

**THE FLORIDA INTERNATIONAL UNIVERSITY
BOARD OF TRUSTEES
ATHLETICS WORKGROUP**

TUESDAY, 29 JANUARY 2008
9:00 A.M.
FLORIDA INTERNATIONAL UNIVERSITY
UNIVERSITY PARK CAMPUS
PHARMED ARENA
ATHLETIC CONFERENCE ROOM 201B
MIAMI, FL

MEMBERSHIP

ALBERT E. DOTSON, SR., *CHAIR*
JORGE L. ARRIZURIETA
ALBERT MAURY

AGENDA

- | | |
|---|----------------------|
| I. CALL TO ORDER | ALBERT DOTSON |
| II. CHAIR'S REMARKS | ALBERT DOTSON |
| III. ITEMS FOR WORKGROUP ACTION AND REVIEW | |
| 1. ATHLETICS UPDATE | PETE GARCIA |
| 2. BUSINESS PLAN RATIFICATION | ALBERT DOTSON |
| A. REVENUE GOALS | PETE GARCIA |
| B. MARKETING STRATEGIES | PETE GARCIA |
| ○ OUTLINE IMPLEMENTATION & TIMELINE | |
| ▪ ATHLETICS | |
| ▪ STADIUM | |
| 3. PROPOSED 2008 ATHLETICS WORKGROUP MEETINGS SCHEDULE | ALBERT DOTSON |
| IV. OTHER BUSINESS (<i>IF ANY</i>) | ALBERT DOTSON |
| V. ADJOURNMENT | ALBERT DOTSON |

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ATHLETICS WORKGROUP**

29 JANUARY 2008

SUBJECT: ATHLETICS UPDATE

PROPOSED WORKGROUP ACTION:

None. Discussion item.

EXHIBITS/SUPPORTING DOCUMENTS:

- FIU STUDENT ATHLETE ACADEMIC CENTER – FALL 2007 ACADEMIC SUMMARY

FACILITATOR/PRESENTER:

- PETE GARCIA

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Florida International University
Student Athlete Academic Center

Fall 2007 Academic Summary

Student athlete overall average GPA~2.90

- FIU general student population (fall term) GPA~2.82
- **46%** of the FIU student athlete population earned academic honors~above 3.00
- **Women's Swimming & Diving** earned highest team GPA~**3.20** with 70% of the team above a 3.00
- **Baseball~3.01**~highest men's program GPA and historical team GPA
- Less than 1% of fall classes were dropped
- 7 out of 15 teams earned a team average GPA of 3.00 or higher
- 12 out of 15 teams earned a team average GPA of 2.70 (B-) or higher



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29 JANUARY 2008

SUBJECT: ATHLETICS BUSINESS PLAN RATIFICATION

PROPOSED WORKGROUP ACTION:

Adopt the following Resolution:

WHEREAS, The Athletics Workgroup of The Florida International University Board of Trustees (the BOT) reviews and monitors all matters pertaining to all aspects of the athletic programs at the University.

THEREFORE BE IT RESOLVED, that the BOT Athletics Workgroup endorses the University's Athletics Business Plan delineated as part of the Marketing Strategies as presented by the University's Athletic Director, Pete Garcia.

BACKGROUND INFORMATION:

LEGAL AUTHORITY:

The Athletics Workgroup of The Florida International University Board of Trustees reviews and monitors all matters pertaining to all aspects of the athletic programs at the University.

EXHIBITS/SUPPORTING DOCUMENTS:

- REVENUE GOALS
- OVERVIEW: FIU ATHLETICS 2007-2008
MARKETING PLAN
- OVERVIEW: 2008 FIU FOOTBALL
STADIUM MARKETING PLAN

FACILITATOR/PRESENTER:

- WORKGROUP CHAIR ALBERT DOTSON

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FIU ATHLETICS MARKETING PLAN – REVENUE GOALS

Forecasted Total Operating & Non-Operating Income by source

(000s)	2008/09
	Athletics Forecast
Student Fees	\$ 655
MBNA contract	\$ 155
Vending contract	\$ 200
Conference Revenue	\$ 300
Premium Seating	
Sponsorship	
Additional University Contracted Commitments	
Football Founders	
RFP Process	\$ 494
Stadium Naming Rights	\$ 927
Premium Seating	\$ 286
Sponsorship	\$ 181
Fundraising	\$ 121
Net Operating Income	\$ 124
Sponsorship/ Prem Seating / Net Operating Revenue	\$ 712
Total Operating & Non-Operating Income	\$ 3,443

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**FIU ATHLETICS
2007-2008
MARKETING PLAN**

WHO WE ARE INTERNALLY

PETE GARCIA- Athletic Director

Miami Dolphins, Miami Hurricanes, Cleveland Browns, FIU Golden Panthers

JOHN O'MEARA- Director of Marketing

Miami HEAT, FIU Golden Panthers

EVAN KOCH- Associate Director of Media Relations

National Football League, NFL Europe, Buffalo Bills, Houston Texans, Miami Hurricanes, FIU Golden Panthers

STEVE CISCO- Assistant Athletic Director of Ticket Sales and Operations

Florida Marlins, Miami HEAT, Miami Hurricanes, FIU Golden Panthers

JORGE FUENTES- Assistant Director of Corporate Sponsorships

Florida Marlins, Miami HEAT, FIU Golden Panthers

JOE VELASCO- Executive Director Athletic Association

Florida Panthers, Florida Marlins, FIU Golden Panthers

ALEX DUQUE- Director of Business Operations

Corp. Express, RCCL, FIU, BBA, Finance, Accounting, MA, CPA, FIU Golden Panthers

Total years of sports experience: 54

Total years of experience in the South Florida sports market: 45



OUR GOAL

- Strengthen Florida International University's brand within the South Florida community, and on a regional and national level, Increase awareness, ultimately leading to greater revenue and interest.
- Successfully market FIU sports as an up-and-coming program that is:
 - positive
 - interactive
 - affordable
 - fan-friendly
 - entertainment experience
- Build a long term commitment and relationship/affinity with students, community, alumni, faculty, staff, and fan base that exhibits dedication and changes that perception to a more positive one, which includes strong academics, community involvement, and success on and off the field.



SUMMARY

- We will build a solid product
- We believe in our product
- We will utilize our advertising mediums to create the awareness of our product
- We will utilize our product's assets to allow our consumers to identify with our product and to strengthen our brand
- We will evaluate our marketing plan
- We will justify our return on investment
- We will adapt to the market
- As we grow, so will our identity





**2008
FOOTBALL STADIUM
MARKETING PLAN**



OUR CHALLENGE

FIU Athletics will be opening a brand new stadium in September. This stadium currently does not have a brand. FIU Athletics is responsible for creating that brand and generating the awareness of the events, amenities, and opportunities that this new stadium will bring. Currently, there is very limited awareness regarding the opening of the new on-campus stadium, what the amenities and benefits are and what revenue generating opportunities are available.



TARGET MARKETS

Our product is different than the typical product. FIU Athletics, and the stage we are currently at, we need to cater to several different types of audiences. We need to realize and be willing to communicate one concise message, customized to various audiences. We are not going to reach a student the same way we are going to reach the parents of 3 young children, or a local business owner. It's key for us to customize our message to each individual audience to cater to their wants and needs, remembering to not stray from the underlining message.

Primary Targets:

- Students (on campus and commuters)
- Graduate students
- FIU alumni
- Faculty and staff
- Advisory board members (BOT, BOD, etc.)

Secondary Targets:

- Local targeted community
- Local business owners
- Local schools
- Vendors
- Media



OUR GOALS

- To create a strong brand for the new FIU stadium
- To effectively reach our primary target markets with customized options to meet their needs while reinforcing the primary communication message, in-turn, generating sales and revenue
- To create awareness of the grand opening of our new stadium
- To create awareness of the amenities and benefits involved with the new stadium to our target markets directly- this includes football, concerts and other potential events
- Communicate with local businesses the benefits that this stadium will have for them and gain their financial and non-financial support
- To create awareness of the sponsorship and signage opportunities that will be associated with the new stadium
- To reach the secondary target and create the awareness that there is another choice. FIU is opening a brand new on-campus stadium in September



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29 JANUARY 2008

SUBJECT: PROPOSED 2008 ATHLETICS WORKGROUP MEETINGS SCHEDULE

PROPOSED WORKGROUP ACTION:

None. Discussion item.

PROPOSED 2008 ATHLETICS WORKGROUP MEETINGS SCHEDULE:
FIU Board of Trustees Athletics Workgroup future meetings to be held on the 3rd Tuesday of every month, commencing in March 2008.

EXHIBITS/SUPPORTING DOCUMENTS:

- NONE

FACILITATOR/PRESENTER:

- WORKGROUP CHAIR DOTSON.

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