coaches come and talk with departments about working with athletes
 - Student athletes are good students: time management, work ethic, ability to take criticism
 - Highlight stories of athletes—not their academic achievements
- How could we develop student-student mentoring, particularly athlete→non-athlete
- Encourage students to interact on “teams” within academic areas—build other relationships outside of athletic teams
- Faculty/staff member to mentor each team
- Attendance at events for faculty/staff/students—coordinating events
 - Focus on more than just basketball

Athletics (BOARD)

- Engage new people (celebrities) to become fans and spread the word
- New company partnerships (Bill Hagerty, Will Alexander)
- Utilize vendor list for corporate season tickets
- Mike Hamilton (former UT AD—as a contact)
- Preds model
 - Sell multi-game packages (not full season)
 - Make it family friendly
- Consider providing buses from surrounding areas, churches and high schools
- Increase number of corporate sponsors
- Coach Les Steckel (FCA)
- Increase student attendance using student body leaders
- Special pricing and ads for FCA members
- Set up a ticket exchange program that is easy to use