



PRESENTED BY  
John Eason Ph.D.  
Director of Athletics  
Florida Agricultural and Mechanical University



# Athletics Financial Update

2017-2018 Update

- I. Current state of finances
- II. Balanced budget was a snapshot
- III. Expenses continued to accumulate after report generated
- IV. It's our problem, but it doesn't define us





# Athletics Financial Update

2017-2018 Update

## Budget Status

FAMU Athletics is currently in the peak of the Investing in Champions Campaign. So far this year \$919,655 has come into the program.

- \$462,055 has been collected by FAMU Athletics
- \$457,650 will be collected by payroll deduction and financed payments
- We need a minimum of \$1 million in INC this year, which leaves you, the Rattler Nation to help us find a way to put at least another \$100,000 on top of all of our past renewals.







# Our Mission Statement:

- FAMU Athletics will enhance the lives of student athletes, FAMU constituents and the community as a whole; through first class athletic events, student experiences, scholarship and opportunities.







# Our Vision Statement:

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- Create an environment where Florida A&M Athletics is a vehicle for all students, coaches, staff, faculty, alumni and community stakeholders to flourish in all facets of their lives; grounded in integrity, humility and humanity.





# Fundraising

- Athletics has ventured into several areas to raise funds.
- The “Tag Bragg” Campaign
- Increased Corporate Sponsorship Engagement
- Partnership with Visit Tallahassee and other entities
- Aggressive season ticket sales with six home games







# **Hiring a proven winner to lead our football program**

## **Willie "Shotgun" Simmons Career record**





# Bringing the action home

<b>Sept. 1</b>	<b>Fort Valley State</b>	<b>5PM</b>
<b>Sept. 15</b>	<b>Jackson State University</b>	<b>5PM</b>
<b>Sept. 22</b>	<b>Savannah State</b>	<b>4PM</b>
<b>Oct. 6</b>	<b>Norfolk State</b>	<b>4PM (HOMECOMING)</b>
<b>Oct. 27</b>	<b>Morgan State</b>	<b>4PM</b>
<b>Nov. 10</b>	<b>S.C. State*</b>	<b>4PM</b>

**\* Men's Basketball will play Tuskegee at 1PM in the Lawson Center**

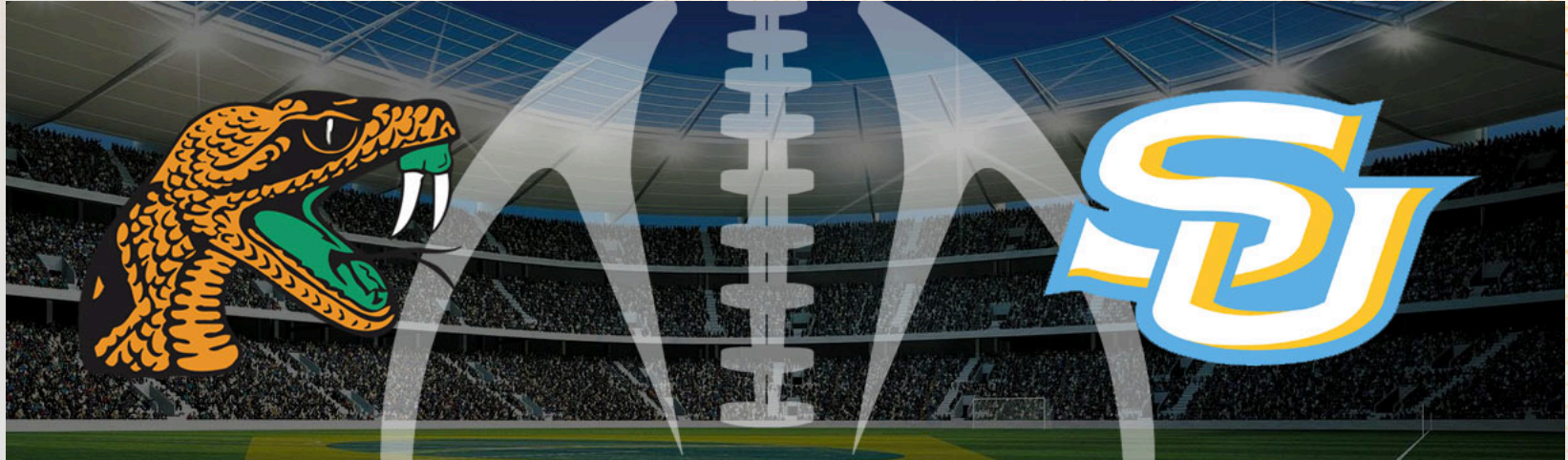
**Start times are set to allow most of the Florida and Georgia alumni and fans to experience the game and make it home at a reasonable time that night.**







# Renewing the Rivalry



Sept. 21, 2019

FAMU vs Southern

Bragg Memorial Stadium  
Tallahassee, Florida

Sept. 12, 2020

FAMU vs Southern

A.W. "Ace" Mumford Stadium  
Baton Rouge, Louisiana





# Right-Size Athletic Staffing

Major Issue: FAMU Athletics has been trying to work too few to do too many tasks.

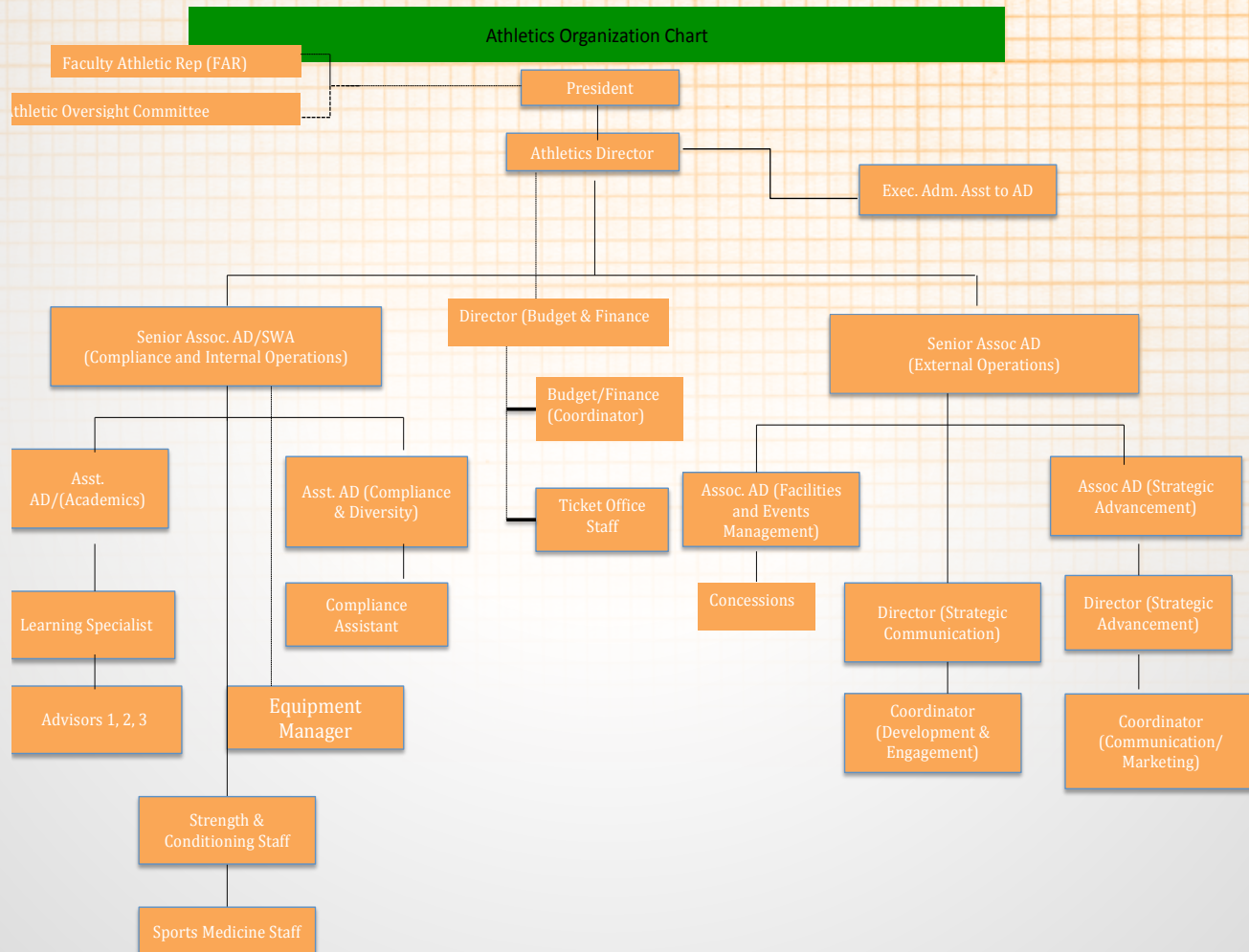
- By hiring enough competent personnel we can achieve both the goals of the department as well as the desired results. We have increased our sales staff who are responsible for bringing in more corporate sponsorships.
- Our new staff includes people with experience in key areas of athletics.
- We have also coordinated with the Rattler Boosters to provide fundraising opportunities to acquire much-needed finances for the department.







# Athletics Department Organizational Chart





# The FAMU Athletics Leadership Staff

John Eason, Ph.D. – Director of Athletics

Keith Miles – Sr. Associate AD for External Operations

Kendra Greene – Sr. Assoc. AD for Compliance/Internal Operations/SWA

Ramon Alexander – Associate AD for Strategic Advancement

Ebenezer Oriaku, Ph.D. – Faculty Athletic Representative

Kelvin Rosier – Associate AD for Facilities and Events\*

Vaughn Wilson – Director of Rattler Productions

Ericka Wilcox – Director of Athletics Finance\*

Fanorris Hayes – Athletics Business Manager

Anthony Williams – Assistant AD for Academics

Leronda Pinder – Stakeholder Engagement Coordinator

Lori Goodart – Coordinator of Financial Aid

Kentrell Kearney – Assistant AD for Compliance & Diversity

Leah Hall – Compliance Assistant

\*Positions begin July 2018







# 2017 MEAC Cross Country Champions



6<sup>th</sup> Consecutive Championship







# 2018 MEAC Outdoor Champions







## Keith Miles • Sr. Associate AD for External Operations

- We are finalizing the 2019 & 2020 football schedules
- We are re-building the Rattler Sports Network. (Radio & TV)
- We want every home game to be a sellout
- We are coordinating with the Marching "100" (Game day atmosphere)
- We plan to re-introduce basketball premium seating (courtside)





## Ramon Alexander • Associate AD for Strategic Advancement

- Complete overhaul of Investing in Champions Website
- The All-New “Tag Bragg” campaign.
- FAMU Athletics will launch **“The Rattler Seal of Approval”** Campaign in January 2019 to engage and expand middle level donor support throughout the region
- Micro targeted marketing strategies will be utilized to expand the volume of donor **“ASK”** via the implementation of a year around comprehensive direct contact model that is measurable, transparent, and scalable.







Kendra Greene • Sr. Assoc. AD Compliance/Internal Operations/SWA

Rattlercompliance@gmail.com





## Vaughn Wilson • Director of Rattler Productions

- Brand new Website/personnel for January
- Offering more programming in different mediums (Streaming shows)
- Better mobile website and enhanced App
- Continue the monthly newsletter (Add subscription plan)
- 1978 Documentary/ Premiere
- Jake Gaither Era documentary
- WE MUST TELL THE STORY OF FAMU ATHLETICS







## So Much History...

- 2018 marks the 50<sup>th</sup> Anniversary of the men's 4x100 track team winning their third consecutive championship in the Penn Relays. By retiring the "Patterson Cup."
- We will honor the team this year at Homecoming
- Coach: Bobby Lang
- The Runners: Nathaniel James, Major Hazelton, Eugene Milton and James Ashcroft.
- Our job as an athletic department, with the assistance of supporters like you, is to assist the next generation of great athletes to make their mark on the world.





HUBBA-HUBBA!

