ANNUAL ASSESSMENT REPORT
AND
STRATEGIC PLANNING UPDATE
Year: 2004

Area or Unit Name: EXTERNAL OPERATIONS
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Section 1. Goals and Accomplishments

Goal 1: Enhance the image of the athletic department by developing and maintaining relationships.
Accomplishments 2003: Distributed over 100 donated items throughout the year coaches and staff made over 300 public appearances during the year public appearances during the year public appearances during the year Raider Alley and other like events attracted over 35,000 customers of Texas Tech Athletics

- Accomplishments 2004: Established media contacts in Lubbock and surrounding cities/counties with contacts with coaches and staff of different sports to promote each individual sport and student-athletes. Increased involvement with Double T Association to incorporate alumni activities at home athletic events. Staff involvement in community projects have increased with the intent of "telling the positive story of Texas Tech student-athletes" and athletic department staff.

Goal 2: Pride and Partnership: Provide superior customer service and stewardship for internal and external customers.
Accomplishments for 2003: Increased number of corporate partners in Football, Men's and Women's Basketball, Baseball and other sports that increased revenue over the 2 million mark, all sports combined. Men's and Women's Basketball are stand alone marketing/promotions revenue and execution except for venue static signage.

- Accomplishments 2004: New revenue highs for all sports combined. Men's and women's basketball continue to be separate marketing/promotions revenue and execution. Both programs reporting revenue records for the season. Corporate sponsorships and interactivity during home football season reach new high with corporate Raider Village and an average of 5 per game being used by different corporations. Revenue from licensing of Texas Tech products is at an all time high of over $300,000. Revenue from subscription to pay video service of texastech.com is at record pace and ranks among the best of all colleges and universities across the nation.

Goal 3: Tradition: Increase base of support from the general public and corporate community.
Football attendance increased to all time high of 49,000 average Season ticket sales for football increased from 12,000 to 20,000+. M/W Basketball set attendance records. License royalties revenue for retail products at all time high. Media Relations team focused on positive feature stories for media on coaches and student athletes. Exposure on all media increased for coaches/student athletes and staff.

- Accomplishments 2004: Increased football season tickets sales from 12,954 to 25,985 over a 2 year period. Increase average game attendance from 43,156 to 52,895 during same period. Now using 61 media outlets to advertise message across the South Plains/Panhandle/Permian Basin and the State of Texas. Baseball attendance gross over 100,000 for the year. Soccer, softball and volleyball all saw increased attendance figures. Number of corporate partners continues to increase from 43 to over 110 in the last two year period.

Goal 4: Advancement and Accountability: maximize production quantity and quality of external operations. Added staff that has expertise in enhancing web product resulting in record performance of texastech.com Split off marketing/promotions responsibilities of M/W basketball other sport efforts out of external operations office. Cross training of all staff in areas of execution of sports marketing. Staff attended NACMA convention

- Customer service/satisfaction #1 priority

- Accomplishments 2004: Started process of bringing radio rights and production of radio broadcasts for all Texas Tech athletic events broadcast "in-house". Continue to cross train staff in different areas. Enhanced video product on texastech.com. Attended Big 12 marketing meetings to share ideas and help integrate Big 12
marketing into campus wide athletic marketing plans.
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.
Section 4. Strategic Planning Update.

There is no strategic plan update for the current year.

Commentary:

There is no commentary for the current year.

Implementation Plan:

There is no implementation plan for the current year.