ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2008

Area or Unit Name: JERRY S. RAWLS GOLF COURSE
Area or Unit Leader: Jack North Email: jack.north@ttu.edu
Phone Number: (806) 742 - 3811 Ext: __________
Mail Stop: 3301

Section 1. Goals and Accomplishments

Goal 1: Engagement: Enhance the image of the Athletics Department by hosting exceptional events.
Goal 2: Facilities and Technology: Create and maintain a quality physical environment with enhanced technology appropriate to the industry.
Goal 3: Human Resources: Invest the human and financial resources necessary to maintain both a quality work environment and a first-class golf operation.
Goal 4: Pride and Partnership: Provide superior customer service and stewardship for all clients.
Goal 5: Advancement and Accountability: Develop a fiscally sound business and maintain a reputation for excellence in customer service.
Section 2. Universal Quantitative Data

There are no Universal Quantitative Data for this area/unit.
Section 3a. Quantitative Information

There is No Area Specific Data in Calendar Year Section.
There is No Area Specific Data in Fall Section.
There is No Area Specific Data in Fiscal Year Section.
Section 3b. Qualitative Information.

There is no qualitative information for the current year.
Commentary:

Play at the course continued throughout this period. A decision to outsource operations of the golf course was made and a new management firm was selected through this process. Therefore, the Rawls course is no longer a unit of the Athletics Department.

Implementation Plan:

There is no implementation plan for the current year.