



Top 3-4 Major Initiatives – 2014-15  
Athletics

1. Provide active engagement and leadership to campus committee regarding the gender equity self-study that will be completed in September, 2014.
2. Complete a 3-year fundraising plan by November 1, 2014 that will include targeted goals for all restricted and unrestricted gifts (annual, special projects, campaigns, gift-in-kind, etc) and allows for Athletics to finish in the black in FY15 and coming years.
3. Continue branding and marketing efforts that increases fan attendance as well as revenue in sponsorships, ticket sales, facility rental, royalties, merchandise sales, camps, etc.