Lead the country in holistic student-athlete development, measured by graduation, academic achievement, student-athlete wellness and post-graduation success.

Win championships, achieve post-season success and attain national recognition annually in all sports.

Generate the funds necessary to accomplish our strategic goals and align resources to achieve financial sustainability.

Demonstrate inclusive excellence by advancing diversity and equity in all that we do.

Activate Beaver Nation through strategic partnerships with our campus, our community, the Beaver State and the world.

Invest in the facilities and infrastructure necessary to compete at the highest level.
DEAR BEAVER NATION,

In my first year on campus, we have been honored to be a part of so many traditions, experiences and successes that make Oregon State the Best College Town in the Pac-12. As I spent time with all of the many special people, communities, and external partners that make up Beaver Nation, I was struck by the investment they all have in the comprehensive success of our athletic programs and our student-athletes.

Of great importance to me is that their investment is not only in our competitive success – but also in the holistic development of our people, the appropriate stewardship and allocation of our resources and the contributions our department makes to the City of Corvallis, our surrounding communities and the Beaver State. As I considered the important role our department plays in their investment, it was clear that we owed all of our constituencies a clear and transparent look at our goals over the next five years, and how we intend to achieve them.

With that in mind – I am pleased to present to you BUILD THE DAM - The Strategic Plan for Oregon State Athletics. Over the past nine months over 100 members of our staff, coaches, student-athletes and internal/external partners have collaborated in a dynamic fashion to build a plan that carefully details every step in achieving our six strategic goals. It has truly been an all-in process. Their attempt to not only outline high level concepts typically seen in planning exercises – but to also dive into detailed objectives, strategies and action plans that outline how we will achieve our goals - provides a level of authenticity that sets our plan apart and delivers meaningful results.

I am glad to be sharing this plan with Beaver Nation and encourage you all to be a part of what will be the most productive and exciting years in our history. Our staff has already begun work on many of the strategies outlined in our plan, and we look forward to having you on board as we all Go Build Excellent Authentic Visionary Student-Athletes!

GO BEAVS!

S. Scott Barnes
Vice President & Director of Intercollegiate Athletics
OUR MISSION

BUILD

EXCELLENT

AUTHENTIC

VISIONARY

STUDENT-ATHLETES
OUR VALUES

BE BUILDERS // BE EXCELLENT
BE AUTHENTIC  // BE VISIONARY

WITH
STUDENT-ATHLETES

AT THE CORE OF EVERYTHING WE DO
STRATEGIC PLANNING PROCESS

STEP 1
SWOT ANALYSIS AND BENCHMARKING STUDY

In order to set a bold vision for the future of Oregon State Athletics, we had to first define our priorities and confront our reality. Our process kicked off with a SWOT analysis administered to the entire athletic department, as well as with internal and external constituencies. Concurrently, our department engaged in a benchmarking and gap analysis study comparing Oregon State to our peers in the Pac-12 and other similar Power 5 institutions. The results of these studies helped identify departmental priorities, inform future planning exercises and define expectations.

STEP 2
ORGANIZATIONAL ASSESSMENT AND PLANNING

Immediately following the collection of SWOT and gap analysis data, the athletics department engaged with COMPASS Business Solutions to provide an in-depth assessment of the organization, staffing and culture within athletics. This broad based assessment informed an in-person planning retreat - that included athletic senior staff, coaches, student-athletes and faculty - which allowed the department to refine its mission and values as well as identify the key priorities and high level principles that would guide the strategic plan.

STEP 3
DEVELOPMENT OF STEERING COMMITTEE AND STRATEGIC GOALS

In order to lead the strategic planning process, a steering committee - comprised of executive staff members, the faculty athletics representative and Oregon State’s student-athlete representative to the National Student-Athlete Advisory Committee - was formed to finalize the department’s mission and core values statement and develop the strategic goals that would guide the plan.

The plan was organized into three components for implementation:

- Strategic Goals - a high level statement of what the department wishes to achieve.
- Objectives - specific statements that enable the achievement of strategic goals.
- Strategies - actionable unit specific plans that show how objectives will be met.
Upon completion of the strategic goals, each goal became a guide for six sub-committees charged with developing the objectives and strategies to support implementation. Sub-committee membership was open to the entire athletic department and over 100 staff, coaches, student-athletes and internal/external partners volunteered their efforts. Sub-committees met regularly throughout the planning process, shared their work with the steering committee and reviewed the final draft of the plan prior to implementation.

On February 13, 2018 the strategic plan was unveiled to staff and coaches. While the public-facing document outlined all of the goals, objectives and strategies developed by the steering and sub-committees, unit specific action steps were also unveiled internally. The action steps outlined implementation, informed budgetary discussion and tied directly into reviews and evaluations. These will be revisited throughout the life of the plan and will continue to support implementation.
STRATEGIC GOAL

Lead the country in holistic student-athlete development, measured by graduation, academic achievement, student-athlete wellness and post-graduation success.
OBJECTIVE 1.1
Advance an academic environment where the NCAA Graduation Success Rate and Academic Progress Rate of student-athletes exceeds the Pac-12 average.

**STRATEGY A**
Perform a retrospective analysis of academic success and retention to develop a holistic rubric to be used in recruiting.

**STRATEGY B**
Increase participation of academic personnel and athletic administration in the on-campus recruiting process.

**STRATEGY C**
Establish team-specific goals for grade point average, graduation success rate and academic progress rate.

**STRATEGY D**
Advocate, reward and recognize all student-athletes’ academic achievements.

OBJECTIVE 1.2
Foster an environment that promotes comprehensive student-athlete wellness in the areas of physical, mental, emotional, social, financial, intellectual, environmental and cultural well-being.

**STRATEGY A**
Create an integrated framework and approach to building student-athlete capacities for success and wellness in all aspects of their lives.

**STRATEGY B**
Create a wellness assessment tool for that integrated framework which supports the comprehensive well-being of the evolving student-athlete, extending from our first contact during the recruiting process through life after college.

**STRATEGY C**
Broaden internal and campus support for student-athlete wellness by addressing gaps in staffing, more effectively utilizing existing resources and expanding programming.

OBJECTIVE 1.3
Create the programming and infrastructure for student-athletes and staff that allows for a successful post-graduate transition.

**STRATEGY A**
Develop a comprehensive transition process for incoming student-athletes.

**STRATEGY B**
Create an experiential learning program for all student-athletes that includes internships, study abroad, practicums, service learning and engagement.

**STRATEGY C**
Develop an extensive mentorship platform to connect current and former student-athletes to assist with post-eligibility transition.

**STRATEGY D**
Provide educational resources to staff and coaches from industry experts to assist in the process of holistic development of student-athletes.

**STRATEGY E**
Develop a comprehensive tracking and communication system to evaluate various areas of post-graduate success.
STRATEGIC GOAL

Win championships, achieve post-season success and attain national recognition annually in all sports.
OBJECTIVE 2.1
Maximize recruiting and attract elite student-athletes by creating an environment of hospitality and distinction in all that we do.

STRATEGY A
Annually generate all-inclusive digital and printed recruiting resources that promote Oregon State’s best attributes and present a unified message.

STRATEGY B
Facilitate and expand collaborative interactions designed to allow coaches and their programs to share best practices, success stories and recruiting strategies.

STRATEGY C
Analyze existing recruiting budgets in order to align program priorities with departmental expenditures.

OBJECTIVE 2.2
Create and provide a framework that directly supports annual improvement in athletic performance and propels the department towards the following:

1. Top 15% of the Director’s Cup standings annually by 2020
2. Annual placement of eight programs in the post-season by 2020
3. 15 Pac-12 championships by 2023

STRATEGY A
Prioritize the professional development of our coaching staff on an institutional, regional and national level.

STRATEGY B
Develop sport specific five-year success plans in all sports designed to analyze program metrics, outline priorities, support improved performance and achieve departmental goals.

STRATEGY C
Create administrative excellence initiatives aimed at improving efficiencies and transparency between departmental units and coaching staffs.

STRATEGY D
Develop a sport administrator handbook that establishes transparency and consistency in duties, expectations and evaluation.

STRATEGY E
Prioritize staffing gaps in positions specifically designed to support student-athletes and coaches.
OBJECTIVE 2.3
Develop student-athletes into elite, championship caliber competitors, and increase the annual number of Pac-12 and All-America awards by 10% by 2020.

STRATEGY A
Create a system to measure competitive availability and provide expanded resources to support successful student-athlete return.

STRATEGY B
Prioritize the collection of data specific to athletic and competitive preparation efforts in student-athlete surveys and exit interviews.

STRATEGY C
Collect and analyze strength and conditioning data metrics that produce measurable performance results.

STRATEGY D
Create a process to better identify national and conference awards and nominees.

STRATEGY E
Provide concise direction and resources to elite student-athletes that guide them towards athletic recognition in national, international and professional opportunities.

Win championships, achieve post-season success and attain national recognition annually in all sports.
STRATEGIC GOAL

Generate the funds necessary to accomplish our strategic goals and align resources to achieve financial sustainability.
OBJECTIVE 3.1

Grow ticket sales and concessions revenue on an annual basis through better serving our customers, utilizing technology and improving our ticket offerings.

**STRATEGY A**

Execute a comprehensive plan focused on existing season ticket holders that results in a 90% or higher season ticket holder retention rate in all sports.

**STRATEGY B**

Prioritize new season ticket sales growth in all sports through advertising, enhanced customer outreach and incentive structures.

**STRATEGY C**

Evaluate staffing gaps and enhanced technological resources to increase engagement opportunities with current fan base and prospects.

**STRATEGY D**

Grow group, mini-plan and single game ticket sales through fan friendly offerings and increased advertising.

**STRATEGY E**

Improve the concessions experience in all venues with a focus on quality, expanded offerings, price, consumer behavior and addressing current physical limitations.

OBJECTIVE 3.2

Work strategically with external partners to ensure the best possible revenue outcomes.

**STRATEGY A**

Increase licensing revenue through strategic partnerships, retail growth, marketing initiatives and brand development.

**STRATEGY B**

Generate growth in sponsorship revenue in close partnership with our multimedia rights holder while also evaluating all potential campus synergies and naming rights opportunities.

**STRATEGY C**

Establish a new revenue stream committee charged with exploring and making recommendations on new business opportunities to the Director of Athletics.

STRATEGIC GOAL 3

Generate the funds necessary to accomplish our strategic goals and align resources to achieve financial sustainability.
OBJECTIVE 3.3
Through fundraising, fulfill current needs with annual giving, reinvest through major gift support and build a sustainable future through endowment.

**STRATEGY A**
Increase the Our Beaver Nation annual fund to fully subsidize the student-athlete scholarship bill while creating a pipeline for future major gifts.

**STRATEGY B**
As part of the OSU Foundation’s next campaign, develop and execute a fundraising strategy for the 10-year facilities master plan.

**STRATEGY C**
Grow the endowment fund to secure long-term financial sustainability.

OBJECTIVE 3.4
Establish a budget allocation process that will foster a fiscally responsible culture and achieve financial sustainability.

**STRATEGY A**
Establish transparent fiscal year priorities to guide resource allocation.

**STRATEGY B**
Implement a zero-based budgeting process for individual operating budgets in order to identify actual department needs and recognize buying power.

**STRATEGY C**
Evaluate buying trends in order to leverage purchasing power in all department-wide contracts, while looking at current practices to find efficiencies.

**STRATEGY D**
Automate budget uploads and better customize reporting.
STRATEGIC GOAL

Demonstrate inclusive excellence by advancing diversity and equity in all that we do.
OBJECTIVE 4.1
Create a comprehensive infrastructure that allows for annual assessment and monitoring of diversity and inclusion.

**STRATEGY A**
Develop a survey structure for athletic department staff and student-athletes designed to provide annual feedback on existing climate and culture.

**STRATEGY B**
Construct a timely process to monitor and assess the survey outcomes and education.

**STRATEGY C**
Establish an educational process for all coaches and athletic department staff regarding diversity and inclusion.

**STRATEGY D**
Establish an educational process for all student-athletes regarding diversity and inclusion.

OBJECTIVE 4.2
Strengthen campus and community relationships to develop an increased awareness around diversity and inclusion.

**STRATEGY A**
Identify and advocate for athletic department participation in existing campus efforts.

**STRATEGY B**
Strategically invite, engage and encourage campus partners to participate in athletic department efforts.

**STRATEGY C**
Identify and advocate for athletic department participation in community, regional and national efforts.

**STRATEGY D**
Create and advance a cross-campus committee of professionals designed to promote diversity and inclusion efforts through dialogue and best practices.

OBJECTIVE 4.3
Improve best practices for hiring, recruitment, recognition and retention of coaches, athletic department staff and student-athletes.

**STRATEGY A**
Implement specific mechanisms that will enlarge the pool of applicants to include all protected classes and ensure that representation is maintained throughout the search processes.

**STRATEGY B**
Follow campus search excellence standards during all hiring processes.

**STRATEGY C**
Recognize and highlight the exceptional work of athletic department staff and student-athletes.

**STRATEGY D**
Use traditional and digital media outlets to recognize and tell the stories of our student-athletes.
STRATEGIC GOAL

Activate Beaver Nation through strategic partnerships with our campus, our community, the Beaver State and the world.
**OBJECTIVE 5.1**
Create an inventory of existing athletic boards and committees and organize their efforts in a manner which prioritizes intentional interactions and enhanced output.

- **STRATEGY A**
  Assess all athletic department external committees and boards to establish organizational strategies and communication plans for each group.

- **STRATEGY B**
  Organize regular interactions between the Director of Athletics’ Board of Advisors and Our Beaver Nation Advisory Board to discuss donor acquisition strategies and financial sustainability tactics.

- **STRATEGY C**
  Grow current and former student-athlete relationships through organized interactions between the Student-Athlete Advisory Committee and Varsity OSU.

- **STRATEGY D**
  Continue to expand efforts with the Fan Experience Committee and Beaver Dam.

**OBJECTIVE 5.2**
Create opportunities for engagement and interaction with the university community and the city of Corvallis.

- **STRATEGY A**
  Schedule specific annual athletic department interactions with identified student and faculty/staff groups to increase campus awareness on athletic initiatives.

- **STRATEGY B**
  Identify and facilitate the participation of student-athletes, coaches and athletic department administration in ongoing campus events and engagement opportunities.

- **STRATEGY C**
  Identify annual community events and engagement opportunities to increase athletic department visibility.

**OBJECTIVE 5.3**
Align our brand across campus, the OSU community, Portland and the Pac-12 geo footprint.

- **STRATEGY A**
  Create and launch an Oregon State Athletics brand playbook that provides consistency and standards across all visible mediums.

- **STRATEGY B**
  Enhance Portland engagement through competitive events, staff presence and establishment of an OSU athletics hub.

- **STRATEGY C**
  Provide a platform for brand expansion through OSU-Cascades campus, the Beaver State and the Pac-12 geo footprint.
OBJECTIVE 5.4
Grow the @BeaverAthletics social media fan base.

**STRATEGY A**
Create a digital plan for growth through advertisement and automation systems.

**STRATEGY B**
Create a proactive process to identify successful digital campaigns and marketing implementation.

**STRATEGY C**
Communicate use of Beaver social media accounts in print, in venue, over airwaves and through OSU athletics partnerships.

**STRATEGY D**
Identify former student-athletes, prominent alumni and students as ambassadors.

OBJECTIVE 5.5
Enrich fan experiences prior to, during and after game days and special events.

**STRATEGY A**
Expand digital communication of information in advance of game day or event.

**STRATEGY B**
Implement new fan zones and utilize existing human and technology resources in a manner which prioritizes a welcoming game day environment.

**STRATEGY C**
Create more opportunities for memorable interactions between our fans and student-athletes.

**STRATEGY D**
Create a platform for all ticket purchasers to give feedback on their game day experience.

Activate Beaver Nation through strategic partnerships with our campus, our community, the Beaver State and the world.
STRATEGIC GOAL
Invest in the facilities and infrastructure necessary to compete at the highest level.
OBJECTIVE 6.1
Execute long and short-term facilities planning activities designed to outline priorities, costs, use and implementation strategies in the areas of capital improvements, deferred maintenance and general upkeep.

STRATEGY A
Develop a comprehensive facilities master plan that outlines capital priorities and improvements as well as associated costs over a 10-year period.

STRATEGY B
Develop a comprehensive 10-year continuous deferred maintenance cycle that outlines and prioritizes needed facility upgrades/replacements.

STRATEGY C
Create and implement a systematic facility walkthrough plan that has facility staff consistently evaluating the current state of all facilities to identify and address any and all routine maintenance items and ensure recruit readiness.

STRATEGY D
Develop and implement a scheduling plan for all athletic and conference facilities.

STRATEGY E
Create a complete interior furniture/fixture/equipment life cycle replacement plan in all athletic administration and coaching offices, locker rooms, lounges and meeting rooms.

OBJECTIVE 6.2
Create and execute a facilities branding plan to update old marks and elevate existing spaces.

STRATEGY A
Identify and replace old marks within facilities.

STRATEGY B
Identify new branding and beautification opportunities in existing facility spaces and implement designs.

STRATEGY C
Utilize our facilities to showcase our history, championship achievements and student-athlete successes.
OBJECTIVE 6.3
Create and implement an IT master plan that will guide strategic priorities and inform critical decisions in order to provide cutting edge technology and an expanding portfolio of programs and growth opportunities.

STRATEGY A
Create a sustainable IT infrastructure that will provide a standardization in systems, software, licensing, support and budget oversight.

STRATEGY B
Utilize enterprise systems technology and implement centralized management of our IT infrastructure to enable athletics to concentrate greater resources on fewer systems and seek to improve system integration.

STRATEGY C
Implement a more coordinated and proactive approach to information security and compliance, and provide staff with information security education awareness training.

STRATEGY D
Implement an IT communication and service delivery model within athletics and across campus that will enhance collaboration among key units.

OBJECTIVE 6.4
Review and implement new security, access and event management protocols to prioritize user safety and standardize systems.

STRATEGY A
Develop new event management review procedures and protocols that prioritize fan safety and experience as it relates to building entry and field access.

STRATEGY B
Implement new infrastructure and/or utilize existing infrastructure to control and monitor building access for all athletic facilities.

STRATEGY C
Implement new infrastructure and/or utilize existing video security in partnership with the department of public safety to ensure that systems are maintained.
OBJECTIVE 6.5
Develop internal and external funding strategies to support new and continued investments in facilities and infrastructure.

STRATEGY A
Revisit existing event space rental fee and promotional strategies to maximize growth potential under current constraints.

STRATEGY B
Conduct a market analysis on the potential for growth in event/venue rentals.

STRATEGY C
Adjust revenue strategies to consider continued and deferred maintenance expenses.

STRATEGY D
Review and adjust current maintenance budget to reflect the university’s commitment to deferred maintenance and support maintenance plan.

STRATEGY E
Develop a staffing plan in the area of facilities and operations reflective of the athletic department’s renewed investment in this area.
STRATEGIC PLAN

STEERING COMMITTEE

Scott Barnes  VP / Director of Athletics
Doug Aukerman  Sr. Associate Athletics Director, Sports Medicine
Dan Bartholomae  Deputy Athletics Director, Capital Projects & Internal Operations
Kyle Bjornstad  Associate Athletics Director / Chief of Staff
Jacque Bruns  Associate Athletics Director / Chief Financial Officer
Sara Elcano  Associate Athletics Director, Fan Engagement & Revenue Generation
Alex Gary  Sr. Associate Athletics Director, Development
Kate Halischak  Associate Athletics Director, Academics
Zack Lassiter  Deputy Athletics Director, External Operations
Kimya Massey  Sr. Associate Athletics Director, Student-Athlete Development
Zach Nyborg  Associate Athletics Director, Football Operations
Kyle Pifer  Sr. Associate Athletics Director, Compliance
Jeff Pivic  Assistant Athletics Director, Annual Giving
Taylor Ricci  Student-Athlete (Gymnastics)
Joey Spatafora  Faculty Athletics Representative
Marianne Vydra  Deputy Athletics Director, Administration / SWA
Lead the country in holistic student-athlete development, measured by graduation, academic achievement, student-athlete wellness and post-graduation success.

**CO-CHAIRS**

- Doug Aukerman: Sr. Associate Athletics Director, Sports Medicine
- Kate Halischak: Associate Athletics Director, Academics
- Kimya Massey: Sr. Associate Athletics Director, Student-Athlete Development
- Joey Spatafora: Faculty Athletics Representative

**COMMITTEE**

- Kevin Blank: Facility Coordinator
- Allison Foster: Assistant Coach (W. Rowing)
- Todd Gibbs: Assistant Director of Wellness, Student Health Services
- Michael Gretler: Student-Athlete (Baseball)
- Michael Johnson: Assistant Coordinator, Sports Performance
- Natalie Nakic: Academic Counselor
- Taylor Ricci: Student-Athlete (Gymnastics)
- Dawn Shockley: Head Coach (W. Golf)
- Jason Strong: Assistant Athletics Director, Compliance
- Fred Tedeschi: Director, Athletic Training Services
- Heidi Wegis: Chair, Athletic Advisory Committee
- Michael Wong: Assistant Coach (Swimming)
- Paul Yager: Academic Counselor
### STRATEGIC GOAL

**SUB-COMMITTEE**

Win championships, achieve post-season success and attain national recognition annually in all sports.

#### CO-CHAIRS
- Kyle Pifer, Sr. Associate Athletics Director, Compliance
- Marianne Vydra, Deputy Athletics Director, Administration / SWA

#### COMMITTEE
- Mark Barnard, Head Coach (Volleyball)
- Izzy Batayola, Assistant Coordinator, Sports Performance
- Laura Berg, Head Coach (Softball)
- Brian Daviscourt, Facilities Grounds Keeper
- Steve Fenk, Associate Athletics Director, Athletic Communications
- Fernando Frias, Licensed Psychologist / Athletic Department Liaison
- Garrett Haldeman, Travel and Insurance, Business Operations
- Jason Lieuw, Associate Athletic Trainer
- Jeff Macy, Associate Athletics Director, Sports Performance
- Jamaal May, Coordinator, Student-Athlete Development
- Kurt Paulson, Director of Operations (M. Basketball)
- Mandi Rodriguez, Academic Counselor
- Scott Rueck, Head Coach (W. Basketball)
- Kerry Simmonds, Assistant Coach (W. Rowing)
- Diana Ulrey, Assistant Athletics Director, Compliance
STRATEGIC GOAL

Generate the funds necessary to accomplish our strategic goals and align resources to achieve financial sustainability.

**CO-CHAIRS**
Jacque Bruns  
Associate Athletics Director / Chief Financial Officer
Alex Gary  
Sr. Associate Athletics Director, Development
Zack Lassiter  
Deputy Athletics Director, External Operations

**COMMITTEE**
Jihad Ali  
Assistant Athletics Director, Business Operations
Brian Amato  
Assistant Coach (Gymnastics)
Felicia Anderson  
Student-Athlete (Swimming)
Trevor Cramer  
Assistant Director, Athletic Communication
Carson Dunlap  
Licensing Manager, Trademark Licensing
Mike Eichler  
Assistant Coach (W. Rowing)
Kayla Gross  
Director, Beyond Football
Jake Kirkham  
Assistant Athletics Director, Major Gifts
Kurt Komatsubara  
Assistant Coordinator, Sports Performance
Aaron Maisel  
Director, Ticket Operations
Ashton Miller  
Assistant Director, Pac-12 Sales
Diane Penny  
VP / General Manager, Beaver Sports Properties
Nicole Real  
Director, Capital Budgeting
Shawn Schoeffler  
Assistant Director, Athletic Communication
Heather Smith  
Director of Operations (Softball)
STRATEGIC GOAL

SUB-COMMITTEE

Demonstrate inclusive excellence by advancing diversity and equity in all that we do.

CO-CHAIRS
Sara Elcano  Associate Athletics Director, Fan Engagement & Revenue Generation
Kimya Massey  Sr. Associate Athletics Director, Student-Athlete Development
Marianne Vydra  Deputy Athletics Director, Administration / SWA

COMMITTEE
Charlene Alexander  VP / Chief Diversity Officer
Nicole Belopotosky  Assistant Director, Ideation
TC Duty  Office Specialist, Business Operations
Clint Edwards  Learning Services Specialist
Lindsey Goodman  Director, Student-Athlete Development
Deb Graff  Associate Athletic Trainer
Keith Holt  Compliance Coordinator
Jamie Jackson  Program Specialist, Business Operations
Kerry McQuillin  Affirmative Action Manager
Amanda Strong  Assistant Athletic Trainer
Jason Thomas  Assistant Athletics Director, Student-Athlete Development
Darr Tucknott  Academic Counselor
Corrinne Shigeta  Student-Athlete (Swimming)
Gabe Winkler  Head Coach (M. Rowing)
Activate Beaver Nation through strategic partnerships with our campus, our community, the Beaver State and the world.

**CO-CHAIRS**
- Kyle Bjornstad, Associate Athletics Director / Chief of Staff
- Sara Elcano, Associate Athletics Director, Fan Engagement & Revenue Generation
- Jeff Pivic, Assistant Athletics Director, Annual Giving

**COMMITTEE**
- Rori Carlo, Assistant Athletics Director, Marketing & Fan Engagement
- Hank Hager, Assistant Director, Athletic Communications
- Mat Kanan, Assistant Athletics Director, Development Communications & Stewardship
- Mary Law, Director, Oregon State Gymnastics Academy
- Kat Lucchesi, Director, Social Media
- Rocco Malo-Resta, Information Technology Consultant
- Jen Mays, Director of Events, Our Beaver Nation
- Leslie Schacht Drey, Assistant Dean of Student Life & Director, Center for Fraternity & Sorority Life
- Rob Schreier, Account Executive, Pac-12 Sales
- Scott Spiegelberg, Director, Varsity OSU & Alumni Engagement
STRATEGIC GOAL

SUB-COMMITTEE

Invest in the facilities and infrastructure necessary to compete at the highest level.

CO-CHAIRS
Dan Bartholomae  Deputy Athletics Director, Capital Projects & Internal Operations
Zach Nyborg  Associate Athletics Director, Football Operations

COMMITTEE
Jason Amberg  Assistant Director, Athletic Communications
Chris Anderson  Assistant Coordinator, Sports Performance
Funaki Asisi  Assistant Director, Football Administration
Pat Bailey  Associate Head Coach (Baseball)
Ryan Bucher  Associate Athletics Director, Facilities & Event Management
Tanya Chaplin  Head Coach (Gymnastics)
Kory Cheshire  Student-Athlete (Volleyball)
Tim De Quilettes  Director, Information Technology
Skylar Erhardt  Assistant Director of Annual Giving, Our Beaver Nation
Lori Fulton  Manager, Design & Construction
Tyler Greulich  Assistant Athletics Director, Events & Facility Operations
Sam Koken  Director, Events & Facility Operations
Jeff Peterson  Technical Engineer, Academic Technology
Johan Reinalda  Director, Network Telecommunications
Linus Rhode  Head Coach (W. Soccer)
Sharon Rissmiller  Director of Operations (W. Basketball)
John Schneider  Rigger (M. & W. Rowing)
Keith Warner  Director of Graphic Design, Ideation