

Standing Committee Annual Report

Name of Committee or Council:

Homecoming Committee

Chair

Nikki Loos Peterson & Victor Felts

Meeting Dates in Current Year:

Next meeting: 5/17...other meetings TBA

Major Actions or Accomplishments:

2011 HOMECOMING ACCOMPLISHMENTS:

ALUMNI EVENTS: below lists some of our traditional events and the guest attendance

Golf Tournament Attendance: 28 teams (112 participants)

5K Run: 134 participants

Alumni Awards Brunch: 133 participants

African American Alumni Mixer: over 150 participants

Greek Watch Party (new event): about 100 participants

Each year we are increasing in alumni and supporter attendance. In order to gain more recognition for Homecoming week, the Alumni Office, with assistance from Public Relations, developed a major marketing campaign. Over 400 promotional yard signs were ordered and distributed around the Clarksville area. Over 50,000 CDE bill inserts were mailed out with our Traditional Homecoming Activities listed, a homecoming brochure and flyers/posters were created, and we encouraged our alumni and friends to visit our homecoming website, alumni website, facebook, along with our athletics website.

This coming year's homecoming will prove to be an exciting one! The committee is already hard at work using the unannounced theme as an idea starter for many marketing ideas! This committee is made up of many different departments on campus that each contributed to a successful 2011 homecoming year!

STUDENT LIFE & LEADERSHIP (under direction of Victor Felts)

- Moved the Step-Off to the Red Barn to accommodate more spectators.
- Moved the Step-Off to the early evening to keep students from skipping class to attend.
- Combined the Step-Off and Court Announcement to capture a more attentive audience.
- Moved the Concert to Monday night to create a larger kick-off event for the week.

<i>Alumni Relations Tracking</i>	<u>Alumni & Friends Participants</u>	<u>Sponsor Money Raised</u>	<u>Ticket Money Raised</u>	<u>Expenses</u>	<u>Net Profit</u>
2011 Candlelight Ball	28 tables (280 guests)	\$22,000	\$26,400	\$35,807.05	\$6,884.46
2012 Candlelight Ball	28 tables (270 guests)	\$26,300	\$22,500	\$44,402.72	\$4,397.28
HOMECOMING 2010 ALUMNI EVENTS - traditional events					
Golf Tournament	25 teams (100 participants)	\$1,070	\$5,340	\$3,428.75	\$2,981.25
5K Run	90	\$1,600	\$2,395	\$2,199.00	\$1,596.00
Alumni Awards Brunch	122		\$700	\$3,040.50	(\$2,340.50)
HOMECOMING 2011 ALUMNI EVENTS - traditional events					
Golf Tournament	28 teams (112 participants)	\$1,190	\$6,440	\$3,388.18	\$4,241.82
5K Run	134	\$1,800	\$3,105	\$3,604.65	\$1,300.35
Alumni Awards Brunch	133		\$425	\$3,716.49	(\$3,291.49)
2011 ALUMNI RECEPTION EVENTS					
Florida (Jacksonville, Brunswick GA, Jacksonville, Gainesville, Ocala, Tampa, Orlando)	72				
Louisville, KY	12				
Texas (Bedford, Dallas, Plano, Killeen, Austin, Houston, Houston)	70				

Washington DC (Richmond, Fredericksburg, Arlington)			40					
Johnson City, TN			15					
Chattanooga, TN			15					
Knoxville, TN			28					
North Carolina (Greensboro, Fayetteville, Charlotte)			34					
Jackson, TN			20					
Memphis, TN			46					
Nashville, TN			80					
Hopkinsville, KY			30					
Huntsville, AL			25					
Columbia, TN			25					
Dickson, TN			20					
2012 ALUMNI RECEPTION EVENTS								
Florida (Jacksonville, Brunswick GA, Jacksonville, Gainesville, Ocala, Tampa, Orlando)			60					
Texas (Bedford, Dallas, Plano, Killeen, Austin, Houston, Houston)			111					
Washington DC (Richmond, Fredericksburg, Arlington)			48					
Charlotte, NC			16					
Johnson City, TN			TBD					
Chattanooga, TN			TBD					
Knoxville, TN			TBD					
North Carolina (Greensboro, Fayetteville, Charlotte)			TBD					
Jackson, TN			TBD					
Memphis, TN			TBD					
Nashville, TN			TBD					

Huntsville, AL			TBD					
Columbia, TN			TBD					
Clarksville, TN			TBD					