DEPARTMENT OF ATHLETICS
Budget Presentation to SBPC

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FY 19 Presentation
OVERVIEW

• Vision & Mission of the Athletics Department
• Setting the Stage
• Athletics Media Video Coordinator – Priority #1
• Conclusion
VISION & MISSION

Vision Statement
The University of Rhode Island Department of Athletics will be nationally recognized for excellence in the classroom, in competition and in the community.

Mission Statement
The mission of the Department of Athletics is to provide experiences that are consistent with the mission of the University and the NCAA Division I philosophy. The Department provides opportunities for student-athletes that encourages the pursuit of commitment, teamwork, competitive success, development of personal character, and leadership skills. We maintain an environment that values academic achievement, integrity, diversity, gender equity, and sound fiscal management. URI Athletics strives to provide quality programs that cultivate an exciting atmosphere for the University and the community.
STRATEGIC GOALS

- Academic Success
- Student-Athlete Welfare
- Equity & Diversity
- Facility Enhancement
- Fiscal Responsibility
- NCAA Rules Compliance & Education
- External Revenue Generation & Outreach

The Athletic Department Strategic Plan that was established in 2010-11 was built on the foundation of the URI Academic Plan
Main Responsibilities
All aspects of production for streaming of athletics events; produce, coordinate and edit in-house video content; oversee video replay and streaming production staffing.

Essential Duties
• Serve as point person for in-game video replay for football and men’s & women’s basketball
• Produce and edit in-house video, including: TV spots and ticket sale commercials; videos designed for web and social media; year-in-review highlight videos for athletics teams
• Responsible for all video streaming logistics for home athletics events and contests
• Create and maintain video library of highlights for use for national and regional networks
• Assist marketing and communications staffs with the production and creating of compelling video stories for GoRhody.com and social media outlets.
• Work closely with external creative services vendors on major projects and video elements.
• Work with coaches and teams to assist in production of recruiting elements
• Assist with in-house video requests within the athletics department
ATHLETICS VIDEO COORDINATOR
Priority 1

One Time Equipment Needs: $24,300
Broadcast Quality Cameras and Lenses (4) $11,000
Tripods (4) $600
Headset System (1) $700
Hard Wire Cabling for Video Components - $1,000
Software for Video Editing and Post Production $1,000
Streaming Equipment $10,000

Total Amount Requested:
Salary, Benefits and Fringes $69,350
One Time Equipment Needs $24,300
Total Amount Reallocated ($15,000)
Net Amount Requested $78,650

Note: The Salary, Benefits and Fringes net of reallocated dollars would need to be added to base ($54,350)
CONCLUSION

Growing Needs & Requirements for Video Content and Production

• From smartphones to social media, video is an integral part of our day-to-day lives
• The need for video production and fresh content is on a growth path and does not show any signs of declining
• Athletics has attempted to provide basic video content and production by utilizing current staff. It has reached a breaking point where athletics cannot fulfill requirements
• Athletics is overdue for an individual who will serve as the point person for video operations and production

Athletics Lags Far Behind Peer and Aspirate Institutions in Video:

• URI is the only member institution of the Atlantic 10 and CAA (24 total institutions) that does not have an individual in a position similar to the coordinator, video production and operations for athletics role that is being proposed.
• Of the 68 teams in the field of the 2017 NCAA Men’s Basketball Tournament, Rhode Island is one of three schools to not have a dedicated position or multi-person office aimed toward video production