



BOISE STATE ATHLETICS WHERE ARE WE HEADED? AUGUST 2020

The purpose of this document is to provide perspective and vision for Boise State Athletics and the aspiration to be among the nation's most respected and recognized athletic programs.

WHAT'S WORKING

- Football is currently one of the top programs in the country and strongest brands nationally
 - Winningest program in the country since 2000
 - 3 Mountain West Conference titles in last 6 years
 - 18 straight years nationally ranked
 - 18 straight bowl games
 - 14 conference championships last 21 years
- Tremendous student-athletes who expect to be successful
- Extremely driven and talented coaches who recruit, teach, connect and lead
- Academic performance in department wide and individual team annual APR and semester-to-semester GPA records
- "Blue turf" thinking and brand
- Women's Basketball has created a mini-dynasty in the Mountain West with four straight Mountain West Conference championships, and advancing to the NCAA Tournament in five of the past six years
- Men's Basketball with eight 20+ win seasons over the last 10 years
- Emphasis over last two years on the whole student-athlete development through more robust BroncoLife (off the field/court development and experience) and Bronco Sports Performance (mental health, nutrition, sleep, recovery and preparation) initiatives

WE SHOULD VALUE

- The student-athlete - overall experience, health and wellness, life preparation and development, helping them build their personal brand, commitment to earning a degree, career planning and placement
- Blue-collar standard - a mindset to do the common work in an uncommon way to respond to adversity and challenges
- Competitive success - Championships!
- Elite people – staff who are committed to mission, goals and purpose of the department and compelled to develop and hold others to the standard of excellence of Boise State athletics

GOALS & ASPIRATIONS

- Be aggressive in goal setting to push us to where we want to get to
- Establish real time metrics (competition, academics, revenue, etc) to measure success and hold ourselves accountable
- Maintain the high level of academic success that has become the norm
 - 3.5 Cumulative Department GPA
 - 985 Average Program APR
 - 90% Real Time Graduate Rate among SA's exhausting eligibility
- Football as a perennial Top 25 program
- Advance in both the NCAA Men's and Women's Basketball Tournament
- Finish in the Top 50 for the first time ever in the Learfield IMG College Directors' Cup final standings ranking among the top 15 percent for all Division I athletic programs
- Generate \$15M in annual fundraised dollars by FY22 to set a new all-time high for fundraising
- Deliberate steps to insure athletic department is defined by creative and innovative thinking; strong working relationships that create trust and accountability; clear and consistent communication between senior staff – head coaches – department units
- Our culture needs to drive the behaviors that produce results in the following four areas: 1) Competition (expect to win); 2) Classroom (degree driven); 3) Community (servant leadership), 4) Compliance (follow the rules – don't cheat)
- Strive to become a member of a Power 5 conference
- Football advances to the College Football Playoff

CHALLENGES/OBSTACLES STANDING IN THE WAY

- Less direct athletic annual funding from state and university comparative to other peer institutions in the MWC and Group of 5 conferences
- Compensation of coaches and athletics staff to retain and hire elite people
- Need to enhance overall operating budget (6th in MWC behind Air Force, San Diego State, Colorado State, UNLV and Fresno State)
- Facility upgrades, fan/customer experience and more premium seating at Albertsons Stadium
- Need for increased attendance/revenue growth for men's basketball
- Need to cast wider net for new donors, ticket holders, sponsors and fan engagement
- Funding for gender equity facility upgrades
- Are we clearly stating department purpose, major priorities and timely/attainable goals that drive individual teams and staff to be all in on our foundation of continually seeking excellence across the board and student-athlete experience and development

WHERE SHOULD WE FOCUS OUR EFFORTS TO ADVANCE THE PROGRAMS?

1. Evaluate best conference placement for football program under current FBS football model with a move to the American Athletic Conference being the top priority
2. With a football move to the AAC, determine basketball programs and Olympic sports conference move that provides best opportunity for program success – West Coast Conference, Big West Conference, Missouri Valley Conference, etc.
3. Sales and revenue surrounding 6-7 yearly home football games at Albertsons Stadium must be maximized to the fullest
 - Goal of returning to 20,000 season ticket holders and \$6M in season ticket revenue
 - \$2.5M in individual game and group ticket sales
 - \$3M in scholarship seating and reserved parking contributions to the BAA
 - Total football ticketing/seating revenue goal of \$11.5M (FY20 it was \$8.2M)
 - Re-imagine the pre-game hospitality and tailgate setting around stadium and within DeChevrieux Field based on new abilities to sell and generate revenue from alcohol sales
4. Evaluate seating at Albertsons Stadium to maximize revenue potential with future football schedules
 - Students move to South End Zone by 2022 season providing additional scholarship seating contribution growth as well as main core of stadium ticket revenue
 - Consider investing/expanding the University Club section on West Side (and adding similar concept on East Side lower deck) to provide some additional upgrade or pseudo premium seating options in stadium for revenue growth
 - Target a re-launch of East Side Renovation project during 2022 season with timeline for phasing in completion starting with 2024 football season
5. 2020 Vision fundraising initiative and goal setting centered around growing and investing in the following key areas: football, men's basketball, women's basketball and women's sports fund
6. Complete gender equity facility upgrades within the next two years at Boas Soccer Complex, Dona Larsen Park and Bronco Gym
7. Grow overall membership within the Bronco Athletic Association
8. Improve program funding by allocating additional resources in external operations/ticket sales/fundraising/scholarship annual fund, coupled with accountable goals and measurements in order to drive increased revenue growth
9. Work with Olympic sports teams to create reward program for meeting one to two agreed upon annual goals that advance the mission of the overall athletic department
10. Continue to strengthen and invest in BroncoLife and Bronco Sports Performance initiatives