

Plan for a New Era In Buc Football

Calendar	ETSU “Kitchen Cabinet” (Infrastructure/Support)	ETSU Student Government (Student Referendum/Support)	Buc Football Fundraising Steering Committee (Fundraising)	Buc Football and Friends Foundation (Community Support Group)
January 2007	<ul style="list-style-type: none"> • Pres Stanton calls together Vice Presidents and others involved in developing infrastructure to support return of football to ETSU • Initiates process for Facilities Consultant (to be paid for by ETSU Athletics) • Initiates process for Consultant for Gender Equity/Title IX (to be paid for by ETSU dollars) • Receives TBR “go-ahead” for student fee referendum • Developed and distributed 72,000 letters to alumni, employees, friends of ETSU describing kickoff of fundraising and asking for donations • Process initiated for stadium with SBC 	<ul style="list-style-type: none"> • Takes Football Task Force Report to SGA • Initiates discussions on how to take referendum to students • SGA President, Josh Shearin, appointed to Kitchen Cabinet 	<ul style="list-style-type: none"> • Committee appointed • Committee convenes, orientation to process • Compiles initial target list of donors for visits • Economic Impact Study Initiated • Identifies Goal of achieving \$300,000 by end of March to demonstrate support for football prior to student referendum and provide dollars for stadium design process • Identifies goal of \$2.6 million per quarter for 6 quarters (until June 2008) to fund construction of stadium • Challenged to identify \$1 million/year for operations 	<ul style="list-style-type: none"> • Jerry Robertson appointed to Kitchen Cabinet • Jerry Robertson appointed as co-chair of Fundraising Steering Committee

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February 2007	<ul style="list-style-type: none"> • Sub-Committee did telephone interviews with three facilities consultants • Macmillan-Smith Firm invited to campus for presentation to entire committee • Request for proposals for Title IX/Gender Equity Consultant • Proposals reviewed by ETSU Gender Equity Committee • Recommendation made to Kitchen Cabinet • Dr. Stanton begins civic club presentations • ETSU Alumni Board briefed 	<ul style="list-style-type: none"> • Develops "Fact Sheet" on ETSU Football and student fee issues • Assignments to Senators for discussions with constituent groups using Fact Sheet • Plan developed for small group meetings with fraternities, sororities, student athletes and other student groups – to take place in late March and early April 	<ul style="list-style-type: none"> • Approval of initial target visits • List submitted to President Stanton and initial visits established • Donor list updated • Contributions from letter to alumni, employees and friends tracking begins • Sub-committees established for comprehensive approach to include: <ul style="list-style-type: none"> Recognitions/Incentives Players Club Marketing Outreach Corporate Partnerships <ul style="list-style-type: none"> • Initial Committee reports • Alumni meetings in Jacksonville, Florida and Kennesaw, Ga 	<ul style="list-style-type: none"> • Reported on status • Goal to raise membership from 250 to 750 • Planning Town Hall meetings with former players in Tri-Cities region • Personal contacts with former players • Meeting with students and distributing t-shirts, caps, bracelets. • Developing yard signs.

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March 2007	<ul style="list-style-type: none"> • Telephone interview with proposed Title IX consultant scheduled for March 6 • Distribute additional information on campus—including “fact sheet” for answers to FAQ • Meet with Council of Chairs on March 12 (Bishop, Mullins) 	<ul style="list-style-type: none"> • Hold student forum • Meet with student groups (SGA President, Bishop, Bader, Mullins) • Information/ads in <i>East Tennessean</i> 	<ul style="list-style-type: none"> • Committees identify top 3 objectives • Fold in committee objectives into overall plan • Meet/Exceed \$300K goal • Dr. Stanton begins visits to focus donors • Committee continues to update list of donors, make contacts 	
April 2007	<ul style="list-style-type: none"> • Consultants begin work 	<ul style="list-style-type: none"> • Student Forum on Football – April 3 • Complete meetings with student groups • Student Referendum April 10 – 11 with SGA election 	<ul style="list-style-type: none"> • Continue donor contacts • Civic Club Presentations • Finalize incentives/recognitions • Develop brochures, presentation materials • Media involvement/releases 	
May 2007	<ul style="list-style-type: none"> • Consultants complete assessment 		<ul style="list-style-type: none"> • Continue donor contacts • Civic Club Presentations • Develop brochures, presentation materials with recognition/incentive levels 	

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June 2007	<ul style="list-style-type: none"> Stadium to SBC for inclusion in "disclosed" list of capital projects 	<ul style="list-style-type: none"> Student Athletic Fee to TBR for approval (if approved by students in April) 	<ul style="list-style-type: none"> Continue donor contacts Civic Club Presentations Finalize brochures, presentation materials Prepare for full media involvement/releases 	<ul style="list-style-type: none"> Barbeque and golf tournament, June 8
July 2007 – July 2008	<p><i>Full Speed Ahead if Athletic Fee approved by TBR – Roll out of all full media campaign –Follow up with donors Introduce alternative ways for fundraising such as endowed scholarships; corporate boxes; season tickets; etc.</i></p>			
February 28, 2007				