



Department of Athletics

Presented by: Vice President Kortne Gosha

Board of Trustees Meeting, March 4, 2020

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



FAMU Athletics

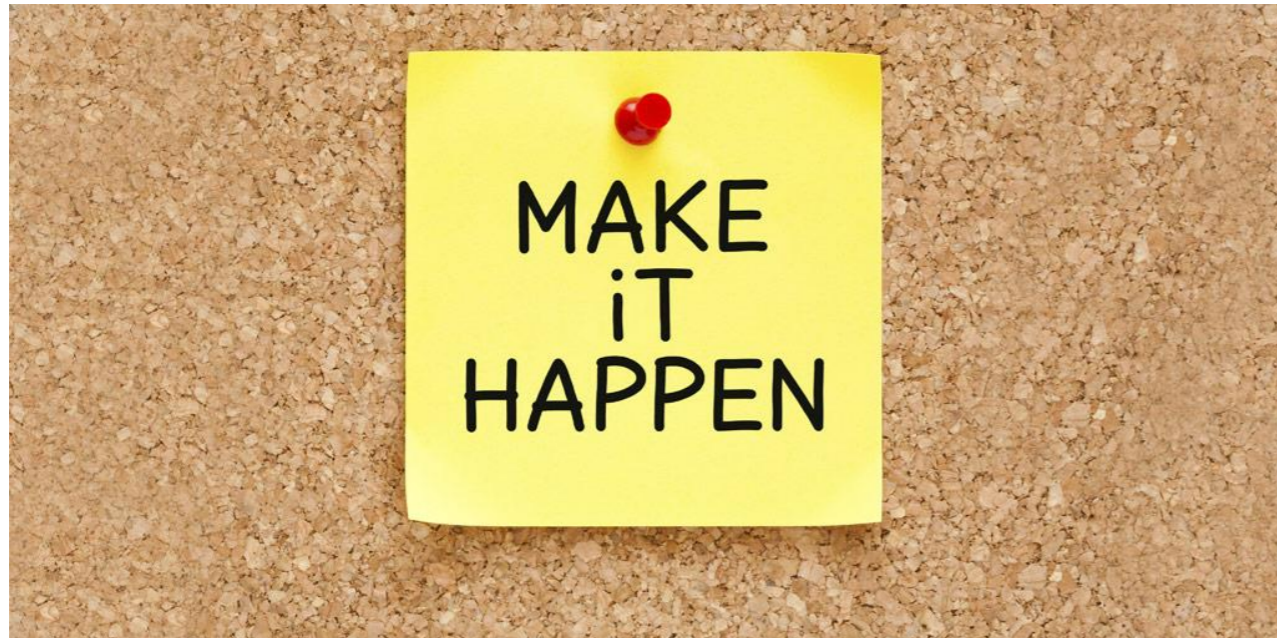
- When a school rises from mediocre to great on the gridiron, applications increase by 18.7 percent.
- A Institutions fame in athletics increases general awareness of those institutions—brand advertising. A sports-heavy American culture: Prospective students might find it appealing to be part of a college's 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.

FAMU ATHLETICS: SUCCESS STORY



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 ACHIEVMENT**

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

A professional headshot of Kortne Gosha, a Black man with a short beard and mustache, smiling. He is wearing a dark grey suit jacket, a white dress shirt, and a patterned tie. An orange pocket square is visible in his jacket. The background is a solid green color with a subtle pattern.

FLORIDA A&M UNIVERSITY

WELCOMES

**KEITH
MCCLUNNEY**

DEPUTY DIRECTOR OF ATHLETICS
CHIEF OF STAFF



#STRIKEAGAIN

FLORIDA A&M UNIVERSITY

WELCOMES

**KARAI
LOCKLEY**

SENIOR ASSOCIATE ATHLETIC DIRECTOR
- CFO/SWA



#STRIKEAGAIN

FLORIDA A&M UNIVERSITY

WELCOMES

**RON
REEVES**

ASSOCIATE ATHLETIC DIRECTOR
- REVENUE GENERATION



#STRIKEAGAIN

#FANGSUP

FLORIDA A&M UNIVERSITY

WELCOMES

**MICHELLE
HARPER**

ASSOCIATE ATHLETIC DIRECTOR
FOR STUDENT-ATHLETE WELFARE
AND COMPETITIVE EXCELLENCE

FLORIDA A&M UNIVERSITY

PROMOTED

**KENTRELL
KEARNEY**

ASSOCIATE ATHLETIC DIRECTOR
FOR COMPLIANCE AND DIVERSITY



#FANGSUP

FAMU ATHLETICS

GROWTH STRATEGY

COMMIT. ENGAGE. INVEST.

INTERNAL OPERATIONS

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



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

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**

PRAIRIE VIEW A&M



The new home for PVAMU Athletics is the 55,000 square foot 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 over looks the field at Panther Stadium that is used for team meetings, press conferences, receptions, and University functions.

\$65,000,000 Investment in 2016

ALABAMA STATE UNIVERSITY



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

FAMU ATHLETICS: BRAGG MEMORIAL STADIUM



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

PURCHASE INFORMATION:

CAN I PURCHASE ONLINE?

LOG ON TO YOUR TICKETMASTER ACCOUNT AT:
am.ticketmaster.com/FAMU

CAN I USE PAYROLL DEDUCTION?

EMAIL FAMUBOXOFFICE@FAMU.EDU FOR PAYROLL DEDUCTION FORM

CAN I PURCHASE BY MAIL?

DETACH AND MAIL WITH CASHIER'S CHECK OR MONEY ORDER PAYABLE TO:
FLORIDA A&M UNIVERSITY
CONTROLLER'S OFFICE
1700 LEE HALL DR
FHAC 201
TALLAHASSEE, FL 32307



COMPLETE INFORMATION BELOW

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Phone: _____

FOR MORE INFORMATION:

CONTACT THE FAMU BOX OFFICE AT
(850) 599-3141

THANK YOU!



FLORIDA A&M FOOTBALL
FANGS UP!

INVESTING IN CHAMPIONS LEVELS

INVEST AND GAIN MORE!

HEAD COACH
MILNE SIMMONS

20 20

FAMUATHLETICS.COM

INVESTING IN CHAMPIONS LEVELS:

INVEST TODAY!	GREEN RATTLER (\$730)	CHAMPION RATTLER (\$1,380)	SILVER RATTLER (\$2,630)	GOLD RATTLER (\$5,130)	PLATINUM RATTLER (\$7,630)
STRIKE MAGAZINE RECOGNITION					
RATTLER ATHLETIC FUND EMAIL UPDATES					
INVITATION TO THE ANNUAL RATTLER ATHLETIC FUND EVENT					
RATTLER ATHLETIC FUND LAPEL PIN					
RATTLER ATHLETIC FUND CAR DECAL					
INVITATION TO STUDENT-ATHLETE BANQUET					
TICKET PRIORITY FOR POST SEASON FOOTBALL & BASKETBALL					
RESERVED FOOTBALL SEASON TICKET(S)	TWO	FOUR	FOUR	SIX	EIGHT
RESERVED BRAGG STADIUM PARKING PASS(ES)	ONE	ONE	ONE	TWO	THREE
ORANGE BLOSSOM CLASSIC TICKETS	TWO (SIDELINE)	FOUR (SIDELINE)	FOUR (SIDELINE)	SIX (SIDELINE)	EIGHT (SIDELINE)
FOOTBALL NORTH END ZONE PASS(ES)		TWO	FOUR	SIX	EIGHT
FLORIDA BLUE FLORIDA CLASSIC INDOOR CLUB PASS(ES)			TWO	TWO	FOUR
FLORIDA BLUE FLORIDA CLASSIC PARKING PASS(ES)			ONE	TWO	TWO
FLORIDA BLUE FLORIDA CLASSIC AD SUITE PASS(ES)				TWO	TWO
BATTLE OF THE BANDS TICKET(S)				TWO	FOUR
MEN'S/WOMEN'S BASKETBALL GENERAL ADMISSION SEASON TICKET(S)		TWO			
MEN'S/WOMEN'S BASKETBALL RESERVED SEASON TICKET(S)			TWO		
OPPORTUNITY TO PURCHASE BASKETBALL FLOOR SEATS *					
MEN'S/WOMEN'S COURTSIDE BASKETBALL SEASON TICKET(S)					

*BASED ON AVAILABILITY

ALL IN!

ADDITIONAL PACKAGES ON SALE THIS SPRING!

ADDITIONAL INDIVIDUAL FOOTBALL SEASON TICKETS:

- \$140 RESERVED
- \$175 EAST SIDE BOX
- \$190 WEST SIDE BOX

ADDITIONAL PARKING OPTIONS:
\$250 BEFORE JULY 1
\$350 AFTER JULY 1
\$350 RV
\$45 GARAGE
\$30 ADA (WELCOME CENTER)

THERE ARE NO SEASON PARKING OPTIONS FOR NON-INVESTING IN CHAMPIONS MEMBERS.

FOR MORE INFORMATION, CONTACT THE FAMU BOX OFFICE AT (850) 599-3141








STRIKE, STRIKE AND STRIKE AGAIN!

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 ↑

FAMU ATHLETICS: DEVELOPMENT

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

FAMU Athletics

JOIN THE RATTLER ATHLETIC FUND:

HOW DO I BECOME A MEMBER BY MAIL?

COMPLETE INFORMATION BELOW

Please consult your tax advisor regarding the tax deductibility of your gift.

Name: _____

Address: _____

City: _____

State: _____ Zip: _____

Email: _____

Phone: _____

DETACH AND MAIL WITH CASHIER'S CHECK OR MONEY ORDER PAYABLE TO:
FAMU FOUNDATION/RAF
625 E TENNESSEE ST
STE 100
TALLAHASSEE, FL 32308



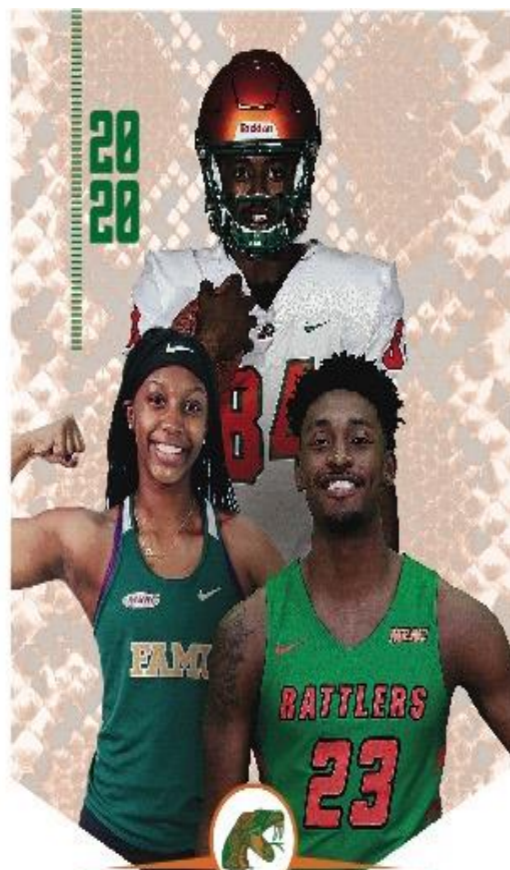
HOW DO I JOIN THE RATTLER FUND ONLINE?

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

HOW DO I PURCHASE FOOTBALL SEASON TICKETS?

CALL THE FAMU BOX OFFICE AT
1-850-599-3141 OR
LOG-ON TO YOUR TICKETMASTER
ACCOUNT

THANK YOU!!



MEMBERSHIP INVESTMENT GUIDE

ALL IN!



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?"



EXAMPLE: YOUR INVESTMENT PROVIDES HELP TOWARD ACADEMIC COSTS FOR OUR SCHOLARSHIP ATHLETES.

BASED ON AN AVERAGE OF 14 CREDIT HOURS:

- YOU HELP WITH: TUITION COSTS**
- OUT-OF-STATE TUITION: \$8,862/SEMESTER
 - IN-STATE TUITION: \$2,892/SEMESTER

#FANGSUP

YOUR INVESTMENT HELPS US:

- 1 EXPAND ACADEMIC SUPPORT TO OUR STUDENT-ATHLETES
TUTORING BOOKS CAREER RESOURCES ACADEMIC RESOURCES
- 2 ENHANCE RATTLER SPORTS PERFORMANCE
SPORTS MEDICINE STRENGTH & CONDITIONING SPORTS PSYCHOLOGY NUTRITION

STRIKE, STRIKE AND STRIKE AGAIN!

- 3 INCREASE RECRUITING BUDGETS & ENHANCE FACILITIES
GIVES OUR TERMS & COACHES THE BEST TOOLS TO RECRUIT WITH & SUCCEED
- 4 FULLY-FUND SCHOLARSHIPS THAT HELP OUR ATHLETES SUCCEED
TUITION MEAL PLANS HOUSING CAREER & ACADEMIC OPPORTUNITIES

INVEST TODAY AND HELP US MOVE TO THE NEXT LEVEL



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:**
 - o Name
 - o Print pieces/Messaging
 - o Signature events with Alumni Affairs
 - o Gift processing guidelines
 - o Acknowledgement process
 - o Online giving
 - o Community engagement
 - o Benefits structure
 - o Communication plan
- **Identify immediate/future staffing needs:**
 - o Director of Development
 - o Development Coordinator
 - o Development Assistant (Student)
- Establish/leverage strategy with ticket operations (feasibility)
- Establish communication strategy with media relations (website, social, graphics, etc)



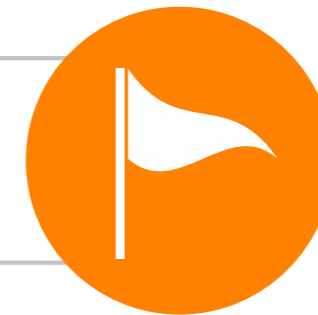
(Giving levels and benefits to be determined based on inventory)

FAMU ATHLETICS: MARKETING

FAMU can no longer afford to be the “Best kept secret in Tallahassee, Florida”!

EXTERNAL GROWTH STRATEGY: MARKETING

WE MUST:



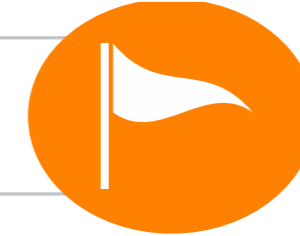
- **Promote our product/brand at a HIGH level**
- **Commit to making our product and everything surrounding our product attractive to current and potential partners**
- **Establish our department brand as a valuable partner for the local business community**
- **Present ourselves as a partner that will 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.

FAMU ATHLETICS: MARKETING (cont.)

EXTERNAL GROWTH STRATEGY: MARKETING

OUR "TO DO" LIST:



- Social media strategy
 - o 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
 - o Marketing students
 - o On campus/game day activation
- P/A announcements/In game music
- Address staffing needs
 - o Director of Sports Marketing
 - o Marketing Coordinators (Students)

TICKETING

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



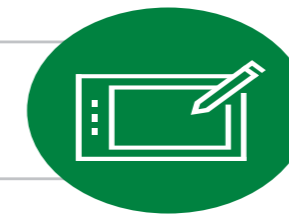
FAMU ATHLETICS: MEDIA

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:

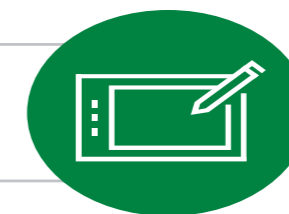


- **COMMIT** to a high level of writing that reflects professional knowledge and thought
- **FOCUS** on stories and profiles that highlight the academic and athletic accomplishments of our student-athletes
- **ENGAGE** the reader on a daily basis
- **ESTABLISH** a content calendar that is unified across 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
 - o 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
 - o Double check for grammar, slang and typos
 - o No random retweets/messages
- **Student workers (Journalism/Mass Comm)**
- **Department Graphic design/Creative content intern (unpaid)**
 - o Templates/brand standard

FAMU ATHLETICS: 30 DAY PLAN

TRANSITION PLAN

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 select 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 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!

FAMU ATHLETICS: THE FUTURE



“At FAMU, Great Things are Happening Every Day!”
