Section 1. Goals and Accomplishments

Goal 1: Engagement: Enhance the image of the Athletics Department by developing and maintaining relationships.

- Develop new e-mail capabilities for communicating departmental information
- Develop new relationships with vendors, while strengthening existing ones.
- Work with coaches to schedule community appearances
- Create awareness and interest in public appearance and programs and promote awareness of how Texas Tech gives back to the community.
- Work with local and area youth groups, sports teams, scouts and mid-to-large sized companies in providing discounted tickets and special event opportunities.

Goal 2: Pride and Partnership: Provide superior customer service and stewardship for internal and external constituents.

- Continue to make enhancements to the Athletics Department Web site.
- Meet monthly with campus constituents
- Increase Web-based promotions and e-mails of promotional opportunities.
- Continue to work to expand use of emerging technologies in partnership with other groups to create additional entertainment and information streams.
- Promote information to all appropriate media about our teams and their successes.
- Create positive media exposure for head coaches and student-athletes.
- Communicate professionally and effectively to existing and potential ticket customers.

Goal 3: Pride and Partnership: Increase base of support at all events and create an enjoyable fan experience at each venue.

- Increase attendance at events.
- Conceptualize and produce professional promotional materials.
- Promote and distribute key information about all events via all avenues available about all sports programs.

Goal 4: Advancement and Accountability: Maximize production quantity and quality of external operations.

- Increase licensing royalty revenue.
- Continue to educate vendors on licensing policies and procedures.
- Enforce licensing practices.
- Create and produce compelling, appropriate posters, programs and covers for all sports.
- Maintain the Athletics Department Web site content to maintain a vital presence.

Goal 5: Human Resources: Invest the human and financial resources necessary to maintain a quality work environment for the office and a quality event experience for all sports.

- Staff members to attend professional conferences and training seminars.
- Update software and computers for all staff.
- Hire and maintain an engaged work force to include internship opportunities especially in the areas of event marketing, promotions, in-game talent, and graphic design.
- Train staff to effectively use technological tools available to them.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
EXTERNAL OPERATIONS

Area/Unit Specific Information

Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
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Section 3b. Qualitative Information.
There is no qualitative information for the current year.
Commentary:
External Operations continues its focus on issues of technology such as Web infrastructure, broadcast media and the like. Marketing and promotions of various Athletics events continued to be a priority as well.

Implementation Plan:
As emerging technologies develop, we will create new opportunities for marketing our sports programs and new ways to distribute mass communication to our clients. We hope to continue to increase our partnerships with new corporations as we look for new ways to involve new business segments.