

AMA Annual Meeting Agenda

October 25, 2024

8:30 am	Continental Breakfast with Head Coaching Staff	Forum, Innovation Lab
9:00 am	Panel Discussion: Student-Athlete Advisory Committee (SAAC) Changes and Culture Changes	Melissa Ringhausen, moderator
	- Bentley Hart, Football, Junior, Hist - Anna Finley, Basketball, Junior, ME - Gabi Burgess, Basketball, Sophomore, Bus - Tyler Gioia, Football, Sophomore, EMgt - Susan Cochran, Assistant Director of Athletics - Ryan Thompson, Head Men's Volleyball Coach - Dr. Dave Westenberg, Faculty Athletics Representative	SAAC President SAAC Vice President SAAC Secretary SAAC Treasurer SAAC Advisor SAAC Advisor SAAC Advisor
10:10 am	Break	
10:20 am	Opening Remarks / Introductions / Icebreaker	David Vonarx, President
10:25 am	State of Athletics Scholarship Recipients; Coach / Staff Award Recipients; Fundraising	Melissa Ringhausen, Director of Athletics
11:00 am	Break	
11:10 am	Wish List / Department Priorities	Melissa Ringhausen
11:40 am	Adjourn for Miner Legends Lunch	(Pre-registration required)
12:00 pm	Lunch	Hasselmann Alumni House
1:30 pm	Regular Business	
	- Approval of Minutes (attached) - Treasurer Report and Budget (attached) - Committee Reports - Board of Directors (attached) - Membership (attached) - Nominations (attached)	President Tanya Newkirk, Secretary-Treasurer President President/Committee Chair President/Committee Chair
	<u>SLATE</u> Past-President President President-Elect 1 st Vice President 2 nd Vice President Secretary / Treasurer	David Vonarx Brian Tepper Diane Butrus Kandi Spraggs Tanya Newkirk Jen Jansen
	- Other Standing Committee - Life Skills (attached)	Diane Butrus, Committee Chair

AMA Annual Meeting Agenda October 25, 2024

3:00 pm New Business

- Golf Tournament
- Engagement / New Member Encouragement
- Social Media Chair

3:20 pm Review / Final Comments

Secretary-Treasurer

3:30 pm Adjournment

Brian Tepper, 2024-2026 President

AMA Annual Meeting Agenda

October 27, 2023

830 am	Continental Breakfast with Head Coaches and Athletic Trainer	St. Pat’s Ballroom A&B																		
900 am	Panel Discussion: Culture Update, NIL, and Transfer Portal	Melissa Ringhausen, Director of Athletics Moderator																		
	• Bentley Hart, Football, Junior, Hist • Meiko Pearson, Volleyball, Senior, BioS • Lula Sassano, Softball, Sophomore, Bus • Lovell Williams, Basketball, Junior, ME • Todd DeGraffenreid, Head Baseball Coach • Jane Grimley-Gunn, Head Women’s Soccer Coach																			
	We Won the Kummer Challenge: 21 donors; totaling \$267,000	Kristen Gallagher/Kummer																		
1010 am	Break																			
1020 am	Opening Remarks, Introductions, and Icebreaker	David Vonarx, President																		
1025 am	State of Athletics	Melissa Ringhausen																		
1050 am	Break																			
1100 am	Wish List and Department Priorities	Melissa Ringhausen																		
1120 am	Fundraising	Brian Gilmore																		
1145 am	Adjourn for Miner Legends Lunch	(Pre-registration required)																		
1200 pm	Lunch	Hasselmann Alumni House																		
130 pm	Regular Business																			
	• Approval of Minutes John Borthwick made a motion to accept the minutes. Cecilia Elmore seconded. The minutes are accepted.	David Vonarx																		
	• Treasurer Report and Budget Brian Tepper made a motion to accept the budget as proposed. John Borthwick seconded. The budget was accepted.	Tanya Newkirk, Secretary-Treasurer																		
	<u>Proposed Budget:</u> <table><tr><td>Estimated Revenue/Dues:</td><td>\$9,000.00</td></tr><tr><td>Estimated expenses:</td><td></td></tr><tr><td> Banquet</td><td>\$5,000.00</td></tr><tr><td> Operating Costs</td><td>\$1,800.00</td></tr><tr><td>Suggested Spending:</td><td></td></tr><tr><td> 2 x \$1,000 Scholarships</td><td>\$2,000.00</td></tr><tr><td> 2 x \$100 SAC Awards</td><td>\$ 200.00</td></tr><tr><td> Athletic Dept Support</td><td>\$10,000.00</td></tr><tr><td colspan="2">(AD to request/BOD approval)</td></tr></table>	Estimated Revenue/Dues:	\$9,000.00	Estimated expenses:		Banquet	\$5,000.00	Operating Costs	\$1,800.00	Suggested Spending:		2 x \$1,000 Scholarships	\$2,000.00	2 x \$100 SAC Awards	\$ 200.00	Athletic Dept Support	\$10,000.00	(AD to request/BOD approval)		
Estimated Revenue/Dues:	\$9,000.00																			
Estimated expenses:																				
Banquet	\$5,000.00																			
Operating Costs	\$1,800.00																			
Suggested Spending:																				
2 x \$1,000 Scholarships	\$2,000.00																			
2 x \$100 SAC Awards	\$ 200.00																			
Athletic Dept Support	\$10,000.00																			
(AD to request/BOD approval)																				

AMA Annual Meeting Agenda

October 27, 2023

Ending Year End Revenue	-\$10,000.00
Overall Beginning Balance	\$84,458.07
Proposed Ending Balance	\$74,458.07

- Committee Reports

- Board of Directors
- Membership

David Vonarx

Cecilia Elmore and David Vonarx, Co-Chairs

Class of 2023:

Dave Belleville-nominator Jack Pennuto

Daniel Forbes-nominator Janet Conner

Brian Gorman-nominator-Kim Morrison

Julie (Orlich) Hawkins-nominator Melissa Ringhausen

Ted Kelly- nominator Diane Butrus

Jamie (Webb) McDonald- nominator Melissa Ringhausen

Rod McDonald- nominator Melissa Ringhausen

Mike Moore- nominator Melissa Ringhausen

- Nominations

Ron Rosner and David Vonarx, Co-Chairs

SLATE

President-Elect

Brian Tepper; nominated by David Vonarx to replace Art Bell.
Elected to position

Second Vice President

Kandi Spraggs; nominated by Cecilia Elmore to replace Brian
Tepper. Elected to position

- Other Standing Committee

- Life Skills

Diane Butrus, Chair

Great event this year. Won the Joseph McGowen Visionary Award. Another possible
opportunity could be hosting an event on personal finance.

- Annual Meeting

Willie Vonarx, Chair

150 pm

Break

200 pm

New Business

Proposed Bylaws were addressed. Discussion was had concerning the language of a “reserve balance”.
Jim Clossick made a motion to accept as written. Brian Gilmore seconded. Motion passed. The accepted
changes will read as follows:

VII. FINANCIAL REQUIREMENTS

- A.** The Academy of Miner Athletics will be self-supporting using exclusively reserved monies deposited in the university account, Academy of Miner Athletics-Athletic Department, said monies the result of contributions made or solicited by the members for this purpose.
- B.** The Board of Directors shall adopt an annual budget which shall be reported to the membership and said budget will provide the **Athletic Director** with direction and the only authority as to the expenditure of monies from account, Academy of Miner Athletics-Athletic Department. **A reserve of \$25,000.00 shall be maintained in the Academy of Miner Athletics account.**

AMA Annual Meeting Agenda October 27, 2023

Discussion about forming a committee for the scholarship awards. Brian Tepper will head the committee. Scott Stephens and Mike Moore volunteered to help.

Dr. Westernberg reported on SAAC. M Club is now becoming the service arm for SAAC. They are continually looking for new service activities to be involved in.

Melissa shared her 'want' list, which includes athletic training items; Live streaming items; and a track renovation/resurfacing project.

320 pm

Action Item Review

Tanya Newkirk

Find members for the Fundraising Committee; John Borthwick and Dave Belleville volunteered.

Look into hosting a student athlete personal finance event.

The meeting was adjourned at 3:10.

TREASURER'S REPORT
Fiscal Year 2023/24
Income Statement

Beginning Balance	\$84,458.07
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Revenue:

Kummer Matching	\$125,000.00
Kummer Initiative bonus	\$5,000.00
Misplaced check/donation match	\$1,000.00
	\$131,000.00

Gifts/donations:

During challenge	\$126,000.00
Dues/donations	\$9,641.84
Covid Funds moved out	\$6,300.00
	\$129,341.84

In-Kind Gifts	\$242.08
Gain/loss sale of invest	\$15.79

Total Revenue	\$260,568.13
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Expenses:

Annual meeting/banquet	\$5,889.31
General operating expenses	\$1,925.10
Upfront assessment/gifts: (Majority from Kummer donations)	\$6,466.06

Total Expenses	\$14,280.47
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Excess of Revenues over Expenditures	\$246,287.66
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Ending Balance	\$330,745.70
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TREASURER'S REPORT

FY 2023/24

Pending Transfers

Ending Statement Balance	\$330,745.70
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Committed/Pending Transfers

Kummer:

- | | |
|---|--------------|
| 1. Baseball Development | |
| \$102,000 - 5,100 (5%) + 102,000 match | \$198,900.00 |
| 2. Men's Golf Development | |
| \$1,000 - 50 + \$1000 match | \$1,950.00 |
| 3. Mary Ortelee Scholarship Fund | |
| \$2,000 - 100 + \$2,000 | \$3,900.00 |
| 4. Bailey Algood Reno (track resurface) | |
| \$20,000 - 1,000 + \$20,000 | \$39,000.00 |

Total Kummer	\$243,750.00
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Athletic Department Fund	\$10,000.00
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Scholarships 2 x \$1,000	\$2,000.00
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Gift Cards	\$400.00
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Total Committed/Pending Transfers	\$256,150.00
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Ending Unencumbered Balance	\$74,595.70
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TREASURER'S REPORT

Oct. 25, 2024

RECAPITULATION OF 2022 TREASURER'S REPORT

Actuals as of 6/30/2022

Beginning Balance 7/1/21	\$100,294
Revenue	\$ 11,458
Expenses:	
Banquet/General	\$ 5,893
Furniture	\$ 7,686
Total Expenditures	\$ 13,579
Revenue Over Expenditures	\$ -2,120
Ending Balance 6/30/2022	\$ 98,174

RECAPITULATION OF 2023 TREASURER'S REPORT

Actuals as of 6/30/2023

Beginning Balance 7/1/22	\$ 98,174
Revenue	\$ 9,406
Expenses:	
Banquet/General	\$ 7,143
Athletic Training	\$ 12,210
Furniture, etc.	\$ 884
¼ zip pullovers	\$ 2,885
Total Expenditures	\$ 23,122
Revenue Over Expenditures	\$-13,716
Ending Balance 6/30/2023	\$ 84,458

REPCAPITULATION OF 2024 TREASURER'S REPORT

Actuals as of 6/30/2024

Beginning Balance 7/1/23	\$84,458
Revenue	
Kummer Init.	\$257,000
Dues/donations	\$9,641
In-Kind	\$227
Covid Reallocation	\$6,300
Total Revenue	\$260,568
Expenses	
Meeting/Banquet	\$5889
Operating Exp	\$1925
Upfront Assess. Gifts (non K \$216)	\$6,466
Total Expenditures	\$14,280
Revenue Over Expenditures	\$246,287
Ending Balance 6/30/2024	\$330,745

TREASURER'S REPORT

Oct. 25, 2024

Estimates from 7/1/2024 thru 10/2024

Beginning Balance	\$330,745
Revenue	\$2,325
Expenses	\$1,209
Ending Balance	\$331,861
Pending Expenses	\$256,150
Unencumbered Balance	\$75,711

Review of past AMA projects:

- \$18,438 varsity weight room 2020/2021
- \$10,000 + \$10,000 + \$14,000 COVID funds 2021
- \$7686 study room furnishings 2022
- \$12,210 athletic training supplies 2023
- \$884 additional furnishings 2023
- \$2,000 Scholarship Awards 2024
- \$10,000 Athletic Dept Support 2024
- Kummer Challenge 2024: \$198,900 Baseball Dev
- Kummer Challenge 2024: \$1950 Men's Golf
- Kummer Challenge 2024: \$3900 Mary Ortelee Scholarship Fund
- Kummer Challenge: 2024 \$39,000 Algood Bailey Maintenance
(Kummer Challenge \$ to be allocated in 2025)

TREASURER'S REPORT
Fiscal Year 2024/25
7/1/24-10/25

Beginning Balance	\$330,745.70
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Gift Income	\$2,325.00
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Total Revenue	\$2,325.00
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Expenses:

Copy Service	\$58.92
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Supplies	\$37.88
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Upfront Assessments	\$112.50
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Vendor Discounts	\$0.38
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Undergrad Resident Aid	\$1,000.00
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Total Expenditures	\$1,208.92
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Excess Revenues over Expenditures	\$1,116.08
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Ending Balance	\$331,861.78
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Total Committed/Pending Transfers	\$256,150.00
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Current Unencumbered Balance	\$75,711.78
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Fiscal Year: 2024 **Month:** June **Business Unit:** ROLLA **Budget Level:** Budget Level PS **Fund:** 2000 – Restr Expend Gifts & Endow Inc • **DeptId:** R7012123 – INTRAMURAL/INTERCOLLEGIATE 65 • **Program:** All **Project:** All **Class:** All **Time Frame:** Fiscal Year to Date **Grouped By:** Account

Income Statement 1: Fiscal Year to Date Funds

	Current Month	YTD
Beginning Balance		
	0.00	87,410.30
Total Beginning Balance	0.00	87,410.30
Revenue		
391000 - Non-Mandatory Transfers In	1,000.00	131,000.00
390001 - Transfers - Budget	1,000.00	131,000.00
480001 - Gift income	267.50	129,341.84
480050 - Gifts - Pending	0.00	0.00
480250 - Gifts - In-Kind	0.00	242.08
480001 - Gift income	267.50	129,583.92
475600 - Real gain(loss)-sale of invest	0.00	(15.79)
494001 - Misc Revenue	0.00	(15.79)
Total Revenue	1,267.50	260,568.13
Expenses		
721000 - Business travel	42.00	600.23
721460 - Public Relations	143.55	231.55
727000 - Copy Service	10.00	640.49
728000 - Business Meeting Expense-Food	1,426.35	3,321.92
730000 - Supplies	0.00	174.89
730900 - Fuel	0.00	74.88
741600 - Rent/Lease Equipment	0.00	892.62
742000 - Other misc expense	0.00	285.00
742060 - Upfront Assessments - Gifts	12.50	6,466.06
743200 - Awards	0.00	529.83
750000 - Professional &Consult services	0.00	350.00
789500 - Rent/Lease Space & Equip	0.00	713.00
720001 - Department operating expense	1,634.40	14,280.47
Total Other Expenditures	1,634.40	14,280.47
Total Direct Costs	1,634.40	14,280.47
Total Expenses	1,634.40	14,280.47
Excess of Revenues Over Expenditures	(366.90)	246,287.66
Ending Balance		333,697.96

Search Criteria

Report: Income Statement

Date: 10/22/2024

Fiscal Year: 2025 **Month:** October **Business Unit:** ROLLA **Budget Level:** Budget Level PS **Fund:** 2000 – Restr Expend Gifts & Endow Inc • **DeptId:** R7012123 – INTRAMURAL/INTERCOLLEGIATE 65 • **Program:** R4901 – ACADEMY OF MINER ATHLETICS • **Project:** All **Class:** All **Time Frame:** Fiscal Year to Date **Grouped By:** Account / Class

Income Statement 1: Fiscal Year to Date Funds

	Current Month	YTD
Beginning Balance		
	0.00	330,745.73
Total Beginning Balance	0.00	330,745.73
Revenue		
0 - Unspecified Class		
480001 - Gift income	750.00	3,075.00
480001 - Gift income	750.00	3,075.00
Total Revenue	750.00	3,075.00
Expenses		
0 - Unspecified Class		
727000 - Copy Service	0.00	58.92
742060 - Upfront Assessments - Gifts	37.50	150.00
720001 - Department operating expense	37.50	208.92
Total Other Expenditures	37.50	208.92
AC001 - Activity 001		
730000 - Supplies	0.00	37.88
742101 - Vendor Discounts-Earned/Lost	0.00	(0.38)
720001 - Department operating expense	0.00	37.50
Total Other Expenditures	0.00	37.50
OT015 - Other 015		
760100 - Undergraduate resident aid	0.00	500.00
760001 - Student aid	0.00	500.00
Total Other Expenditures	0.00	500.00
OT028 - Other 028		
760100 - Undergraduate resident aid	0.00	500.00
760001 - Student aid	0.00	500.00
Total Other Expenditures	0.00	500.00
Total Expenses	37.50	1,246.42
Excess of Revenues Over Expenditures	712.50	1,828.58
Ending Balance		332,574.31

TREASURER'S REPORT
FY 24/25 BUDGET
Oct. 25, 2024

Estimated Revenue/Dues: \$10,000.00

Estimated Expenses:

- Annual Meeting/Banquet \$6,000.00
- General Operating Costs \$2,000.00

Total Expenses \$8,000.00

Proposed Spending

- 2 x \$1,000 Scholarships \$2,000.00
- 5 x \$100 SAC Awards \$500.00
- Athletic Dept Support \$10,000.00
(AD request/BOD approval)

Year End Revenue **\$10,500.00**

Unencumbered Beginning Balance **\$74,595.70**

Proposed Ending Balance **\$64,095.70**

Annual Meeting Board of Directors Report

October 28, 2023 – October 25, 2024

Membership

David “Willie” Vonarx - President
Tanya Newkirk- Secretary/Treasurer
Cecilia Elmore - Past President
Laurie Behm- 1st Vice President
Kandi Spraggs - 2nd Vice President
Brian Tepper - President- Elect

Meetings (all virtual)

Meetings were held each month, beginning in January 2024 through October 2024. The agenda and minutes for all 10 meetings are available upon request.

Actions/accomplishments

- The Board of Directors authorized a \$10,000 donation to the Athletic Department. The Athletic Director chose to use those funds to resurface the track in Allgood Bailey Stadium which will occur in 2025.
- On February 10, 2024, a pre-game lunch was held at the Country Club Grill in St. Louis prior to the Miners vs. Maryville basketball games. The event was shared with the Alumni Association and was well attended by AMA members and alumni. The Lady Miners fell a little short, but the men were victorious in a dominant performance.
- On July 10, 2024, the AMA and Alumni Association attended an MLB game in St. Louis Busch Stadium! The St. Louis Cardinals lost to the Kansas City Royals in a close game. Both the AMA and the Alumni Association were well represented.
- The Board of Directors approved a revenue and expense budget for 2025 fiscal/calendar year. The budget included typical annual expenses and \$10,000 for approved athletic department purchases. The budget also included \$2,500 for scholarships and awards for coaches and staff.
- In 2023, the Board of Directors formed the Fundraising Committee as a standing committee to develop the financial stability of the AMA and to provide support for the department. Dr. Brian Gilmore, chairperson has been working with the university to establish communication channels and performed many interviews with stakeholders concerning their thoughts on Academy fundraising.
- The Academy awarded \$1,000.00 scholarships to two student-athletes, Isabella Welton and Gideon Niboh. Awards were selected for outstanding coaches and staff.
- On August 3, 2024, the AMA held 2024 Missouri S&T Athletics Golf Tournament to benefit the athletic department. The tournament was held at Pevely Farms Golf Club in Eureka, Missouri. The tournament was organized by AMA member Dave Belleville and was well attended. The weather was very good especially for August.

Annual Meeting Membership Committee Report

October 27, 2023– October 25, 2024

Membership

- Laurie Behm
- Cecilia Elmore, Co-Chair
- Jennifer Jansen
- Sarah Moore
- Tim Schoenecker
- Dave Vonarx, Co-Chair

Meetings (all virtual)

- May 6, 2024

Actions/accomplishments

- Reviewed and approved 6 new Member nominations on May 6, 2024
- Approved by Board of Directors on 5/13/2024
- Slate of new candidates for membership sent to General Membership for vote on 6/30/2024. All candidates were successfully confirmed by the General Membership in accordance with the by-laws.
- The following new AMA elected members are scheduled for induction on October 25, 2024

Class of 2024:

Brian Bradley-nominated by Melissa Ringhausen

Chris Dawson-nominated by Melissa Ringhausen

Mark Givens- nominated by Ron Hutchcraft

Stephen Jung-nominated by Jack Pennuto, Jr.

Don Richards-nominated by Mark Mullin/Cecilia Elmore (cannot attend 2024)

Gary Roebke-nominated by Brian Tepper

Previous nominees who may attend the 2024 induction:

Joe Stehley-nominated by Sarah Moore in 2022

Ted Kelly-nominated by Diane Butrus in 2023

Jamie (Webb) McDonald-nominated by Melissa Ringhausen in 2023

Annual Meeting Nominations Committee Report

October 28, 2023 – September 30, 2024

Membership

- David Vonarx, AMA President and Committee Co-Chair
- Cecilia Elmore, Past President
- Ron Rosner, Co-Chair
- Diane Butrus

Meetings

- There were telephone and email communications between committee members, as well as a video meeting on August 29, 2024.

Actions/accomplishments

- The two-year terms of the current AMA Board of Directors officers end this year, at the 2024 annual meeting.
- David Vonarx (President) will become Past President. Brian Tepper (President-elect) will become President. New elections are required for four positions: President-elect, 1st Vice President, 2nd Vice President, and Secretary-Treasurer.
- The Nominations Committee has identified the following candidates for the AMA Board:
 - President-Elect: Diane Butrus
 - 1st Vice President: Kandi Spraggs
 - 2nd Vice President: Tanya Newkirk
 - Secretary-Treasurer: To be determined
- Voting for these positions will be conducted during the 2024 annual meeting on October 25. Additional nominations for officer candidates can be made from the floor.

Life Skills Report

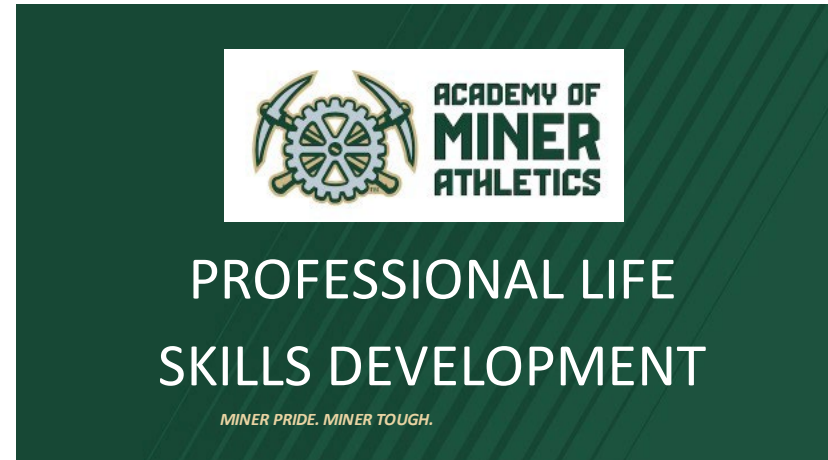
Spring 2024 Event – Best Ever!

AMA Participants

- Dan Bailey
- John Borthwick
- Rod McDonald
- Tom Reed
- Scott Stephens
- David 'Willie' Vonarx
- Diane Butrus

Meetings

- Kick Off Call – Mar 19 (45 min)
- Final Prep Call – Apr 2 (45 min)
- Life Skills Event – Apr 16 (2 hours, 5:00-7:00pm)



Highlights

- Full Classroom of Student Athletes
- Deans and Provost were invited, Dean Mehrzad Boroujerdi attended
- Melissa Ringhausen Introduction
- Life Skills Overview PowerPoint
- Each AMA Member shared an impactful experience about their transition from Student Athlete to their first job
- Small group circles
- Dinner/Rapid Fire Questions/Hot Tips
- Surveys – see the next page of samples

Great event ... Susan Cochran did all the hard work to organize space and meal

Life Skills Spring 2025 – We need 4-5 AMA Members; Email diane@dibashoes.com if you want to join us!

What did we do well this time?

- Not emphasizing on advice but giving stories and examples

What did we do well this time?

I loved being able to talk with the alumni. their comments, tips, and transparency with their time in the real world as well as their time at Missouri S&T.

Comments:

the alumni were awesome and I loved the diversity in their stories as well as their time at S&T. the different time frames gave us great insight on how the athletics have changed over the years.

Thank you for taking the time to complete this survey. Your feedback is important to us.

What did we do well this time?

GOOD TOPICS, VERY INFORMATIVE, GOOD VARIETY IN TOPICS & INFO
WELL DISTRIBUTED BETWEEN PRESENTATION TEAM

What did we do well this time?

Make the information entertaining

Comments:

Loved it!

Comments:

Had more fun than expected. Looking forward to do this again

What can we do better next time?

- More Time

I would not think this would be the case but it is

What did we do well this time?

Made it very personable.

MINER ATHLETICS STRATEGIC PLAN

Vision: S&T athletics will consistently compete at the national level and be recognized as a premiere program in NCAA Division II.



Missouri S&T Department of Intercollegiate Athletics

Vision, Strategy and Execution priorities – each strategic focus is dependent on the others to be effective; therefore, order does not indicate priority or hierarchy of importance.

Athletic Mission: Develop and empower student-athletes to live a life of purpose by optimizing achievement in academics, competition, and life-

Vision: S&T athletics will consistently compete at the national level and be recognized as a premiere program in NCAA Division II.	
Strategic Focus (FY24-FY26)	Execution Priorities (FY24-26)
ACADEMIC EXCELLENCE Provide student-athletes with an exemplary educational experience that leads to academic success, personal growth, and life-long learning.	Continue the tradition of recruiting high achieving student-athletes who possess the intangibles of resiliency, hard work, discipline, and sacrifice through their academics. ✓ Consistently graduate student-athletes at a higher percentage than the average student body at the University. ✓ Consistently maintain a department annual GPA of 3.35 or higher and an Academic Success Rate (ASR) of 82% or higher. Continue to support and encourage student-athletes to seek out co-op and internship opportunities to enhance their S&T educational experience. ✓ Ensure coaches actively support and encourage student-athletes to pursue internships and co-op opportunities without penalty, reinforcing this message in team meetings and communications. ✓ Organize a career fair specifically for student-athletes focusing on co-op, internship, and full-time job opportunities. ✓ Facilitate networking events where current student-athletes can connect with alumni and industry professionals who can provide insights and mentorship related to internships and career paths. Implement priority registration for student-athletes. ✓ Establish a priority registration system that allows student-athletes in-season to enroll in classes before the general student population, ensuring they can select schedules that accommodate their athletic commitments. ✓ Clearly communicate the benefits of priority registration to student-athletes, emphasizing how it can help them balance academics and athletics more effectively. Identify and implement methods to support the unique academic needs of the student-athlete. ✓ Require each sport program to establish specific benchmarks for hosting study halls tailored to the needs of incoming student-athletes, ensuring they have dedicated time and space to focus on academics. • Provide portable Wi-Fi hot spots to student-athletes when traveling away from campus, ensuring they have reliable internet access for completing coursework and staying connected with academic resources. Student-athletes are educated on accessing the academic resources and services. • Invite Student Success representatives to attend departmental meetings to communicate available academic resources and services directly to coaches and staff. ✓ Schedule a presentation by Student Success at the annual all-student-athlete meeting highlighting key resources and how to access them. • Organize annual meetings between Student Success staff members and each athletic team to discuss available services, tailored support, and how student-athletes can benefit.

Missouri S&T Department of Intercollegiate Athletics

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Vision: S&T athletics will consistently compete at the national level and be recognized as a premiere program in NCAA Division II.	
Strategic Focus (FY24-FY26)	Execution Priorities (FY24-26)
ATHLETIC EXCELLENCE Significantly improve the overall competitiveness and athletic success of Miner athletics by creating opportunities to win championships, achieve post-season success, and attain national recognition in all programs.	Articulate and communicate a strong vision for Miner athletics. - Regularly communicate the vision during athletic department meetings and other relevant gatherings on campus and in the community. ✓ Share the vision with alumni during reunions, meetings, and individual conversations to foster connection and support. ✓ Effectively communicate the vision to prospective donors to inspire investment in Miner athletics. Maximize and increase athletic scholarships ✓ Focus on recruiting high academic student-athletes to enhance merit-based scholarship opportunities. ✓ Target recruitment of student-athletes who fulfill the specific criteria outlined for endowed scholarships. - Implement “Fundraising and Alumni” strategy to boost the total amount of athletic scholarships available. - Adjust the distribution of athletic scholarships as new funds are raised to create additional scholarship opportunities and efficiently use resources. - Explore and leverage all available departmental scholarship resources to benefit student-athletes. Develop coaching & support staff to enhance performance and improve win-loss records ✓ Assign coaches with fewer than five years of experience a mentor within the athletic department, facilitating monthly meetings for guidance and support. - Require coaches to attend a minimum of two development training sessions per year, including virtual seminars, webinars, and conventions. ✓ Set clear win/loss goals for each program and communicate these goals in writing through formal goal letters. ✓ Nominate eligible coaches for mentoring programs offered by the NCAA, GLVC, and relevant sports organizations. - Conduct monthly meetings with coaches to discuss program goals, recruiting strategies, opportunities, and challenges. ✓ Provide opportunities for coaches to participate on institutional, GLVC, and NCAA committees to enhance engagement and leadership skills. - Require coaches to attend at least one sport clinic per year to gain insights into sport strategy and best practices. ✓ Implement regular performance reviews for coaches to assess progress towards goals and identify areas for further development. ✓ Share feedback collected in the student-athlete survey with coaches to improve effectiveness and strategize areas to improve. ✓ Encourage coaches to serve on conference, regional, and national committees within their sport to broaden their knowledge and insight. Identify tactics to to retain coaching staff. - Offer multi-year contracts to coaches who have achieved highest number of wins in last ten years, finished in the top 25% in the GLVC, been ranked in the top 25 nationally, or have qualified for the NCAA National or Regional tournament for two years or more.

Missouri S&T Department of Intercollegiate Athletics

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Strategic Focus (FY24-FY26)	Execution Priorities (FY24-26)
ATHLETIC EXCELLENCE (continued)	Increase coaching staff retention. • Offer multi-year contracts to coaches who have achieved highest number of wins in last ten years, finished in the top 25% in the GLVC, been ranked in the top 25 nationally, or have qualified for the NCAA National or Regional tournament for two years or more. • Incentivize coaches with a one-time retention bonus of \$3500 if they remain at the university for 5 years and every 3 years following. • Nominate successful coaches for conference, regional or national awards to recognize achievements. • Maintain a positive working environment that is supportive of staff and their families. (e.g., assist in getting employment for spouses, flexible work schedules to accommodate family needs) ✓ Establish regular check-ins for coaches to discuss concerns, share successes, and collaborate. ✓ Establish mentorship programs where experienced coaches guide newer staff, fostering professional growth and community. ✓ Provide opportunities for coaches to collaborate and provide feedback on initiative and strategies to advance the strategic plan. ✓ Offer professional development opportunities that support staff growth, including workshops, training sessions, and mentorship programs. • Identify reduced membership fees or incentives in the community provided to coaching staff (golf membership, fitness center memberships, etc). • Identify an automobile company that would sponsor Miner Athletics and provide vehicles to coaches for recruiting purposes. Design plan to increase assistant coaches and staff in all sports. • Pursue NCAA grants specifically aimed at hiring assistant coaches from underrepresented populations. • Identify and recruit volunteers from the community who are interested in serving as assistant coaches. ✓ Seek out students and/or student-athletes who have completed their degree and exhausted their eligibility to serve as assistant coaches, utilizing their experience and knowledge. ✓ Recruit students with a history of playing sports who are applying to graduate school or research opportunities at S&T, providing them with coaching experience while pursuing advanced studies ✓ Create and promote student assistant roles within athletic programs, offering current students opportunities to gain coaching experience and develop their skills. • Establish internship programs specifically for coaching roles, allowing students to gain hands-on experience while providing valuable support to the coaching staff. Increase revenue to supplement budgets for optimizing game schedules, travel and equipment acquisition. ✓ Require each sport to establish and meet a specific fundraising target each year to support their operational needs. • Focus on increasing corporate club sponsorships to generate additional revenue for the athletic department.

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ATHLETIC EXCELLENCE (continued)	✓ Increase attendance and ticket sales at home events, creating a more vibrant game-day atmosphere. (on-going) ✓ Partner with the Academy of Miner Athletics to enhance fundraising efforts directed toward operational expenses and equipment needs. (on-going) ✓ Seek out "gift-in-kind" opportunities, particularly related to equipment and gear, to reduce costs and improve training resources. (on-going) Annually assess the necessary equipment to optimize prevention, care, and recovery of injuries. ✓ Utilize partnerships with corporate clubs, fundraised dollars, and AMA financial support to meet these needs. (on-going) Provide cost effective nutritional options for student-athletes after workouts. ✓ Offer a selection of protein-based supplements, chocolate milk, protein bars, and peanut butter sandwiches immediately after workouts for student-athletes heading to class. (on-going) • Collaborate with local grocery stores to provide fruit to student-athletes in the study lounges. • Work with campus dining services to offer extended hours to accommodate student-athlete practice and game schedules. (in-progress) Identify the role NIL may have in recruiting and retaining high caliper student-athletes. • Participate in seminars and virtual training sessions focused on NIL opportunities for student-athletes to stay informed about best practices and emerging trends. • Conduct studies and engage with experts to understand the potential impact of NIL on athletics over the next two, five, and ten years, preparing the department for evolving dynamics. Coaches will be able to identify and recruit top performing domestic and international student-athletes. ✓ Identify key cities, states, and high schools known for producing high-performing student-athletes in each sport, focusing recruiting efforts on these areas to maximize yield. ✓ Identify and purchase sport specific software that enables coaches to effectively identify, evaluate, and track the performance of student-athletes, both domestically and internationally. ✓ Have coach identify key recruiting events nationwide that attract high-performing student-athletes, optimizing the recruiting strategy for maximum impact. • Create a crosswalk between Team Works and Slate that compiles information on prospective student-athletes, including performance metrics, academic achievements, and recruitment status. (in-progress)

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Strategic Focus (FY24-FY26)	Execution Priorities (FY24-26)
ATHLETIC EXCELLENCE (continued)	• Establish relationships with high school and club coaches to gain insights into emerging talent and recommend top-performing athletes for recruitment. ✓ Coaches will utilize social media for athletic performance updates, achievements, and highlights for potential recruits. Provide campus visits to prospects that showcase academics, athletics, and social engagement. ✓ Utilize current student-athletes to engage with prospects, sharing their experiences and offering a peer perspective on both academics and athletics. ✓ Encourage faculty members to participate in the recruiting process by meeting with prospective student-athletes, discussing academic programs, and highlighting the support available to student-athletes. ✓ Create personalized visit itinerary for prospective student-athletes tailored to their academic interests and sport. Develop a protocol that ensures a safe experience for recruits when visiting campus. ✓ Develop a detailed itinerary for each prospective student-athlete visiting campus. • Provide the host of the prospective student-athlete a variety of safe and fun activities to participate in during a recruit’s visit. • Implement and communicate clear safety protocols for the visit, including emergency contacts, campus security procedures, and health guidelines. Ensure the University remains in compliance with Title IX. • Conduct an annual review of Title IX data to assess compliance, focusing on participation rates, scholarships, and other relevant metrics. ✓ Include specific roster size expectations in annual goal letters to coaches, ensuring they understand the requirements for maintaining compliance.

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ATHLETIC EXCELLENCE (continued)	Show appreciation to campus departments who contribute to athletics’ success and support student-athletes. - Express appreciation each year to the directors of each department. - Extend an invitation to a specific department to attend a game annually and acknowledge their contributions. ✓ Invite directors and staff from various departments to participate in the SAAC banquet.
CAPITAL IMPROVEMENTS Create a master plan that invests in all facilities and infrastructure in order to position Miner athletics among the best in the NCAA Division II.	<u>Allgood Bailey Stadium – renovate the entire facility</u> Construct a new field house at Allgood-Bailey Stadium by 2030 - See “Fundraising and Alumni” strategy – combination of donors, company investments, and student fees Replace turf field by 2026 - Identify and engage three companies to sponsor the turf replacement project, offering branding opportunities on the field in exchange for financial support. - Leverage specific alumni for this project that contributed to the initial turf field. Construct new press box and spectator stands by 2028 - See “Fundraising and Alumni” strategy – combination of donors, company investments Resurface the track and rebuild the pole vault, javelin, and jumps runways by 2025 - Utilize funding from the Allgood Bailey Endowment to support improvement. - Seek funding from various campus and community groups that regularly use the track facilities. - Incorporating a portion of student fees to contribute to the facility upgrades. - Collaborate with the Academy of Miner Athletics to secure additional funding for the project. - Reach out to alumni donors for contributions specifically aimed at improving track and field facilities. - Organize intercollegiate track meets and utilize entry fees and gate revenue to generate funds for facility enhancements.

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CAPITAL IMPROVEMENTS (continued)	5. Replace exterior lighting - 2028 - Research and apply for energy-efficient grants that support the installation of modern energy-efficient lighting systems. “Fundraising and Alumni” strategy – identify and secure donors <u>Gale Bullman Building</u> 1. Office space for coaching staff located in Altman Hall - 2028 - Identify space and work with Construction and Design on renovation plan in Gale Bullman Building - Relocate the Hall of Fame 2. Renovate the concession stand and foyer for Gibson Arena -2026 3. Renovate locker rooms for men’s and women’s soccer, baseball, softball, men’s and women’s track & field - 2030 4. Renovate locker room for swimming -2032 5. Create a 3-year plan to upgrade varsity weight room lifting racks -2027
FUNDRAISING & ALUMNI Develop a philanthropic plan that articulates a clear vision and prioritizes needs.	Increase endowed scholarships, support capital improvements, and fund administrative and coaching positions. - Hire an Assistant Director of Athletics for Advancement when the assistant director retires. ✓ Establish a Fundraising Advisory Board made up of alumni to help recruit fellow alumni and influential individuals for donations. (on-going) ✓ Strategically plan future alumni reunions and events to enhance and further philanthropic giving. (on-going) Cultivate and build relationships with alumni. ✓ Coaches will organize two events each year, such as virtual gatherings or alumni games, to foster engagement. (on-going) ✓ Coaches will create communications that resonate with alumni, using platforms they frequently engage with, such as social media and email. (on-going) ✓ Partner with the Miner Alumni Association when organizing student-athlete alumni events. (on-going) ✓ Cultivate relationships with alumni by hosting alumni events and games, reunions, and special events in other cities. ✓ Coaches will utilize established events such as AMA Meetings, Hall of Fame Banquets, and reunions to engage informally with supporters and maintain relationships.

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FUNDRAISING & ALUMNI (Continued)	Engage and create a consistent giving pattern with younger student-athlete alumni, lapsed donors, and new prospects. • Coaches will create monthly communications that resonate with alumni, using platforms they frequently engage with, such as social media and email. • Provide various giving opportunities and platforms (e.g., Donate Now button on website, Miner Athletics Booster Club mailer, crowdfunding opportunities, verbal requests, Office of Advancement). ✓ Organize events specifically for younger alumni, virtual meetings, tailgating, and pregame socials to foster community and encourage giving. ✓ Coaches will be responsible for hosting two alumni engaging events each year. (e.g., virtual zooms, alumni games) ✓ The athletic director will encourage a philanthropic mindset during the sash ceremony for graduating seniors. Connect with middle-aged alumni through focused and purposeful events. • Plan events in key cities where many middle-aged alumni live, facilitating easier attendance and reconnection. • Engage alumni in service projects during events, allowing them to contribute to the community while strengthening their connection to the university. • Plan targeted reunions for specific graduating classes, sports teams, or organizations, fostering nostalgia and strengthening bonds among alumni. Schedule purposeful one-on-one meetings with seasoned alumni. ✓ Establish a Fundraising Advisory Board made up of alumni to help recruit fellow alumni and influential individuals for donations. • Create a list of seasoned alumni who have demonstrated significant achievements or contributions, targeting individuals with potential influence and connections. • Identify the purpose of the meeting. • Define the goals for each meeting, such as discussing mentorship opportunities, exploring ways to enhance alumni engagement, or soliciting feedback on programs • Share the vision of athletics and solicit their feedback and interest in supporting a project. • Schedule follow up meetings and update on progress or new developments. Identify companies with student-athlete alumni in influential positions or have a history of supporting athletics and capital projects. • Leverage existing alumni networks or mentorship programs to facilitate introductions and recommendations to decision-makers at targeted companies. • Identify companies at Career Fair that have a history of supporting athletics.

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FUNDRAISING & ALUMNI (Continued)	• Develop tailored communication for each alumni contact, highlighting their connection to the university and the potential benefits of corporate involvement in athletics. • Offer to set up one-on-one meetings (virtual or in-person) to discuss the university’s needs, upcoming projects, and how their companies can contribute. • Provide follow-up communication summarizing the meeting and maintaining engagement. Partner with the Academy of Miner Athletics on fundraising initiatives and stewarding the vision of Miner athletics. ✓ Athletic director will provide fundraising needs to the academy at the annual business meeting. ✓ Athletic director will provide monthly updates to the board of directors on successes and progress on identified initiatives. Share compelling stories about student-athletes and how donations impacted their experience.
COMMUNICATIONS & MARKETING Develop a comprehensive communications platform that generates a consistent brand through written articles, graphics, social media, video, and marketing.	Develop Consistent and Creative Messaging and Materials for Marketing the Athletic Department • Establish a clear brand identity for the athletic department, including logo usage, color schemes, and typography, ensuring consistency across all marketing materials. (in-progress) • Develop content materials across various platforms (social media, website, press releases) to ensure a steady stream of content that aligns with athletic events and milestones. (in-progress) • Design creative marketing campaigns that highlight specific sports, events, and student-athlete stories, using engaging visuals and compelling narratives to capture the audience's attention. (in-progress) • Implement a cohesive social media strategy that includes regular updates, behind-the-scenes content, and live event coverage, fostering interaction with fans and the broader community. (in-progress) • Create consistency across multiple social media platforms by establishing a consistent voice and tone for all communications, tailored to resonate with your audience while maintaining the department's personality across platforms. (in-progress) • Create a cross-platform content strategy that outlines the types of content to be shared on each platform. (in-progress) Lead in creating modern content for social media and digital channels that support storytelling, brand building, and visibility. • Focus on authentic storytelling that highlights the experiences of student-athletes, coaches, and staff, showcasing their journeys, challenges, and triumphs to build emotional connections with followers. (on-going) • Highlight unique stories of student-athletes to showcase their journeys and achievements. (on-going)

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COMMUNICATIONS & MARKETING (Continued)	✓ Design content that align with key events (e.g., breast cancer awareness, Military Appreciation Day). (on-going) ✓ Share stories that spotlight community engagement reinforcing the athletic department's commitment to making a positive impact in the community. (on-going) Improve the quality of livestreamed events through the GLVC Sports Network. • Upgrade and increase number of cameras, microphones, and streaming equipment to enhance the visual and audio experience of livestreamed events. (in-progress) • Provide broadcasting and color at all home events. (in-progress) • Recruit and train students who have an interest in or experience with photography, videography, graphic design, and broadcasting(in-progress) • Utilize multiple camera angles during events to provide viewers with a dynamic viewing experience, highlighting key moments from different perspectives. • Incorporate graphics, overlays, and branding elements into the livestream experience to create a polished and engaging viewing experience. • Provide training to staff and student volunteers on operating livestream equipment, including camera work, audio management, and streaming software. . (in-progress) Maximize opportunities that capture nostalgia, record history, and generate social media excitement. • Launch campaigns featuring historical photos, videos, and stories from past seasons or notable events in the athletic department during the summer months. ✓ Organize special events or campaigns to commemorate significant anniversaries (e.g., the founding of a program, championship years). • Share behind-the-scenes content from past events, such as team celebrations or community service activities, to showcase the department's culture and history. • Launch a podcast series featuring interviews with alumni, coaches, and staff discussing memorable moments and experiences, connecting current and past generations. Regularly communicate achievements with the S&T community and the many friends beyond campus. • Create a monthly newsletter that can be shared with the campus community and alumni.

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STUDENT-ATHLETE GROWTH Provide student-athletes with opportunities for growth, access to support, and tools to be healthy and achieve success.	Maintain an environment of inclusion encouraging open communication between student-athletes and university faculty and staff. ✓ Organize an international student-athlete social at the beginning of the academic year to welcome new athletes and facilitate rapport-building among student-athletes and staff. ✓ Invite a representative from relevant university departments (e.g., counseling, academic support, diversity and inclusion) to attend the all-student-athlete meeting, providing information on available programs and resources ✓ When hiring new staff, implement a hiring strategy to market, recruit, and hire individuals that will enhance the diversity of the department. Facilities, programming, and services that enhance the overall health, safety, and well-being of all student-athletes. ✓ Provide comprehensive RESPOND training to all staff in the Athletic Department, equipping them with the skills to recognize and respond to health and safety concerns among student-athletes ✓ Implement the MACHB (Mental and Behavioral Health) survey annually for all student-athletes to assess their health, safety, and well-being, allowing for data-driven improvements in programming and services. ✓ Administer a survey at the end of each season for each sport, focusing on the overall experience of student-athletes with coaches, staff, facilities, and resources. Use the feedback to make necessary adjustments and improvements. ✓ Regularly review and update safety protocols for training and competition, ensuring that all staff and student-athletes are trained on emergency procedures and health guidelines. ✓ Coaches will perform regular check-ins with student-athletes regarding their health and well-being, providing opportunities for them to voice concerns and access support services. Ensure student-athletes are aware of and know how to access resources available for their health and wellness. ✓ Distribute information about health and wellness resources in the restrooms, locker rooms, and high traffic areas within the athletic facilities. ✓ Utilize digital platforms (e.g., team websites, social media, and apps) to regularly share information about health and wellness resources, ensuring easy access for student-athletes. Work with Student Health Services and Student Well-Being to communicate resources, programming, and support for mental health. ✓ Implement a social media and flyer campaign with topics of wellness each month ✓ Communicate mental health resources at the all-student-athlete meeting in August. ✓ Invite counselors from student-wellbeing to department meetings to communicate programming and support resources to coaches. ✓ Ongoing representation of an athletic administrator on the University’s CARE team.

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STUDENT-ATHLETE GROWTH (continued)	Provide programming for personal and professional development. ✓ Perform one personal development session each semester. (i.e., first mortgage, saving for retirement, investing, etc) ✓ Perform one professional development session each semester (i.e, Life Skills, Negotiating Contracts, Elevator Speech, Social Media) ✓ Create a career fair opportunity specific to student-athletes for co-op, internships, and full-time positions.
COMMUNITY RELATIONSHIPS Continue to build and maintain excellent relationships within the community to generate ongoing support and donations.	Continue to create community service opportunities for student-athletes, coaches, and staff in the Rolla and surrounding communities. ✓ Foster a culture of service by have each team perform at least one community involvement project each year. Continue to support the community through youth clinics and summer camps. ✓ Plan camps during school vacations, such as summer and holiday breaks, to maximize participation from young athletes. Increase the number of businesses providing corporate sponsorships to Miner athletics. ✓ Create attractive sponsorship packages that outline the benefits of partnering with Miner athletics, including visibility during events, promotional opportunities, and community engagement. • Collaborate with businesses on Pine Street to create a vibrant "Miner Mania" atmosphere during home games, featuring promotional activities, booths, and special offers. ✓ Offer flexible sponsorship options that allow businesses to tailor their involvement based on their interests and marketing goals, ensuring a mutually beneficial partnership. Continue to build our relationship with the Rolla Area Chamber of Commerce. ✓ Attend Rolla Chamber luncheons ✓ Provide support for community events (e.g., volunteers, facilities, speakers)
FAN ENGAGEMENT Increase attendance at home events and develop a game-day experience that is fun and engaging and cultivates comradery and pride on campus, within the community, and with our fans.	Enhance the Pickaxe Platoon Student Section to Foster Campus Pride and Belonging ✓ Ensure all athletic events are listed on MinerLink, making it easy for students to access information about games and activities ✓ Send a monthly newsletter via MinerLink that highlights recent accomplishments of student-athletes, upcoming events, and opportunities for student involvement. ✓ Post results from the previous week’s games and details of upcoming events on Minerbytes and various social media platforms to keep the student body informed and engaged.

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FAN ENGAGEMENT (continued)	✓ Create and distribute flyers detailing athletic events and activities to each residential living community, ensuring they are posted on each floor weekly to increase visibility ✓ Establish a dedicated social media account for the Pickaxe Platoon, regularly posting engaging content about upcoming events, highlights, and ways for students to get involved ✓ Organize fun engagement activities during games (e.g., giveaways, themed nights) to attract more students to join the Pickaxe Platoon and participate in the spirit of the event. Provide a family-friendly, fun, and engaging game-day environment with attractive events and activities centered around the competition and dedicated to enhancing the fan experience at all home games ✓ Designate a current staff member to oversee the planning and execution of the game-day environment, ensuring all activities are organized and aligned with the fan experience goals ✓ Identify and recruit a group of students to attend home events and assist with fan engagement activities, fostering peer involvement and enthusiasm. ✓ Organize themed events throughout the season ✓ Introduce interactive in-game activities during time-outs and breaks in action. ✓ Provide family-friendly entertainment before and during halftime ✓ Recognize the successes of other campus groups during athletic events ✓ Launch promotional campaigns through social media and local media to raise awareness of upcoming events and activities, encouraging community attendance Enhance the game-day environment by continuing to grow the spirit teams, developing Joe Miner’s personality, and supporting the band. ✓ Recruit and train additional members for spirit teams (cheerleaders, dancers, and mascots) to increase energy and engagement during games. ✓ Organize joint practices or events between spirit teams and the band to foster collaboration and create synchronized performances that elevate the game-day atmosphere. ✓ Develop initiatives that encourage fan interaction with spirit teams and Joe Miner (in-progress) Incorporate various campus groups into the game-day environment to create comradery and connect the campus community. ✓ Partner with various campus groups (e.g., student clubs, academic departments, cultural organizations) to participate in game-day activities, allowing them to showcase their missions and engage with the audience. ✓ Invite campus organizations to set up booths or tables in the tailgate area or concourse before games, providing information about their activities and encouraging students to get involved.

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FAN ENGAGEMENT (continued)	• Encourage participation from Greek life groups by promoting attendance at events and partnering with them to earn points for their competitions. ✓ Designate specific games to honor campus groups during halftime or time-outs, allowing them to present their achievements and engage with the crowd. (on-going) ✓ Organize themed game nights that highlight specific campus organizations (e.g., cultural heritage nights, sustainability awareness), encouraging participation from those groups and their supporters. (on-going) ✓ Showcase performances from student groups (e.g., dance troupes, music ensembles, theater clubs) during pre-game or halftime, creating a vibrant atmosphere and providing these groups with exposure. (on-going) • Create a pep-rally atmosphere centered around Homecoming and during the unveiling of the St. Pat’s sweatshirt design. • Partner with local businesses to offer discounts or promotions for students attending games, creating an additional incentive to participate. (in-progress) Create a simple and streamlined approach for fans to purchase Miner athletic apparel and souvenirs. ✓ Develop a user-friendly online store where fans can easily browse and purchase Miner athletic apparel and souvenirs • Feature merchandise, special promotions, and exclusive offers to keep fans engaged and informed about purchasing opportunities through Athletic Solutions. (on-going) • Partner with the university bookstore to identify and curate a selection of Miner-branded apparel and souvenirs. (in-progress)